



A2 – Mark Flahan

NAUI Worldwide
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Position Statements

As a DEMA Board Member I would work on your behalf to:

- Bring all the stakeholder groups together to share and collaborate in defining the future of DEMA. DEMA, again, needs to reinvent itself to better meet the needs of all its members and stakeholder groups. Solicit member input. Work with the membership to define the direction of the industry.
- Bring an openness and transparency to the governance of DEMA including Board Meetings open to the members except for personnel matters. Provide opportunities for members to address the DEMA Board.
- Re-examine, reconstruct and refocus the mission of the DEMA Show keeping it relevant and effective including finding better ways of allowing or bringing retailers to attend the Show.
- Reevaluate the effectiveness of the “Be a Diver” campaign.
- Continue to support Ships to Reefs and to promote conservation and responsible use of our natural resources.
- Maintain DEMA’s ability to respond to legislative issues.
- Develop programs to bring people into retail dive stores.
- Develop programs that, in addition to increasing the number of new divers, convert new divers into dedicated divers.
- Return DEMA to a democratic association based on the policy of one vote per member.
- Develop a sense of community within the stakeholder groups.
- Establish Blue Ribbon panel that would include outside input on how we can attract and retain divers.
- Establish second Blue Ribbon panel made up of the Training Agencies and Manufacturers to explore how all can work together to make the industry Retailers stronger.

Biography

Diving Safety Officer, San Diego State University, 1971 - present

Experience teaching diving in universities, colleges, resorts, retail stores and independently throughout the United States, Caribbean, Mexico and the Middle East

M.S. Homeland Security, San Diego State University, In-progress

B.S. Marine Biology, California State University, Long Beach, 1970

Professional Related Activities and Honors

- Active in the diving industry for over 40 years
- Chairman, NAUI Board of Directors, 2003 –2008
- Member, NAUI Board of Directors from 1982 –1986, 1994-1997, 2002 – 2009
- NAUI Hall of Honor Inaugural Inductee November 2000
- NAUI Instructor for 40 years
- Member San Diego County Coroner's Scuba Accident Investigation Committee
- Platinum Pro 5000 recipient 1994
- ANSI Diving Standards Committee – 1980's
- RSTC Member representing NAUI and AAUS – 1980's
- Conference Director for International Conferences on Underwater Education (IQ6, IQ8)
- Chair, Self-Contained Diving Committee of the California Advisory Committee on Scientific and Technical Diving Committee mid-1970's
- Legislative Committee Member - successfully fought proposed Los Angeles County regulation of recreational diving in 1975
- San Diego County and California State AHA CPR and ECC Committee 1973-1978
- San Diego County American Red Cross Safety Committees 1973-1976