



DEMA Show Program

Seminar Descriptions Presented by the
National Association of Underwater Instructors





Dear NAUI members,

Welcome to Orlando, Florida, and DEMA 2017! Part of the excitement of diving is the promise of discovery. You never quite know what might be waiting for you on your next dive – or at the annual DEMA gathering. DEMA is a great place to reconnect with old friends, make new acquaintances and perhaps discover something new. The same can be said about NAUI, one of the oldest and most respected dive training agencies in the world! Be sure to stop by the NAUI booth to meet NAUI staffers and friends and discover what is new with your association.

NAUI's commitment to training and professional development is evident at this year's show. NAUI is offering nearly 40 seminars and training opportunities for NAUI members throughout the DEMA Show! This is one of NAUI's largest offerings ever at DEMA. "Teaching NAUI First Aid" is a full-day professional development workshop focused on the skills and knowledge needed when teaching the new NAUI First Aid programs powered by DAN, and the half-day workshop "Essentials for NAUI Leadership Development" will review changes to NAUI leadership training and give members an opportunity to share ideas for training new NAUI members. Don't miss out on other special presentations on unique topics like knot-tying and rigging, leadership rescue, diving hazards with rebreathers, and many more.

We are also excited to begin showcasing the new NAUI CORE, the online suite of NAUI tools for members and divers. NAUI members are invited to join us for a two-hour hands-on tour of the new NAUI member services website. NAUI CORE (certifications, online training programs, leadership resources and educational material) is your gateway to the most current information. Learn about the tools and resources to manage your membership history, communicate with your students, and continue your diving education in this secure and convenient hub offering the latest in NAUI knowledge and news. Discover a whole new way of doing business, designed for the busy dive professional.

There has never been a better time to be a member, and the value of NAUI membership has never been greater! Unlike other training agencies that are controlled by private business owners and outside shareholders, NAUI is a true membership association, governed by a board of directors elected from the membership. Members and prospective members are encouraged to visit us in Booth 1522 to learn more about the value of membership.

Speaking of membership, don't forget the 2017 NAUI Awards and Annual General Membership meeting, scheduled for 2 p.m. on Thursday, November 2, 2017. Hopefully we will see you there and at the NAUI Membership Reception to follow at the Orlando Eye. Let's celebrate our successes in 2017 and look forward to 2018 with optimism.

NAUI is the Definition of Diving!

Dallas Edmiston
Executive Director

2017 NAUI MEMBER RECEPTION

DEMA SHOW IN ORLANDO, FLORIDA



WHEN:

Thursday, November 2, 2017
6:00 - 9:00 PM

WHERE:

Orlando Eye
8401 International Drive #100
Orlando, FL 32819

CONTACT:

Shannon McCoy
smccoy@nauai.org

REGISTRATION:

Space is limited. Register Today!

Please join us for the 2017 NAUI Member Reception. All members and a guest are invited to this special event. There is no cost to attend, but registration is required and space is limited.

During the evening, guests will enjoy dinner, beverages and live entertainment, including one complimentary flight on the Orlando Eye. The iconic 400-foot-tall observation wheel provides breathtaking panoramic views of Central Florida.

Attendees are encouraged to wear their NAUI orange polo. Otherwise, party attire is casual for this adults-only event. Cash bars will be available in both the reception courtyard and the Orlando Eye terminal.

Thank you for making plans to join us in a truly memorable celebration of NAUI membership. We look forward to seeing you!

CLICK HERE TO REGISTER: <https://www.eventbrite.com/e/2017-naui-member-reception-registration-35788241594>



2017 NAUI AWARD RECIPIENTS

NAUI CONGRATULATES THE 2017 NAUI LIFETIME ACHIEVEMENT INDUCTEES

NAUI LIFETIME ACHIEVEMENT AWARD. *Individuals presented with the NAUI Lifetime Achievement Award are honored for significant and continued contributions to diving and long-term service on behalf of NAUI. Currently, there are only four members with the Lifetime Achievement Award. This recognition is reserved for members of the NAUI Hall of Honor. Our association is stronger because of their selfless contributions, and this year we honor eight of our best!*



SPENCER CAMPBELL (NAUI A20)

Spencer Campbell launched his NAUI Instructor career in 1962 and became one of the most prolific NAUI Instructors in the Pacific Northwest, training thousands of NAUI divers and hundreds of NAUI Instructors over a 20-year span. In the early days, he was involved with developing NAUI courses, including Advanced Diver (the original program), Divemaster and Assistant Instructor. He also developed programs for training in scientific diving, hyperbaric chamber operation and commercial diving. In the 1960s, he focused on research in diving physiology, hyperbaric medicine and altitude diving technology. He then developed the Virginia Mason Hospital Hyperbaric and Diving Research Laboratory program in Seattle. He assisted with the organization of the Northwest NAUI 50th Birthday Party in 2010 and received a NAUI Mentor Award during the event. In 2014, he was presented with the Northwest Pioneer Diver Award. NAUI inducted Campbell into the NAUI Hall of Honor in 2015.

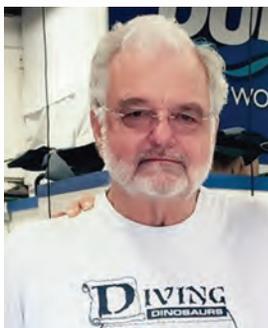


A. DALE FOX (NAUI 5813)

A. Dale Fox has a long history of service and dedication to the association. He has served as a NAUI Course Director, a member of the Board of Directors for eight years, and NAUI's interim executive director in 1994. His guidance during pivotal years of reorganization was crucial to the success of NAUI. He served three years as coordinator of the NAUI sales team and eight years as the NAUI Northeast Regional Representative in the U.S.

Fox wrote NAUI text materials and co-authored one of the early books on training divers with disabilities. He was an early advocate of scuba cylinder inspection and was involved in the NAUI Equipment Safety Program and Professional Scuba Inspectors. He was also an instructor with Divers Alert Network, the American Safety and Health Institute, the American Red Cross and the National Speleological Society, Cave Diving Section.

Fox has trained and educated thousands of divers and professionals alike. His contributions exemplify what it means to be a NAUI leader. He was inducted into the NAUI Hall of Honor in 2016.



RICHARD LONG (NAUI 49)

Dick Long began scuba diving in the late 1950s. In 1960, he attended the first NAUI Instructor course in Houston. There he had the distinction of being one of only two candidates who were able to complete the challenge to tread water for 15 minutes without using hands – while wearing a 15-pound weight belt. When he returned to California as NAUI Instructor number 49, he helped open a dive shop in San Jose. He moved to San Diego in 1963, where he opened his own dive shop, Scuba Diving Unlimited. There he began constructing wetsuit designs, which caught the attention of the U.S. Navy Underwater Demolition Team in San Diego. He was soon providing wetsuits and consulting for other USN projects, such as SEALAB II. In 1981, he began building drysuits for the recreational market through his Diving Unlimited International. Long has served on many boards of directors and advisers. He has received several awards for his continuous support and

promotion of diving, including the NOGI Award, 1991; Leonard Greenstone Safety Award, 1994; NAUI Hall of Honor, 2000; and DEMA Reaching Out Award, 2004.



DANIEL ORR (NAUI 5612)

Dan Orr has been a committed NAUI Instructor for 37 years. In 1973, he began developing the scuba program at Wright State University and grew it into one of the largest university programs in the U.S.

Orr served as NAUI's Mid-America Branch Manager and was the founding director of the Technical Advisory Group. He has been involved in many facets of recreational, commercial and scientific diving. He has worked and taught recreational diving in retail and academic environments, supervised research in fields of scientific diving, and worked on the boards of various not-for-profit organizations. Orr began his tenure at the Divers Alert Network in 1980. He was responsible for developing and implementing DAN training programs, beginning with the DAN Emergency Oxygen program, which became the worldwide standard in training emergency oxygen providers for diving injuries. His responsibilities at DAN grew, and in 2006,

he was named president and CEO. He retired from DAN in 2013.

He has authored and co-authored numerous articles and core books and manuals on diving safety and first aid. It is with gratitude for his life of service to diving that NAUI congratulates Dan Orr as a NAUI Lifetime Achievement Award recipient.



ZALE PARRY (NAUI A12)

Zale Parry began scuba diving in 1951. In 1954, she set a women's deep diving record of 64 meters (209 feet). Shortly thereafter, she attended the Los Angeles County Underwater Instructor Certification Course and graduated as its third female instructor. In 1961, Zale became a NAUI member as NAUI A12. She has regularly appeared at dive shows, expos and conferences, often as a presenter. In the television series *Kingdom of the Sea* (1954-1959), she starred as a diver and also presented a segment at the end of each show on diving safety tips. In *Sea Hunt* (1958-1961), Parry was co-star with Lloyd Bridges in several episodes, a stunt double and a technical director (and also taught Bridges how to dive).

More recently, she created the Zale Parry Scholarship, administered by the Academy of Underwater Arts and Sciences (AAUS), to encourage others to engage in ocean exploration, dive technology and marine conservation. She remains an avid diver and

continues to be an ambassador for our sport. Among her many recognitions are the AAUS NOGI Award, 1973; DEMA Reaching Out Award, 1993; Women Divers Hall of Fame, 2000; NAUI Hall of Honor, 2000; and the NAUI Ambassador of Scuba Diving Award, 2010.



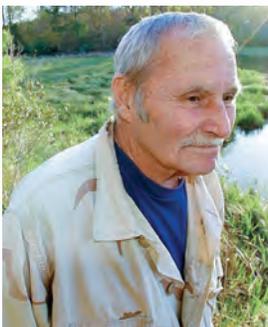
RICHARD RUTKOWSKI (NAUI 4005)

Richard "Dick" Rutkowski helped change the course of modern diving through his testing and promoting of the use of nitrox and trimix mixed gases. His work helped develop technical diving and clinical hyperbaric medicine as we know it today.

Rutkowski assisted with procedures for scientific research in the use of oxygen-enriched air to develop nitrox dive standards. This work allowed NAUI to become the first traditional recreational agency to sanction nitrox training.

Among his many initiatives, Rutkowski formed the International Association of Nitrox Divers in 1985 and built hyperbaric facilities for treating divers throughout the world. At his facilities in Hyperbarics International, he has trained over 7,000 medical personnel, physicians and diver supervisors to treat diving and clinical hyperbaric medical problems.

His contributions have changed the face of recreational diving and opened the door to much safer professional and recreational technical diving as we know it today. Dick Rutkowski is a true legend of diving, and it is a pleasure to bestow upon him the NAUI Lifetime Achievement Award.



J. MORGAN WELLS (NAUI 4175)

Dr. J. Morgan Wells received scientific diving training at Scripps Institution of Oceanography (University of California) in 1962. In 1965, he became a U.S. Navy SEALAB Aquanaut and received mixed-gas and rebreather training from the U.S. Navy Mine Defense Lab.

For over 24 years, Dr. Wells was employed by the National Oceanic and Atmospheric Administration (NOAA), serving as science coordinator for the Manned Undersea Science and Technology Office. He was appointed director of the NOAA Diving Program in 1978, teaching advanced training courses in hyperbaric medicine after recognizing that physicians had little training. In 1989, he achieved the career-long ambition of creating the NOAA Experimental Diving Unit. He also developed the use of nitrox dive standards, now known as NOAA Nitrox I (1978) and NOAA Nitrox II (1990).

Dr. Wells worked tirelessly to improve the dive industry and NAUI. It is NAUI's privilege to honor J. Morgan Wells as a NAUI Lifetime Achievement Award recipient in recognition of his lifelong commitment and dedication.



BRUCE WIENKE (NAUI 5343)

Bruce Wienke is a program manager in the Weapons Technology/Simulation Office at Los Alamos National Laboratory. He holds a Ph.D. in particle physics from Northwestern University, has authored 350-plus articles in peer-reviewed journals, media outlets and trade magazines, and has published 12 books on diving science, physics and decompression theory. He heads up the C & C Dive Team, vested with worldwide underwater search, assessment and disablement of nuclear, chemical and biological weapons of mass destruction. He is a fellow of the APS, a technical committee member of the ANS, and serves as a consultant to the EPA, DHS, ADA, and U.S. military and dive industry. Wienke is an editor and reviewer for CBM, PR, TTSP, NSE and JQSRT and is CEO of Southwest Enterprises Consulting. He is the developer of the reduced gradient bubble model (RGBM), implemented in decompression meters, tables and dive software worldwide. He is a NAUI

Tec/Rec Instructor Trainer and Course Director. His interests include USSA Masters ski racing, USTA Seniors tennis and windsurfing. Wienke is a certified ski instructor (PSIA) and racing coach (USSCA).

NAUI CONGRATULATES THE 2017 NAUI HALL OF HONOR INDUCTEES

NAUI HALL OF HONOR AWARD. *Induction into the NAUI Hall of Honor is the highest form of recognition we bestow upon deserving members in recognition of their service and dedication to NAUI and the diving community. Induction into the Hall of Honor is reserved for those members who, by virtue of their character and actions, have made outstanding longtime contributions to NAUI. Our association is stronger because of their selfless contributions, and this year we honor eight of our best!*



THOMAS HEMPHILL (NAUI 2491)

Tom Hemphill became a NAUI Instructor in 1971, and during his 46 years of membership, he has distinguished himself as an exceptional leader and committed member.

He has positively impacted NAUI in every corner of the organization. He has served as North Pacific Branch Manager (1979-1981), Regional Representative (1985-1986) and National Sales Manager (1986-1988), and for several terms as member and chairman of the NAUI Board of Directors. Hemphill shepherded the negotiations and formation of NSG, which has provided NAUI with a stable fiscal foundation.

In 1995 and until 2000, he and others ran the NAUI Northwest educational conferences, mini ICUEs open to all divers. Hemphill is chair of the Northwest Dive History Association, which seeks to preserve the history and stories of the pioneers of diving in the Pacific Northwest.

He is the primary force with the vision for the organization, and he established its program for

collecting video interviews of influential divers.

Hemphill is a steadfast supporter of leadership development and has developed programs to aid in recruiting new leadership candidates. He has led the way as a supporter of scuba as a career enhancement path for scientists, the movie industry, engineering, teaching and adventure sports.



DICK LUCAS (NAUI 7890)

Dick Lucas began diving in the 1960s and became certified in 1979-80. After becoming a NAUI Instructor in 1984, he taught the first NAUI courses in the Netherlands. Because of him, NAUI was soon a leader in the Dutch market. He initiated the Netherlands NAUI Service Center through his dive company and published NAUI textbooks, specialty course material and promotional items in Dutch. He was the first DEMA Board of Directors member to support the European dive industry.

In 2004, NAUI Europe Service Center was initiated with Lucas as regional representative, supporting NAUI members in Europe and building a strong network of NAUI representatives who teach and communicate in the languages of their countries. He serves on many committees, including the European Underwater Federation. He led the 2007 effort that made NAUI officially CE certified and the first to be ISO certified. In 2015, Lucas' efforts contributed to NAUI's ISO

recertification. To widen NAUI's presence in Europe, he frequently attends dive shows in the region. He has volunteered an extreme amount of time for NAUI, promoting NAUI leadership, forming adaptive diving programs, building dive centers, and even hosting dives with the Dutch royal family and Crown Prince Willem-Alexander of the Netherlands.



TIMOTHY O'LEARY (NAUI 10144)

Tim O'Leary is director of NAUI Technical Training Operations, a NAUI Course Director, Inspector Trainer for PSI, and CEO of American Diving and Marine Salvage. He received a DMT and CHT from Jo Ellen Smith Medical Center at the Baromedical Research Institute. He holds a B.S. in zoology from Texas A&M University. He has been a commercial diving instructor at Ocean Corp., a saturation diver, and supervisor and chamber supervisor for many of the world's commercial diving companies. He is a consultant for the offshore oil and insurance industries and is a Level III NDT technician. He is a contributor to the NAUI RGBM tables and related products that have been developed for NAUI Technical Training Operations. He has written numerous monographs on technical diving subjects and authored most of the NAUI technical training manuals, co-authored 13 manuals on decompression for the science community, and held several government contracts for

teaching closed-circuit rebreathers for military applications. He currently holds a USCG 100-Ton Master license. He is a member of the Undersea and Hyperbaric Medical Society, Society of Naval Architects and Marine Engineers, and National Association of Diver Medical Technicians and is an admiral in the Texas Navy.



PETER OLIVER (NAUI 4873)

Peter Oliver became a NAUI Instructor in 1977, teaching first in Massachusetts and then in Texas. In 1989, he started up the scuba program at the University of Texas at Austin, serving as its director and growing it until his retirement in 2011. He has added many NAUI leaders and Instructors to our association. Oliver served as Branch Manager and Training Representative for the NAUI Southwest Branch (Texas, its five surrounding states and Eastern Mexico) from 1990 until 1997. He became the editor of NAUI's *Sources* and *Dive Business Today* magazines in 1989, becoming NAUI's "wordsmith" as editor and reviewer of the various NAUI textbooks and specialty course materials. He also authored the NAUI nitrox textbook and specific chapters in other texts (Advanced Scuba Diver, Master Scuba Diver, First Aid).

Throughout his 40 years as a NAUI member, Oliver has contributed to the association by creating diver education and training materials, serving on multiple committees – including the 1995 and 2011 training and standards committees – developing new NAUI leaders, providing trade show and marketing support, and working with NAUI Headquarters staff as editor, contributing writer and reviewer in the Training Department. Oliver is a true NAUI historian.



GEORGE PEREZ (NAUI 2626)

George Perez paved the way as a technical expert and is a pioneer, friend and mentor to many. With his knowledge of the scuba industry and technical expertise, he has served as a subject matter specialist and expert legal witness. He has been referenced in countless dive publications and is known worldwide for his tech savvy and for being proficient in regulator design and function. Perez has trained thousands of recreational divers over more than four decades of teaching and has trained deckhands, boat captains, regulator technicians, cylinder inspectors, divemasters and instructors. He was an early pioneer in underwater camera housings and lighting design and construction. He was also an early proponent of recreational nitrox.

Perez has owned and operated Sea Divers, which started in his backyard in Enterprise, Alabama, in the early 1970s. In his early years, he spent time as a professional photographer in Hollywood. In the 1990s, he owned and captained multiple dive boats, including *We Five*, *Sea Diver* and *Doubletime*. Perez was instrumental in creating the Enterprise Rescue Squad and area county dive response teams. It is an honor to induct him into the NAUI Hall of Honor.



RAY SCOTT (NAUI 5792)

Ray Scott became a YMCA Instructor in the mid-1970s. After learning about NAUI during a DEMA Show in New Orleans, he decided to sponsor a NAUI ITC in his hometown of Louisville, Kentucky, and he decidedly crossed over to NAUI. When Scott and his business partner, Kevin Clifford, took over the Louisville Dive Center in 1983, Scott began working with Dan Orr to conduct NAUI leadership courses for the 101st Airborne Division, based out of Fort Campbell. He became a NAUI Instructor Trainer in 1984. In the years that followed, he taught NAUI courses all over the Southeast, including courses at Fort Campbell, the University of Tennessee, and with Stuart Cove and Frazier Nivens in the Bahamas.

Scott has grown NAUI's membership in the region, and he has worked extensively in developing training protocols for public safety dive teams throughout the U.S., forming a 20-year relationship with the Louisville Metro Police and fire departments. For over 30 years, he has been committed to NAUI's mission of "Dive Safety Through Education" and has trained generations of NAUI dive leaders. It is a privilege to induct Ray Scott into the NAUI Hall of Honor.



RANDY SHAW (NAUI 9102)

Randy Shaw began working at NAUI in 1995 in the Training Department, when Headquarters was still in California. He was a key enabler in the 1997 move of NAUI from Montclair, California, to Tampa, Florida. Because Shaw came in with expertise in both business and computers, he was charged with bringing the computer structure up to date and getting NAUI's financial system in order. When he was also charged with international operations, he traveled extensively, negotiated, and set up NAUI Service Centers around the globe. Although Shaw wore many hats in his NAUI career, training was always a central facet of his responsibilities. After 22 years at NAUI Headquarters, Randy Shaw retired as NAUI Director of Training on Jan. 31, 2017.



MICHAEL WING FONG TONG (NAUI 7865)

Michael Wing Fong Tong was trained as a NAUI diver in 1976. He pioneered Malaysia's first dive shop in 1978, and in 1984, he became a NAUI Instructor. He became NAUI's Malaysia Chapter leader in 1988 and, when the position was created, became NAUI's first Training Representative for the Asia and Australasia regions. He conducts courses effortlessly in English, Malay and a few Chinese dialects. In NAUI's early forays into the continent, he has been instrumental in spearheading the regional diving industry as the voice of NAUI, training many NAUI leaders in Malaysia, Singapore, Indonesia, Thailand, the Philippines, Macau, Hong Kong, China, Taiwan, Korea, Australia, India and Taiwan from the association's nascent days.

Tong partnered with NAUI in establishing NAUI Pacific Rim Services in 2001 and had NAUI's texts and instructor guides translated into the region's major languages, greatly enabling NAUI's growth in the area.

He served several terms on the NAUI Board of Directors between 1998 and 2014. He organized the International Conference on Underwater Education in Kuala Lumpur in 2000 – the first ever held outside the United States. He received the NAUI Outstanding Award in 1992 and the Continuing Service Award in 2002 and 2016.

PSI-PCI TRAINING AT DEMA SPECIAL NAUI MEMBER DISCOUNT

PSI-PCI will hold a Visual Cylinder Inspector (VCI) course on Saturday, November 4 from 8 AM to 5 PM in Room S331 at the Orange County Convention Center.

The course, normally \$295, is offered to all NAUI members at a discounted price of \$275.

To view the schedule for PSI-PCI training at DEMA, visit psicylinders.com/regional-training. To register, scroll to the bottom for the Saturday, November 4 schedule and select the "NAUI Member" sign-up link.

For assistance contact PSI-PCI at +1 425-398-4300 or staff@psicylinders.com.



PSI Inc. (Professional Scuba Inspectors), also now known as PCI Inc. (Professional Cylinder Inspectors, Inc.) or together as PSI-PCI, was formed in 1982. PSI-PCI is in its 30th year, serving the diving (scuba), yreighting (SCBA), hydro re-testing and other industries involved with high-pressure cylinders. PSI-PCI is the only training agency whose training is endorsed, recommended, utilized and referred to by the cylinder manufacturers, and recognized by USDOT and Compressed Gas Association.

SEMINAR SCHEDULE

WEDNESDAY, NOVEMBER 1

8:00 AM – 5:00 PM

NAUI First Aid Instructor Update
Jim Gunderson
Room: S230C

1:00 – 2:00 PM

Dive4Change: Promoting Aquatic
Conservation and Diver Best Practices
Angie Cowan
Room: S230D

8:00 AM – 12:00 PM

Essentials for NAUI Leadership Development
Terrence Tysall
Room: S230D

2:00 – 3:00 PM

Lead the Culture of Change
Tec Clark
Room: S230D

12:00 – 1:00 PM

Building Better Customer Relations
Dave Ochs
Room: S230D

3:00 – 4:00 PM

Sharks, Turtles and Coral
– Rescue and Restoration
Mike Terrell, Florida Aquarium
Room: S230D

4:00 – 5:00 PM

Benefits of Teaching NAUI
Freediving
Dan Semrad
Room: S230D

THURSDAY, NOVEMBER 2

8:00 AM – 2:00 PM

Assessment of Public Safety Diving
Standards, Knowledge & Skill Levels
Walt “Butch” Hendrick
Room: S230D

1:00 – 2:00 PM

Understanding Diving Risk
Management
Bill Ziefle
Room: S230C

9:00 – 11:00 AM

Navigating the NAUI CORE
Linda Edmiston
Room: S230C

2:00 – 5:00 PM

NAUI Annual General Membership
Meeting and Awards Ceremony
NAUI Board of Directors
Room: S230C

11:00 AM – 12:00 PM

Developing a Confident Diver
Derik Crotts
Room: S230C

6:00 – 9:00 PM

NAUI Member Reception
NAUI Board of Directors
Location: Orlando Eye

12:00 – 1:00 PM

Developing Dynamic
Instructional Techniques
Jeffrey Hansler
Room: S230C

FRIDAY, NOVEMBER 3

8:00 – 9:00 AM

Coffee With the NAUI Board
NAUI Board of Directors
Room: S230C

11:00 AM – 12:00 PM

Qualified Professional Educator
vs. Certified Scuba Instructor
Dave Ochs
Room: S230D

1:00 – 2:00 PM

Sell the Culture of Change
Tec Clark
Room: S230D

3:00 – 4:00 PM

NAUI Dive Destinations and You
Facilitated by Jeffrey Hansler
Room: S230C

9:00 – 10:00 AM

Teaching NAUI RGBM
Terrence Tysall
Room: S230D

11:00 AM – 12:00 PM

Leadership Rescue Primer
Walt “Butch” Hendrick
Room: S230C

1:00 – 2:00 PM

Training Trends and Tendencies
Terrence Tysall
Room: S230C

4:00 – 5:00 PM

Diving Foundations: Defining the
Difference in the NAUI Diver
Terrence Tysall
Room: S230C

9:00 – 11:00 AM

Navigating the NAUI CORE
Linda Edmiston
Room: S230C

12:00 – 1:00 PM

Diving Hazards With Rebreathers
Tim O’Leary
Room: S230D

2:00 – 3:00 PM

Benefits of Teaching NAUI Freediving
Dan Semrad
Room: S230C

10:00 – 11:00 AM

The No-Nonsense Approach
to Building a Strong Bottom Line
Jack Snively
Room: S230D

12:00 – 1:00 PM

Promoting NAUI and Your
Business Through Social Media
Angie Cowan
Room: S230C

2:00 – 5:00 PM

Knot Tying and Rigging for Divers
Walt “Butch” Hendrick
Room: S230D

SATURDAY, NOVEMBER 4

8:00 – 10:00 AM

NAUI Member Update
Dallas Edmiston
Room: S230C

11:00 AM – 11:45 AM

Dive4Change: Promoting Aquatic
Conservation and Diver Best Practices
Angie Cowan
Room: S230D

1:00 – 5:00 PM

Essentials for Leadership Development
Terrence Tysall
Room: S230C

10:00 – 11:00 AM

Public Safety Diving Assessment and Analysis
Walt “Butch” Hendrick
Room: S230C

12:00 – 1:00 PM

Understanding Diving Risk Management
Bill Ziefle
Room: S230C

2:00 – 4:00 PM

Navigating the NAUI CORE
Linda Edmiston
Room: S230D

10:00 – 11:00 AM

Teaching NAUI RGBM
Terrence Tysall
Room: S230D

12:00 – 12:45 PM

Diving Hazards With Rebreathers
Tim O’Leary
Room: S230D

11:00 AM – 12:00 PM

Developing a Confident Diver
Derik Crotts
Room: S230C

1:00 – 2:00 PM

Breath-Hold Tips and
Techniques
Dan Semrad
Room: S230D

SEMINAR DESCRIPTIONS

WEDNESDAY, NOV. 1, 8 AM-5 PM, ROOM S230C

NAUI First Aid Instructor Update

Jim Gunderson, NAUI #53243

Cost \$149

NAUI's First Aid program has been completely revised. Experienced NAUI Instructors are dedicated to dive safety and education. This update is essential to ensuring instructors are aware and proficient in the latest NAUI and ILCOR standards for first aid instruction. Instructors must maintain active First Aid teaching status with NAUI to conduct NAUI First Aid training programs. To maintain active first aid teaching status, NAUI Instructors must teach or assist with teaching each first aid course in which they are certified once within a 24-month period. This update will inform all participants about changes to NAUI First Aid courses and return those who require it to active first aid teaching status. Participants must complete all NAUI First Aid training modules prior to attending this update. Workshop fee includes DFAPRO instructional kit, complete set of First and Instructor slates and certificate of participation. Proof of NAUI membership is required for attendance.

WEDNESDAY, NOV. 1, 8 AM-12 PM, ROOM S230D

Essentials for NAUI Leadership Development

Terrence Tysall, NAUI #16627

Cost \$75

This four-hour workshop discusses best practices for NAUI leadership and instructor development. Topics include review of the revised leadership standards and training requirements, how to conduct the new NAUI FIT program, how to apply Recognition of Prior Learning (RPL) in NAUI training programs, and use of the new NAUI Candidate Packets, Instructor Guides and materials. Workshop participants will receive one #98501 NAUI FIT Candidate Packet for use with future NAUI candidates, workshop materials and a Certificate of Completion. Proof of NAUI membership is required for attendance.

WEDNESDAY, NOV. 1, 12 PM-1 PM, ROOM S230D

Building Better Customer Relations

Dave Ochs, NAUI #15918

The most critical aspect of the certification process is the connection you make with your customer. Besides simply meeting the need of providing the certification, what can and do you do for your customer to make them your lifelong NAUI customer? We all know relationships matter in business, and delighted customers refer others and come back for more. Discover a customer service strategy that works 24 hours a day, seven days a week for any dive business, from niche market to independent instructor to mega dive center. This session is open to the public.

WEDNESDAY, NOV. 1, 1 PM-2 PM, ROOM S230D

Dive4Change: Promoting Aquatic Conservation and Diver Best Practices

Angie Cowan, NAUI #53628

Are you ready to Dive4Change and bring a renewed sense of purpose to your diving and training practices? Are your students seeking new challenges and skills that enable them to better understand and access the underwater world? By participating in citizen science projects and science diving activities, NAUI members and divers actively promote the preservation and protection of the world's underwater environments, a key tenet of NAUI's mission. By taking advantage of NAUI training materials and programs like Dive4Change, NAUI Instructors can better cultivate student confidence, competence and enjoyment of the underwater world – in addition to supporting a growing industry trend to promote the conservation of aquatic resources and diver best practices and thereby ensure the long-term sustainability of our aquatic resources and the sport we love. This session is open to the public.

WEDNESDAY, NOV. 1, 2 PM-3 PM, ROOM S230D

Lead the Culture of Change

Tec Clark, NAUI #10362

In his presentation "Lead the Culture," Tec Clark will share with NAUI professionals how to define the culture they wish to create, how to apply that culture, and how to actively lead that culture. Whether developing a culture of excellence, safety, fun or extreme adventure, Tec Clark will share leadership methods used by major organizations to bring forth a culture or change a culture. Case studies will include Walt Disney, Southwest Airlines and REI. This presentation complements the "Sell the Culture" presentation. In the "Lead the Culture" presentation, attendees will walk away with the tools and techniques to immediately apply leading a culture or changing a culture in their diving businesses. This session is open to the public.

WEDNESDAY, NOV. 1, 3 PM-4 PM, ROOM S230D

Sharks, Turtles and Coral – Rescue and Restoration

Mike Terrell, Director of Husbandry, Florida Aquarium, NAUI #E1141

Join a thrilling talk about the wildlife conservation and rescue initiatives taking place by the aquarium's team of divers and biologists. Hear about the Florida Aquarium's conservation work to preserve genetic diversity in the Caribbean coral reefs, their groundbreaking work in Cuba, our ongoing quest to rescue and rehab endangered sea turtles at the Center for Conservation in Apollo Beach, and their efforts with sand tiger sharks. This session is open to the public.

WEDNESDAY, NOV. 1, 4 PM-5 PM, ROOM S230D

Benefits of Teaching NAUI Freediving

Dan Semrad, NAUI #56283

One of the fastest-growing areas of underwater education and training is freediving. NAUI now has one of the most respected and comprehensive training programs in the diving industry through its relationship with PFI. The knowledge and experience you will gain by becoming a NAUI Freediving Instructor will not only extend your breath-hold capabilities, but will awaken and open new diving avenues and potential for your training and business. Learn more about the process and benefits of offering freediving instruction. Proof of NAUI membership is required for attendance.

THURSDAY, NOV. 2, 8 AM-2 PM, ROOM S230D

Assessment of Public Safety Diving Standards, Knowledge, and Skill Levels

Walt "Butch" Hendrick, NAUI #1724

Cost \$95

The recent onslaught of public safety diving (PSD) instructors with too little diving or PSD teaching experience requires us to look at 10 basic components necessary in all training programs to keep divers safe. Learn why these 10 are critical for safety, search effectiveness and liability protection, and how we can implement them. Learn the most up-to-date PSD info and issues from Walt "Butch" Hendrick, who has worked full time to increase PSD safety and success worldwide for more than 50 years. Together, as a community, we can make a real difference. The session includes handouts, a wall certificate, and a CD full of useful material. This session is open to the public.

THURSDAY, NOV. 2, 9 AM-11 AM, ROOM S230C

Navigating the NAUI CORE

Linda Edmiston, NAUI #44163

The new NAUI CORE is the gateway to the most current information on Certifications, Online training programs, leadership Resources and Educational material. During this session, NAUI members learn how to manage their account and students, order material, communicate with their students, and teach their students how to continue their diving education in this new, secure and convenient information hub, offering the latest in NAUI knowledge and news. Proof of NAUI membership is required for attendance.

THURSDAY, NOV. 2, 11 AM-12 PM, ROOM S230C

Developing a Confident Diver

Derik Crotts, NAUI 10943L

The number one reason for diver dropout is lack of confidence. Confident divers are self-assured and develop the knowledge, skill and ability needed to deal with a variety of diving situations. This seminar is designed to explore how NAUI is addressing this industry issue by providing increased value to the student with an integrated training program concept designed to boost diver confidence, competence and retention. Learn the ins and outs of the NAUI Education System and how the dual course concept can improve your customers' satisfaction – leading to better-trained and more engaged divers, not to mention better return on your investment. This session is open to the public.

THURSDAY, NOV. 2, 12 PM-1 PM, ROOM S230C

Developing Dynamic Instructional Techniques

Jeffrey Hansler, NAUI #5834

Millennials aren't different from any other generation – they've just been exposed to new ways of learning. Learn ways to liven up your teaching programs. NAUI is always about creating quality divers. This program demonstrates ways to successfully engage your students and make them better divers who spread the word about you and your programs. This session is open to the public.

THURSDAY, NOV. 2, 1 PM-2 PM, ROOM S230C

Understanding Diving Risk Management

Bill Ziefle, NAUI #H2016

As leaders and dive store owners, it's important that you understand how to best manage the risks associated with your daily activities. Accidents occur despite our best intentions, and many accidents involve certified divers rather than students. We can most effectively manage risk while training and leading others, but we must also strive to have a continuing influence on divers' behavior after they have left our care. If divers fully understand the risks inherent in diving and the limits of their training, then they are less likely to blame others for their actions or misfortune. Fully informed divers can better assume the responsibilities involved in diving and make it easier for you to manage both your risk and theirs. Proof of NAUI membership is required for attendance.

THURSDAY, NOV. 2, 2 PM-5 PM, ROOM S230C

NAUI Annual General Membership Meeting and Awards Ceremony

NAUI Board of Directors

We invite you to attend NAUI's annual general membership meeting. The agenda will include topics of interest to members, plus an open Q&A with the Board of Directors. This event is open to NAUI members only (plus one guest). Proof of membership is required for attendance. Members will also enjoy camaraderie with colleagues and friends as we celebrate and recognize the 2017 NAUI Award recipients.

THURSDAY, NOV. 2, 6 PM-9 PM, ORLANDO EYE

NAUI Member Reception

NAUI Board of Directors

NAUI is experiencing its largest growth in more than a decade. So we have our "eye" – or in this case, the Orlando Eye – on you and your efforts. We're working great below the surface; now take a moment to escape and discover the magic and natural wonder Orlando has to offer from above. Be effortlessly lifted away in a capsule of calm and serenity to see Orlando in a way you've never seen it before. The iconic 400-foot-tall observation wheel provides breathtaking views of Central Florida in all directions, with sights of downtown Orlando's skyline, theme parks, lakes and the lush landscape, and on a clear day, views of Cape Canaveral on the east coast.

Make plans for you and a guest to join your fellow NAUI members for an evening of fun, food and entertainment in recognition of the outstanding accomplishments being made by you and your association. Advance registration is required for attendance.

FRIDAY, NOV. 3, 8 AM-9 AM, ROOM S230C

Coffee With the NAUI Board

NAUI Board of Directors

Join your 2017 NAUI Board of Directors for an informal and casual fellowship opportunity. Mix, mingle and converse about the future of your association in an open and interactive setting. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 9 AM-10 AM, ROOM S230D

Teaching NAUI RGBM

Terrence Tysall, NAUI #16627

Cost \$10 for members; \$20 for non-members

The reduced gradient bubble model (RGBM) is an iterative approach to staging diver ascents. It employs a dual-phase approach with separated phase volumes as limit points, along with critical tensions across tissue compartments. Developed by Dr. Bruce Wienke (NAUI #5343L), the algorithm is now incorporated into many dive computers and advanced dive planning software. Today, it enhances the safety of serious deep and technical divers. This session will cover the use of the tables and includes a set of three RGBM tables (air, EANx32 and EANx36) for sea level to 2,000 feet. Payment is required at the door. This session is open to the public.

FRIDAY, NOV. 3, 9 AM-11 AM, ROOM S230C

Navigating the NAUI CORE

Linda Edmiston, NAUI #44163

The new NAUI CORE is the gateway to the most current information on Certifications, Online training programs, leadership Resources and Educational material. During this session, NAUI members learn how to manage their account and students, order material, communicate with their students, and teach their students how to continue their diving education in this new, secure and convenient information hub, offering the latest in NAUI knowledge and news. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 10 AM-11 AM, ROOM S230D

The No-Nonsense Approach to Building a Strong Bottom Line

Jack Snively, NAUI #7044

One of the key factors in the health of your business is maintaining strong gross profit margins. Learn key strategies that will maximize your buying power, turn your vendors into partners, and increase your business's profitability by effectively and consistently using NAUI products. This session is open to the public.

FRIDAY, NOV. 3, 11 AM-12 PM, ROOM S230D

Qualified Professional Educator vs. Certified Scuba Instructor

Dave Ochs, NAUI #15918

We refer to ourselves as dive professionals or dive educators. Regardless of the title – professional, educator or leader – there is an expectation of competence and skill displayed by the instructor. Glance at your smartphone to see how rapidly technology has changed the face of professional education and training today. Maintaining awareness of technological advances, recognizing individual limitations as physical and mental capabilities diminish, and enhancing and improving your expertise define the quality of your instruction. Explore how your qualifications can be maintained and sustained as a dive professional. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 11 AM-12 PM, ROOM S230C

Leadership Rescue Primer

Walt "Butch" Hendrick, NAUI #1724

Most dive leaders never receive any rescue training beyond the skills taught in their basic diver rescue course. Instructors, professional rescue personnel, divemasters, assistant instructors and dive guides need leadership-level rescue skills to know how to respond to student-centered issues and situations. Learn about the unique training and education opportunity being developed and offered for NAUI leaders, as well as review some of the common issues leading to student and instructor accidents and deaths. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 12 PM-1 PM, ROOM S230D

Diving Hazards With Rebreathers

Tim O'Leary, NAUI #10144

Data suggest that closed circuit rebreather (CCR) diving entails a much higher risk level than open circuit diving. This increased risk cannot be explained away by lack of proper training. CCR divers tend to be much more experienced and trained than open circuit divers. Yet the incidents-per-diver ratio appears to be higher and more catastrophic. This presentation describes some rebreather incidents, possible failure modes, and how associated risks can be reduced. This session is open to the public.

FRIDAY, NOV. 3, 12 PM-1 PM, ROOM S230C

Promoting NAUI and Your Business Through Social Media

Angie Cowan, NAUI #53628

To make social media an effective lead-generation machine, you first need to generate a following – fans for your Facebook page and followers for your Twitter account, LinkedIn company page, etc. The more fans and followers you have for your social media presence, the better reach you'll have. And better reach means the potential to generate more leads and sales! It's no trouble to generate more fans and followers; you just need to know a few tricks that many politicians and big businesses use on a regular basis to grow their base. This session discusses and reviews ways to better engage your customers and potential customers through social media. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 1 PM-2 PM, ROOM S230D

Sell the Culture of Change

Tec Clark, NAUI #10362

"Sell the Culture" is an insightful and subtle sales approach that focuses on marketing a "lifestyle" to customers. Scuba retailers, their instructors and staff must sell the scuba lifestyle – the culture. The best scuba retailers/instructors have customers who embrace a scuba lifestyle simply because customers grounded in the scuba culture are continually purchasing additional equipment, participating in continuing education, engaging in dive travel, and passionately recommending scuba to others. With the unique value of Dive Safety Through Education at their core, NAUI professionals need to know how to sell these unique values and tenets of NAUI to their prospective students. This session is open to the public.

FRIDAY, NOV. 3, 1 PM-2 PM, ROOM S230C

Training Trends and Tendencies

Terrence Tysall, NAUI #16627

It's an exciting time to be a NAUI member! With growth in membership and affiliates around the globe, along with the introduction of new products and procedures, questions and comments abound. Join this informative session as the NAUI Director of Training reviews some of the most common member questions, concerns and issues. Learn what NAUI is doing to address the training needs of its members and what is on the horizon as NAUI continues to lead the industry in quality dive education and training. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 2 PM-3 PM, ROOM S230C

Benefits of Teaching NAUI Freediving

Dan Semrad, NAUI #56283

One of the fastest-growing areas of underwater education and training is freediving. NAUI now has one of the most respected and comprehensive training programs in the scuba industry through its relationship with PFI. The knowledge and experience you will gain by becoming a NAUI Freediving Instructor will not only extend your breath-hold capabilities, but will awaken and open new diving avenues and potential for your training and business. Learn more about the process and benefits of offering freediving instruction. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 2 PM-5 PM, ROOM S230D

Knot Tying and Rigging for Divers

Walt "Butch" Hendrick, NAUI #1724

Cost \$70

If you're on, near or under water, these knots can save your life – or at least make you look very cool! Just knowing how to properly tie line to a boat/dock cleat is useful. Now, learn how to do it in a few wrist flicks from a standing position. Learn knots and rigging useful for rescue, advanced diving, site setups and more. No matter what your level – from only being able to tie up your tongue to being a master knotter – you will learn and have fun during this workshop. Workshop fee includes your own knot-tying rope, handout material, and a wall Certificate of Completion. This session is open to the public.

FRIDAY, NOV. 3, 3 PM-4 PM, ROOM S230C

NAUI Dive Destinations and You

Jeffrey Hansler, NAUI #5834, Facilitator

Red Sail Sports, Sunset House, Bimini Scuba Center, UNEXSO

You asked for it, you got it – more NAUI dive destinations! NAUI is experiencing growth again around the world. This panel discussion focuses on a few NAUI Caribbean destinations. Learn what these destinations offer you as a NAUI Instructor or facility who is looking to add the lucrative aspect of dive travel to your operation. Proof of NAUI membership is required for attendance.

FRIDAY, NOV. 3, 4 PM-5 PM, ROOM S230C

Diving Foundations: Defining the Difference in the NAUI Diver

Terrence Tysall, NAUI #16627

You've all seen "that" diver: the one trained with minimal skills or the one who learned how to dive and was certified in a one-day or one-weekend course. Without the foundation and understanding of proper buoyancy and trim or the knowledge and skills of effective and efficient propulsion techniques, the diving experience will not reach its fullest reward potential for "that" diver. Why do many agencies focus more on clearing the mask and recovering the regulator than on perfecting the foundations for enjoyable diving? These foundations are cornerstone skills, not additional specialties to add if the diver has time or money. This session discusses gear configurations, training techniques and procedures designed to enhance the diver's skills and ability, leading to a more competent and confident diver. Proof of NAUI membership is required for attendance.

SATURDAY, NOV. 4, 8 AM-10 AM, ROOM S230C

NAUI Member Update

Dallas Edmiston, NAUI #4099

Come catch up with the latest developments of NAUI. Keep up-to-date with products and services, training updates, recent changes to standards and other association news happening for this year. This informational session is open to NAUI members only (plus one guest). Proof of NAUI membership is required for attendance.

SATURDAY, NOV. 4, 10 AM-11 AM, ROOM S230C

Public Safety Diving Assessment and Analysis

Walt "Butch" Hendrick, NAUI #1724

It takes the right preparation and equipment to be an effective public safety diver and team. It all begins with proper training. Too often, candidates for public safety dive teams receive entry-level recreational scuba training, put on patch, mount their certificate to the wall, and go into operation. The result, in many cases, is that the first responders can and do become the second victims. This session will discuss and review the state of public safety diver training from more than 80 combined years of experience of dedicated incident response, training and expert testimony. This session is open to the public.

SATURDAY, NOV. 4, 10 AM-11 AM, ROOM S230D

Teaching NAUI RGBM

Terrence Tysall, NAUI #16627

Cost \$10 for members; \$20 for non-members

The reduced gradient bubble model (RGBM) is an iterative approach to staging diver ascents. It employs a dual-phase approach with separated phase volumes as limit points, along with critical tensions across tissue compartments. Developed by Dr. Bruce Wienke (NAUI #5343L), the algorithm is now incorporated into many dive computers and advanced dive planning software. Today, it enhances the safety of serious deep and technical divers. This session will cover the use of the tables and includes a set of three RGBM tables (air, EANx32 and EANx36) for sea level to 2,000 feet. Payment required at the door. This session is open to the public.

SATURDAY, NOV. 4, 11 AM-12 PM, ROOM S230C

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Derik Crotts, NAUI 10943L

The number one reason for diver dropout is lack of confidence. Confident divers are self-assured and develop the knowledge, skill and ability needed to deal with a variety of diving situations. This seminar is designed to explore how NAUI is addressing this industry issue by providing increased value to the student with an integrated training program concept designed to boost diver confidence, competence and retention. Learn the ins and outs of the NAUI Education System and how the dual course concept can improve your customers' satisfaction – leading to better-trained and more engaged divers, not to mention better return on your investment. This session is open to the public.

SATURDAY, NOV. 4, 11 AM-12 PM, ROOM S230D

Dive4Change: Promoting Aquatic Conservation and Diver Best Practices

Angie Cowan, NAUI #53628

By participating in citizen science projects and science diving activities, NAUI members and divers actively promote the preservation and protection of the world's underwater environments, a key tenet of NAUI's mission. By taking advantage of NAUI training materials and programs like Dive4Change, NAUI Instructors can better cultivate student confidence, competence and enjoyment of the underwater world – in addition to supporting a growing industry trend to promote the conservation of aquatic resources and diver best practices and thereby ensure the long-term sustainability of our aquatic resources and the sport we love. This session is open to the public.

SATURDAY, NOV. 4, 12 PM-1 PM, ROOM S230C

Understanding Diving Risk Management

Bill Ziefle, NAUI #H2016

As leaders and dive store owners, it's important that you understand how to best manage the risks associated with your daily activities. Accidents occur despite our best intentions, and many accidents involve certified divers rather than students. We can most effectively manage risk while training and leading others, but we must also strive to have a continuing influence on divers' behavior after they have left our care. If divers fully understand the risks inherent in diving and the limits of their training, then they are less likely to blame others for their actions or misfortune. Fully informed divers can better assume the responsibilities involved in diving and make it easier for you to manage both your risk and theirs. Proof of NAUI membership is required for attendance.

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Diving Hazards With Rebreathers

Tim O'Leary, NAUI #10144

Data suggest that closed circuit rebreather (CCR) diving entails a much higher risk level than that of open circuit diving. This increased risk cannot be explained away by lack of proper training. CCR divers tend to be much more experienced and trained than open circuit divers. Yet the incidents-per-diver ratio appears to be higher and more catastrophic. This presentation describes some rebreather incidents, possible failure modes and how associated risks can be reduced. This session is open to the public.

SATURDAY, NOV. 4, 1 PM-2 PM, ROOM S230D

Breath-Hold Tips and Techniques

Dan Semrad, NAUI #56283

The popularity of breath-hold diving (freediving) is growing each year. The reasons are as diverse as the people who undertake the training. Some people choose to set personal depth records or world depth records, engage in spearfishing or observe fish, freedive for fun, or earn a living. Regardless of the reasons, there are risks for the untrained and uneducated. This session explores some of the tips and techniques taught in a more comprehensive NAUI Freediving course and provides a glimpse into human possibilities with proper training. Proof of NAUI membership is required for attendance.

SATURDAY, NOV. 4, 1 PM-5 PM, ROOM S230C

Essentials for NAUI Leadership Development

Terrence Tysall, NAUI #16627

Cost \$75

This four-hour workshop discusses best practices for NAUI leadership and instructor development. Topics include review of the revised leadership standards and training requirements, how to conduct the new NAUI FIT program, how to apply Recognition of Prior Learning (RPL) in NAUI training programs, and use of the new NAUI Candidate Packets, Instructor Guides and materials. Workshop participants will receive one #98501 NAUI FIT Candidate Packet for use with future NAUI candidates, workshop materials and a Certificate of Completion. Proof of NAUI membership is required for attendance.

SATURDAY, NOV. 4, 2 PM-4 PM, ROOM S230D

Navigating the NAUI CORE

Linda Edmiston, NAUI #44163

The new NAUI CORE is the gateway to the most current information on Certifications, Online training programs, leadership Resources and Educational material. During this session, NAUI members learn how to manage their account and students, order material, communicate with their students, and teach their students how to continue their diving education in this new, secure and convenient information hub, offering the latest in NAUI knowledge and news. Proof of NAUI membership is required for attendance.

SEMINAR SPEAKERS



THOMAS "TEC" CLARK JR. (NAUI 10362) is a diving industry expert who has held elite positions in the dive industry, including Managing Director of the University of Florida's Academic Diving Program and National Director of the YMCA Scuba Program. He holds over 40 professional certifications with over 15 diving agencies. Clark has received numerous honors for his instructional abilities and has co-edited several diving texts. He has also appeared as a diving expert on A&E, The Learning Channel and Outdoor Life Network. He was captain of the U.S. Freediving Team and founder of Reef Ministries, and is the founder and host of ScubaGuru.com. He is also the host of the "League of Extraordinary Divers" podcast. Clark is the Associate Director for Aquatics and Scuba Diving at Nova Southeastern University in Fort Lauderdale, Florida. He is married to his bride, Heather, and has two children.



ANGIE COWAN (NAUI 53628) has a Bachelor of Science in biology from Colorado State University, a Master of Arts in teaching from University of California-Irvine, and a Master of Science in earth and environmental science from Indiana University. For over 20 years, she has worked in experiential science education, youth development and marine conservation, including in her position at the National Geographic Society as a curriculum designer and at SeaTrek BVI as a NAUI Instructor Trainer. She is currently the Communications Coordinator and *Sources* Managing Editor for NAUI Worldwide.



DERIK CROTTS (NAUI 10943L) has more than 29 years of experience in dive-related training, management and instruction. He has been actively involved in the dive travel and tourism industry as a subcontractor for Club Med's North American zone and the U.S. Army Europe's Morale, Welfare and Recreation Program, in addition to managing his own tour and travel business, Amore Bella Adventures LLC. Crotts has proven skill and expertise in marketing, advertising, international relations and leadership. He holds two master's degrees, one from the Naval War College and one from Murray State University. He has served as Director of Strategic Communications, Marketing and Outreach during his career in the U.S. Army; teaches at Queens University of Charlotte's Blair College of Health and Knight School of Communication; and served as chairman of the Board of Directors for NAUI Services Group. He is currently the Director of Communications, Outreach, Marketing and Operations at NAUI Worldwide.



DALLAS EDMISTON (NAUI 4099) brings a varied background of executive- and director-level decision-making skills to NAUI, from education to business management and leadership. He holds a Master of Arts degree in psychology from Alfred State University in New York and has worked in the education, business, travel and firefighting industries. Edmiston joined NAUI in 1974 and became a NAUI Instructor the following year under legendary NAUI Course Director Homer Fletcher. He served on the NAUI Board of Directors for seven years before becoming NAUI Executive Director in 2015 and continues to work as an active NAUI Instructor, teaching recreational, leadership and technical courses. He is the founder and former owner of Discover Diving, a successful NAUI affiliate retail establishment in Buffalo, New York.



LINDA EDMISTON (NAUI 44163) has over 25 years of Instructor Training consulting and project and program management experience. She has served in project leadership and senior analyst positions at health insurance companies, health information exchanges and major hospitals throughout the country. Edmiston is a Project Management Professional and Certified Scrum Master. Her diving career began when she became certified in August 2003. In her first year of diving, she completed her cave training in Florida and logged 200 dives. She is trimix certified and became a NAUI Instructor in January 2005. Since then, she has enjoyed dive traveling and teaching recreational students. The opportunity to serve NAUI presented itself in June of 2016, when she began consulting with NAUI to manage its website redesign project. This effort consists of six integrated initiatives: NAUI CORE, a public-facing marketing website, the eLearning platform, the eCommerce platform, the administration website, and database redesign and conversion.



JIM GUNDERSON (NAUI 53243) is a native of Casper, Wyoming, and currently resides in the Tampa, Florida, area. He holds a Bachelor of Science degree from the University of Wyoming and a Bachelor of Arts in Marine Science from the University of Hawaii at Hilo. He is the recipient of the PACON International Award for Integration of Technology Into Marine Science Research. Gunderson is a founding member of the Wyoming Outdoor Program at the University of Wyoming and a Senior Patroller with the National Ski Patrol. He has been an avid diver since 1986, when he was certified in the cold lakes of Wyoming. He has done more than 4,000 recreational, scientific and instructional dives in places such as the high-altitude lakes of Wyoming and Montana, the Great Lakes, the Caribbean, Hawaii, Florida and the Pacific Northwest. He has been an Outdoor Emergency Care Instructor with the National Ski Patrol since 1993 and has been the Training Manager for NAUI since July 2016.



JEFFREY HANSLER (NAUI 5834), CSP, is an expert at organizational development, leadership and persuasive communication, which includes skills of influence, negotiation, sales, body language, microexpressions and authority. He is the author of *Sell Little Red Hen! Sell!*, published in 11 languages and selling over 250,000 copies. As a consultant and talent development specialist, he specializes in organizational development and business development. His social media accounts have successfully supported his social and business objectives and continue to be a critical part of his future plans.



WALTER "BUTCH" HENDRICK (NAUI 1724) has conducted training for thousands of sport, public safety, and military divers and water rescuers in instructor training, public safety diving (PSD), rescue and underwater movement programs in more than 20 countries for more than 50 years. A major innovator, equipment designer, standard setter and contributor to the dive and water rescue/recovery communities, Hendrick is considered "the father of diving rescue." He introduced the first rescue diver certification card, the do-si-do tow, in-water rescue breathing, the rescue throw rope bag, the 90 percent ready diver, the PSD contingency strap, and many other procedures, training programs and gear items commonly used today. He has received awards such as the first DAN Rolex for diving safety and education, Beneath the Sea Diver of the Year, the NOGI, the Leonard Greenstone Award and more. He has more than 150 publications, has presented at more than 150 dive, rescue and forensic conferences, and started the "Take Back Our Industry" campaign for both recreational and PSD diving.



DAVID A. OCHS (NAUI 15918) is the owner of Aqua Safari Adventures, a scuba training, guiding and charter company that specializes in top-quality concierge-style service in West Palm Beach, Florida. Ochs founded the company in 1996 on the conviction that scuba training and service should be of the highest quality in diving. Ochs is Chairman of the NAUI Board of Directors and is an active NAUI Instructor and Course Director. He is an avid scuba diver and has been a career scuba professional for over 22 years. He holds a degree in Business Administration with Psychology from the University of Kansas and began his professional career in corporate sales and marketing in Chicago. Ochs is a regular presenter at dive industry trade shows and provides consulting services for scuba retailers and professionals. His enthusiasm for scuba diving and for earning a great living as a scuba professional is evident through his presentation content and style. Whether you are a longtime dive business owner or newly considering a career in the scuba industry, you will discover much value in Ochs' seminars – all while having a great time in the process.



TIM O'LEARY (NAUI 10144) is the director of NAUI Worldwide Technical Training Operations, a NAUI Course Director, a PSI Inspector Trainer, and CEO of American Diving and Marine Salvage. He is a Level III NDT Technician and has worked as a Commercial Diving Instructor at the Ocean Corp., in addition to being a Saturation Diver, Gas Rack Operator, Saturation Supervisor and Chamber Supervisor for many of the world's commercial diving companies. He is a contributor to both the NAUI RGBM tables and other related products that have been developed exclusively for NAUI Technical Diving and Technical Training Operations. O'Leary holds a Bachelor of Science in zoology from Texas A&M University and a DMT and CHT from Jo Ellen Smith Medical Center at the Baromedical Research Institute. He currently holds a USCG 100-Ton Master license.



DANIEL SEMRAD II (NAUI 56283), born and raised in Oregon, has always had a passion for the water. As a biologist and educator by training and profession, he has always held freediving and spearfishing to be more than just sport. With a deep respect for the ocean and an appreciation for every experience it provides, he loves sharing his experience and training divers to experience the wonder of our aquatic environments and the thrill of diving. Semrad holds professional certifications with Performance Freediving International (PFI), NAUI and SSI. He also was the first NAUI Freediving Instructor through the collaboration between NAUI and PFI.



JACK SNIVELY (NAUI 7044) is NAUI's Business Development Director and has more than 35 years of successful business growth and development experience. He became a NAUI member in 1983 and began his career as a dive industry representative for SEATEC in 1989. In 1991, he managed the Florida Dive Industry Test Market for O'Neill Wetsuits and eventually became their Southeastern sales representative. He joined AUP-Oceanic in 1994 as its Southeastern Sales Manager and added AUP lines Aeris, Lavacore and Oceanpro as the South Florida Sales Manager in 2008. During his time at AUP, Snively was the recipient of numerous sales awards and recognitions, to include Top Sales Manager in 1998, 1999, 2000 and 2010.



MICHAEL TERRELL (NAUI 45506, EI141) is the Director of Husbandry for the Florida Aquarium and has been diving since 1995. His former positions held at the aquarium include Dive Safety Officer, Dive Training Supervisor, Water Quality Biologist and Divemaster. Terrell received his first agency instructor certification in 1998 and holds DAN Instructor and NAUI Instructor Trainer certifications. He has experience in mixed-gas and decompression diving, closed-circuit rebreathers, underwater photography and videography, underwater communications, full face mask use, and surface-supply diving. He participated in the 2012 and 2013 research cruises to Pulley Ridge and the Dry Tortugas and has supported shipwreck archaeology in Tampa Bay, as well as fish collection and underwater archaeology projects in the Florida Keys, the Dominican Republic and Little Salt Spring from 2005 through 2012. He has served on the board of directors of the Association of Dive Program Administrators (ADPA) for four years as president and is an active member of the American Academy of Underwater Sciences, ADPA and the Association of Zoos and Aquariums.



TERRENCE. TYSALL (NAUI 16627), with over 43 years of diving experience, has led multiple scientific and research expeditions around the world, including the first scuba exploratory dives on the SS *Edmund Fitzgerald* in Lake Superior and the USS *Atlanta* off Guadalcanal in the Solomon Islands, and the first cave exploration and geologic sampling conducted at the bottom of the Great Blue Hole of Belize. He served stateside as the Executive Officer and longest-serving Commanding Officer of the U.S. Army's 627th Heavy Dive Team. He is one of the founders of the Cambrian Foundation, and he is also the founder and president of Benthic Technologies Inc., a consulting firm that specializes in underwater applications and technology. Tysall has served as Diving Safety Officer for Texas A&M University and corporate DSO for SeaWorld Parks and Entertainment, overseeing full-spectrum dive operations for both organizations worldwide. He has earned instructor trainer ratings from NAUI, ANDI, IANTD, NSSCDS, NACD, SDI, SSI and TDI. In addition to holding these certifications, he serves on a variety of technical advisory boards for NOAA and other scientific research agencies both in the United States and abroad. Tysall currently serves as the Training Director for NAUI Worldwide.



WILLIAM M. ZIEFLE, J.D., MBA (NAUI H2016) is president and CEO of Divers Alert Network (DAN). He first became associated with DAN in 1989 and served for 11 years as a volunteer before joining the board of directors. Since then, he has served as a director of various DAN companies, including DAN, The DAN Foundation (Director Emeritus), IDAN, DAN Services, Accident & General Insurance Co. and DAN Risk Retention Group. During his tenure on the DAN board, he was integral in the reorganization of DAN's insurance operations and most recently spearheaded the launch of the DAN Risk Retention Group. He is an avid scuba diver associated with several prominent ocean conservation and nonprofit organizations.

2017 NAUI AWARD RECIPIENTS

OUTSTANDING SERVICE AWARD

Recognizes members who distinguish themselves in service provided to the association:

Rob Anderson, 31192
Antonio Arcucci, 8292
Chad Campbell, 46367
Ryu Chang-Ok, 14357
Stephen Clabuesch, 12021
Kathryn Daniel, 31958
François Hazel, 34555
Pasi Laine, 42324
Mike D. Hemion, 15977

Edward Maney Jr., 52451
Nicos Nicolaou, 8671
Miguel Nunes, 39657
E. Lindsay Peterson II, 2775
Tyler Phelps, 57749
Fanus Potgieter, 46087
Frank G. Ross Jr., 52815
Daniel Semrad II, 56283
James Steele, 2095

Bettina Jeannette Van Wyk, 58584
William Tong, 40366
Lukas van der Staak, 52371
Peter Wagner, 49843
Ken Walmsley, 15677

CONTINUING SERVICE AWARD

Recognizes members who have continued to distinguish themselves in service provided to the association:

Richard Alvarez, 30773
Derik Crotts, 10943
Ralph Daniel, 11650
Francis Degnan, 7165

Quintin de Boer, 48271
Alvanir S. Oliveira, 19845
James Joseph, 36510
David Lawrence, 52541

Gabriel Lu, 12516
William Pfeiffer, 45432
Kenny Wheeler, 9063

AWARD FOR INNOVATION

Recognizes efforts by an individual or organization toward the development of dive education and contributions to programs, practices, partnerships, policies and activities that improve the ability to serve students and the diving community:



Walter "Butch" Hendrick, NAUI 1724

For over 50 years, Hendrick has conducted training for thousands of sport, public safety and military divers and water rescuers in more than 20 countries in instructor training, public safety diving, rescue and underwater movement programs. A major innovator, equipment designer, standard setter and contributor to the dive and water rescue/recovery communities, Hendrick is considered "the father of diving rescue." He introduced the first rescue diver certification card, the do-si-do tow, in-water rescue breathing, the rescue throw rope bag, the 90 percent ready diver, the public safety diver contingency strap, and many other procedures, training programs and gear items commonly used today. He has received awards such as the first DAN Rolex Diver of the Year Award for diving safety and education, Beneath the Sea Diver of the Year, the NOGI, the Leonard Greenstone Diving Safety Award and more. He has more than 150 publications, has presented at more than 150 dive, rescue and forensic conferences, and started the "Take Back Our Industry" campaign for both recreational and public safety diving.



Jim Hicks, NAUI 4490

Jim Hicks has spent his entire life as an educator, bringing innovative instruction to all his courses and students. From high schools to vocational education programs, he has worked to help people achieve their dreams and goals.

Hicks grew up spending summers on the water in Newport Beach, California. As a surfer, sailor and sport fisher, he honed his watermanship skills and added to his knowledge of the sea. After college, Hicks was a teacher at Sonora High School. While at Sonora, Hicks and two associates began the North Orange County Regional Occupational Program in aquatics. Students over a two-year period were certified as divers, scuba instructors, first-aid and CPR instructors, and specialty divers.

In 1981, Hicks and a partner began NAUI's Professional Development Center (later NAUI College). Students attended a variety of NAUI courses and, after graduation, went to work as NAUI Instructors all over the world. Hicks moved to NAUI Headquarters for a year as Training Director. He then traveled the world teaching NAUI Instructor Trainer Courses (ITCs). He introduced the first NAUI Instructor courses in England, Germany, Korea, South Africa and several Caribbean island nations and taught many ITCs across the U.S.



Andrea Zaferes, NAUI 10533

After becoming certified as a NAUI diver at age 16 and taking a rescue diver class with Butch Hendrick (NAUI 1724), Andrea Zaferes started her career as a scientific diver with Dr. Lee Somers at the University of Michigan and Dr. Ethel Tobach at the American Museum of Natural History, resulting in three papers published on *Aplysia* before age 21. Today, after 32 years of teaching thousands of sport, public safety and military divers worldwide, she is vice president of Team Lifeguard Systems and a noted author, public speaker, medicolegal death investigator, WDHO charter member, NAUI Course Director, and award winner for contributions to diver safety and education (DAN Rolex and Beneath the Sea Diver of the Year awards). Starting in 1988, she developed groundbreaking programs with Hendrick and Team LGS, including Oxygen Administration, Field Neurological Evaluation, Leadership-Level Diver Rescue and Ultimate Underwater Movement. Zaferes is considered a leading

expert in aquatic death investigation, having spoken at more than 80 forensic conferences and teaching thousands of law enforcement personnel, detectives and prosecutors. She assists with aquatic homicide cases, serves as an expert witness, and has been seen on the Discovery Channel, *48 Hours*, *Dr. Phil* and the BBC.

DR. CHARLIE BROWN MEMORIAL AWARD

Recognizes members who distinguish themselves in voluntary or nonprofit services provided to the diving community:



Hugh H. Riley, NAUI 8159

The NAUI Dr. Charlie Brown Memorial Award is presented to Hugh H. Riley (NAUI 8159), who has distinguished himself by donating his time and expertise for more than 32 years as a NAUI Instructor and diver. Dr. Riley holds multiple advanced degrees in neuroscience from Baylor University. Prior to coming to Baylor, he was an officer in the U.S. Air Force, retiring at the rank of major. In the service, Dr. Riley flew various models of the F-4 and was a Wild Weasel instructor. He has taught all levels of diving, has certified thousands of students, and always does so without compensation. He also lends all equipment necessary for his students to become certified. Dr. Riley has unselfishly dedicated countless hours of volunteer services to the sport of diving and dive safety. He has worked tirelessly to improve the dive industry and the students he mentors through his generosity, patience and benevolent efforts. It is NAUI's privilege to present Hugh

Riley with the Dr. Charlie Brown Memorial Award.

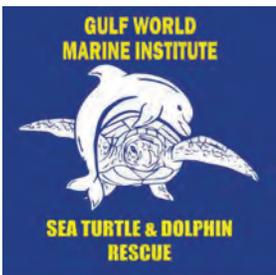
ENVIRONMENTAL ENRICHMENT AWARD

Recognizes efforts by an individual or organization to improve, protect or conserve the aquatic environment or to educate and inspire others to do so:



Gabriel Lu, NAUI 12516

To promote conservation and best diver practices, Gabriel Lu founded Ocean Safari Outdoors in 1993, and since that time, he has promoted the high standards of NAUI training through entry-level, continuing education and leadership training. While incorporating conservation efforts in all of his diving practices and teaching, Lu has remained focused on his role in establishing a permanent mooring at Catalina Island, a location vital to recreational fishing and diving activities, and in turn helping to protect an important purple coral species and habitat. To share his message and vision with his students and fellow NAUI Instructors, his team's training occurs in the Channel Islands National Marine Sanctuary. His work has proved successful and beneficial to many of the NAUI divers in this region. Lu leads by example, uses NAUI training as an opportunity to raise environmental awareness, and concentrates heavily on promoting the growing association.



Gulf World Marine Institute

Gulf World Marine Institute Inc. (GWMI), an established nonprofit business working in connection with its commercial partner, Gulf World Marine Park Inc., plays an important role in rescuing and rehabilitating injured marine mammals and sea turtles throughout the Florida Panhandle. Over many years, GWMI has provided the Florida Panhandle coastal region with a variety of public services through its facilities and through its staff in leading efforts toward the three GWMI core programs, which are 1) to lead, assist and manage the recovery and rehabilitation of stranded, sick or injured marine mammals and sea turtles, 2) to serve as an environmental educational tool for the local and national community, and 3) to help facilitate marine and oceanographic research on a local and national level. Gulf World Marine Park Inc. is supporting the establishment of Gulf World Marine

Institute Inc. to further extend and enhance the widely recognized work it does for the oceans and its inhabitants.



#NAUIDuck Contest Winners to be Announced at DEMA 2017

