

News from D.E.M.A. Show 2006

Several of us here at Aqua Immersion attended this year's show. Joe & Melissa McCurry and family, Kerri & Stacy Mullin & family, Chuck Turner, Doug Hotchkiss and Rick & Michelle Thomas were all in attendance at the biggest and best Scuba Trade Show in the Country! We all had a fantastic time and were even able to learn a few new things while we were at it! We attended many workshops/seminars not to mention a couple of parties and great dinners while socializing with old and new friends. We met many well know divers like John Chatterton, Richie Kohler, Evelyn Dudus, Zale Perry, and others and even got a sneak peek at some new products soon to be released. The weather was perfect and so was the company, so all in all it was a fun and successful trip!

"The Diving Equipment & Marketing Association is a non-profit membership-based association created to help businesses in the Scuba Diving and Action Water Sports industries. DEMA is widely known for DEMA Show, the annual trade show it produces, however DEMA is involved in MANY other activities focused at helping the industry." (<http://www.dema.org/>)

More than 10,000 professionals gathered in Orlando, Florida, November 8-11, 2006 at the Orange County Convention Center to combine business, pleasure, education and dive industry advancement. To discover the magic of DEMA Show <http://www.demashow.com/> is the virtual home of DEMA Show 2006! Visit this site often for continuous news and updates on all the goings-on at DEMA Show 2006. Here is just a small portion of what could be found at DEMA Show 2006:

- More than 600 exhibits featuring the leading dive equipment manufacturers, travel destinations, water sports apparel, and services.
- More than 40 DEMA sponsored seminars on state-of-the industry topics.
- Hundreds of hours of training agency and exhibitor sponsored seminars
- The premier industry networking event of 2006, the DEMA Awards Party.
- The Excitement and after-hours socializing and networking opportunities of Orlando, Florida.
- The DEMA Retailer Resource Center an interactive display area and educational program that provides retailers with the latest tools and industry best-practices.

(<http://dema.ntpshowsites.com/about-dema-show-2006.html>)

Diving with Great Whites!

Imagine, if you will, a sunny day on a boat in the Pacific 200 miles off the coast of Mexico. Feel your worries and cares slip away into the cool blue waters as you lounge on the deck, admiring the clouds pouring over the impressive rocky island in the distance. Watch the sea lions play on the beach where the first King Kong was filmed. Consume delicious meals prepared by the chef in his galley, and served by a friendly crew. Laugh with the divemasters and your fellow passengers, who come from all over the world. Now, pull on your wetsuit and climb into a cage off the back of the boat. As you settle in with your hookah (surface-supplied air) on the bottom of the cage, the crew chums the water around you. And you wait. Before too long, you spy the reason for your trip to this beautiful island: the great white shark. It is beautiful, but you cannot forget the deadly power this silent predator possesses. It eyes the cages; you suddenly question the sturdiness of the bars that protect you. And yet, after the initial trepidation, you find yourself hanging out of the cage for a better glimpse of the shark, a clearer picture. Over a year ago, I decided that I wanted to go diving with great whites. I was only fifteen, and my peers thought I must be out of my mind to want to be in the water with these carnivores, even if I would be in a cage. But my parents respected my wish, and soon they had booked spots for my father and me on the last trip of Shark Diving International's 2006 great white season in Guadalupe Island. I counted the months until my trip-this was a chance of a lifetime, and I couldn't wait. Finally, the day of my departure arrived, and I was on a plane to California. My father and I stayed overnight in San Diego, and then a bus carried us over the Mexican border to Ensenada, where we boarded a 116 foot boat. The boat carried us the 200 miles to Guadalupe Island in 20 hours. The accommodations were quite nice-two to a room, with bunk beds and a small shower/toilet.

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The food was wonderful. Each meal was at least two delicious courses, if not more. The crew was friendly and eager to help with anything and everything. The divemasters were knowledgeable and sociable. And, of course, the sharks were astounding. This trip was worth every bit of the wait and the money spent, and I highly recommend it for everyone, even those who aren't certified divers. The experience is one you will carry with you for the rest of your life.
-Linda Mullin, age 16 (Open Water & Nitrox certified)

November 25 to December 3, 2006 - Providenciales, Turks and Caicos Islands, BWI

"Brad, John Bennett, and I had an amazing time in the Turks and Caicos Islands. We stayed at the Harbour Club Villas, just a few minutes' walk from the dock where the dive boat anchored. The weather wasn't too great when we first arrived, but became beautiful a few days later.

Brad put John and I to work immediately on our Advanced Nitrox test and on making sure we'd read all of the Inspiration manual. The first full day, Sunday, was spent learning to build our "units" (the Inspiration and Evolution Closed Circuit Rebreathers) and familiarizing ourselves with them by doing drills in the pool at Flamingo Divers. Then we had to re-build and leave the units for the next day's diving. Our homework that evening was to write out our own check list for building.

Monday, my birthday, we went out on the Flamingo Divers boat in terrible weather! (We were the ONLY dive boat to go out that day!) There was rain, wind, and 4' - 5' swells at West Caicos. We managed to get in the water and proceeded through our first set of open water drills in the sand at 15 meters. (Yes, I dive in "meters" now!) During our surface interval, which a rebreather diver doesn't REALLY have to do, I started to get a bit sick to my stomach. I got in the water off the back of the boat and we continued to talk about what drills we would be doing during the second dive. I got more and more nauseated and finally "fed the yellow tail." I managed to do quite well on the second dive and we all got back to the dock in one piece about 2:30 in the afternoon.

Each day was a repeat of this, except for the bad weather. Dive, wait, dive, rinse, re-build, and repeat - daily. We also actually had time to eat out for dinner a couple of times, but mostly we just had pizza or sandwiches in the villa and worked on our homework and tests.

The last day of the course, Thursday, we had a dive for drills then we had a "fun" dive. During this dive, I had the most amazing experience ever.

While watching at the edge of the wall for whatever may come our way, a reef shark shot up over the edge and startled Brad, John, and himself. (I had just swum away from the wall.) It then went and got a buddy and the two sharks circled us for quite some time. They came within arm's reach a few times, but would

skid away if we moved our arms at all. Finally, it was time to head back to the boat. I didn't want to leave. It was too beautiful down there and I had to keep reminding myself that I was under water and not watching at an aquarium.

Diving a closed circuit rebreather is an experience beyond compare. The silence of being in the water is even more profound when there are no bubbles and the only thing you can hear is your own breath and the solenoid firing oxygen into the breathing bags.

Brad did his usual wonderful job as instructor and both John and I passed the Advanced Nitrox course and the Inspiration / Evolution course. It wasn't easy, in fact it is referred to as "Rebreather Boot Camp", but it was definitely worth it. All the time spent in preparing for a dive, making sure every aspect of your unit is just right, was worth seeing those sharks. I wouldn't trade it for an easier course for anything."

-Cathy Mullin

AOW, TDI Advanced Nitrox, Evolution Rebreather certs.

For those of us who don't do cold water dives, winter means...

It's time to service that GEAR!!! Don't get caught this spring with gear that doesn't work properly and don't wait until the last minute to take your gear to your dive center to have it checked out. You wouldn't want to take that long awaited plunge in April or May just to have to climb back out of the water because of a faulty BCD, inflator hose, tank valve or regulator, would you? Of course not! So bring in that equipment over the winter (any brand!) and we'll make sure that your first giant stride this spring is a pleasant one!

Don't Forget...

About our Friday night movies and games on the weekends in the Surface Interval Lounge! Stop by to watch a new or classic dive related movie, bring in your own "home" movies or any movie favorite to share on the big screen! The fun and popcorn flows at 7:30pm on Friday (or whenever you get here!) And the games start on Saturday and go through Sunday, even Monday night football is up and running on the big screen for your viewing pleasure!

Baby, it's cold outside!

But it's warm in our dive center's pool! Yes, winter is here, that is for sure. There's a definite chill in the air but our pool is a constant 80-85 degrees, just the right temperature to brush up on your dive skills! Come in for a refresher or just to keep your skills keen between dives. Also, we offer free Discover Scuba Diving sessions for those friends and family members who keep telling you, "One of these days, I'm going to give that 'SCUBA' thing a try!" Bring 'em in and we'll take them under, who knows, maybe they'll catch the bug just like you!

Upcoming Events

Dive Silver Jewelry and Citizen Watches ARE HERE!!!

Gift Cards available!!! You just can't go wrong with a gift card for the holidays!

Holiday Specials! Need that special Christmas gift for the diver you love, come in and see what we have on sale for the holidays, you just might find that gift he/she has always wanted. If you don't know what they want, you could always get them an Aqua Immersion gift card and let them pick out something special.

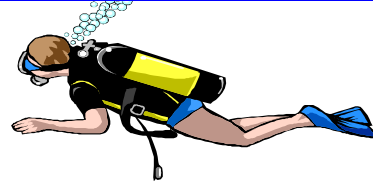
Diving Concepts Dry Suits now available! Place your custom order today and sign up for a dry suit specialty course so you can be out diving with the rest of us this winter!

Digital Photography Editing Class now here, sign up for winter classes!

Harvey's Wet Suits coming soon! Custom sizes available!

Amphibious Outfitters apparel here along with some other new shirts, come in and check 'em out!

Not a diver? There are lots of items for non divers at our dive center, too. Many Key West Aloe products, swim gear, snorkeling gear, Jewelry, watches, cameras, hand made throws, candles, apparel, hats & scarves, cups, travel mugs, stickers, Christmas cards, pins, ball caps, scooters, sandals, sunglasses, dry boxes, travel bags, and more!



Dive Trips

Bonaire with Rick & Michelle Thomas - June 9th thru June 16th 2007 Buddy Dive Resort! Buddy's Drive & Dive Package includes:

- 8 days - 7 nights in a fully equipped apartment
- 7 days rental vehicle (double cabin pick-up truck or van)
- 6 days of unlimited air fills plus 6 boat dives
- American style breakfast buffet daily
- Welcome Drink
- Manager's Rum Punch Party
- Airport transfers
- All Government Taxes

6 per. in a three-bdrm apartment	\$ 733 pp
5 per. in a three-bdrm apartment	\$ 805 pp
4 per. in a two-bdrm apartment	\$ 808 pp
3 per. in a two-bdrm apartment	\$ 952 pp
2 per. in a one-bdrm apartment	\$ 1002 pp
1 per. in a one-bdrm apartment	\$ 1630 pp
1 per. in a Studio	\$ 1480 pp
2 per. in a Studio	\$ 927 pp
1 per. in a Hotel room	\$ 1300 pp
2 per. in a Hotel room	\$ 837 pp

Estimated airfare normally ranges between \$600.00 & \$900.00 pp.

For more info on Buddy Dive Resort visit: <http://www.buddydive.com/index.html>

St. Lawrence River with Joe McCurry, August 2007
More info soon to come!

Grand Cayman, Cobalt Coast and Dive Tech - 4 nights/3 days from January 11th-15th, 2007 for \$1020/pp (Diver) and from February 16th-20th, 2007 for \$1095/pp (Diver.) Includes accommodation, tax, airport transfers, all meals daily, 1 day 2-tank boat dive and unlimited shore diving. Average airfare from Columbus during January 2007 is \$650/pp and during February 2007 is \$800/pp.

OR...same trip from January 11th-15th, 2007 with 3 days of 2-tank boat dives and unlimited shore diving for \$1195/pp (Diver) and \$940/pp (non-diver) and from February 16th-20th, 2007 for \$1270/pp (Diver) and 1015/pp (non-diver) also includes accommodation, tax, airport transfers, all meals daily.

Learn Here, Check Out There...Do your classroom and pool sessions here and your check out dives in Grand Cayman (or wherever your heart desires) and save 15%. PADI Open Water Certification fee with Aqua Immersion is great but if you book a trip with your training the cost is even better, call today for more details. *own dive trip today with our on site travel agent specializing*

Stay tuned...more to come! Contact us for more details or to book your in Scuba diving vacations - Caribbean Dive Tours/Worldwide Travel.

Also, book your next Aggressor Fleet trip with us and save \$\$\$!

Classes

- Bubblemaker & PADI Seal Team
- Junior Open Water
- Junior Advanced Open Water
- Open Water
- Advanced Open Water
- Specialty Diver (Night Diver, Dry Suit Diver, Wreck Diver, Peak Performance Buoyancy Control, Underwater Photography & Videography, Boat Diver, Drift Diver, Underwater Naturalist, Underwater Navigation, Altitude Diver, AWARE Coral Reef Conservation, AWARE Fish Identification, Enriched Air Diver, Deep Diver, DPV Diver, Multilevel & Computer Diver, Solo Diver, Gas Blender,

- Decompression Theory & Advanced Nitrox Diver, Rebreather Training (closed & semi-closed), Trimix Diver
- Scuba Tune-up
- Emergency First Response/Medic First Aid
- Oxygen Provider
- Master Scuba Diver
- Rescue Diver
- Divemaster
- Open Water Scuba Instructor
- Master Scuba Diver Trainer

Training agencies utilized: PADI (Professional Association of Diving Instructors,) TDI (Technical Diving International,) SDI (Scuba Diving International,) ERDI (Emergency Response Diving International,)

Congratulations! Look who has new certifications...

Cathy Mullin - TDI Advanced Nitrox and Evolution Rebreather certifications completed November, 2006. Way to go, Cathy!!!

Service

- Air, nitrox and trimix fills
- Cylinder visual inspections, valve repair, eddy current, oxygen cleaning, tumbling and hydrostatic testing
- Rental gear
- BCD and regulator repair & service (all brands)

December Specials (valid from 12/01/06 through 12/31/06)

If you missed the after Thanksgiving Day sale, don't worry, you will have an opportunity to purchase similar sale items from now until the end of the year, so stop by the store to see what items are being showcased! Also, see attached coupons!

- 10% off all lights
- 20% off all Key West Aloe products
- 10% off all stocking stuffers
- 10% off SCUBA Christmas Cards

**SIGN UP FOR A
SPECIALITY CLASS
AND GET YOUR MANUAL
FREE FREE FREE**

EXP. 12/20/06

**GET A FREE MASK WHEN
YOU BUY A SNORKEL
FINS AND BOOTS**

EXP. 12/20/06

**BUY A REGULATOR
GET A REGULATOR BAG
FREE FREE FREE**

EXP. 12/20/06

**BUY 4 TRIAL SIZE
PRODUCTS
AND GET YOUR 5TH ONE
FREE FREE FREE**

EXP. 12/20/06

**FREE FREE FREE
MESH BAG
WHEN YOU BUY A PAIR
OF FINS**

EXP. 12/20/06

**FREE 8 oz. WETSUIT
SHAMPOO WHEN YOU
BUY A WETSUIT**

EXP. 12/20/06

**FREE SNORKEL KEEPER
WITH EACH SNORKEL
YOU BUY**

EXP. 12/20/06

**FREE FREE FREE
WHEN YOU BUY A BC
YOU WILL GET A
8oz. BC LIFE AND A
BC HANGER**

EXP. 12/20/06

FREE SUNGLASS CASE
with PURCHASE OF
SUNGLASSES

EXP. 12/20/06

GET A FREE DRY SUIT
SPECIALITY CLASS WITH
YOUR DRY SUIT
PURCHASE

EXP. 12/20/06

EARN FREE PRODUCTS WITH OUR REFERRAL PROGRAM
REFER FRIENDS, COWORKERS OR LOVED ONES

2 REFERRALS GET YOU\$20 IN FREE PRODUCTS
3 REFERRALS GET YOU\$35 IN FREE PRODUCTS
5 REFERRALS GET YOU\$50 IN FREE PRODUCTS

REFERRALS ===== FREE \$PRODUCT\$\$\$\$\$\$\$\$

EXP. 12/20/06