



A2 – Jeff Nadler

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Position Statement

The recreational dive industry has weathered tumultuous times over the past few years, making it difficult for all stakeholders to achieve growth, success and prosperity. In 2010, it is necessary to prioritize initiatives that will maximize business opportunities for success.

I believe DEMA must have the discipline to focus on the critical initiatives that will help us all realize the level of success we expect and deserve. DEMA should focus its resources on a few key programs that help every dive retailer, resort, manufacturer, training agency and media company thrive, even in challenging times. This CAN be done, if done right. DEMA simply can not afford to spread its resources too thin in an effort to be all things to all people. This direction will lead to reduced impact and an eventual irrelevance of the organization. The time for change and focus is now.

While no stakeholder segment can thrive if any of the others isn't healthy, there are two groups who are most crucial to the success of the entire dive industry - the brick-and-mortar local dive stores and the dive resorts. The other segments, manufacturing, training and media, each rely on the effectiveness of stores and resorts to create and retain the customers who will purchase the industry's products and services. Therefore, we must focus resources on keeping the stores and resorts healthy.

Our industry's ability to provide a life-changing experience to the public that few other recreational activities can compete with, is our biggest advantage. The product we sell – exploration, escape, wild life interaction, environmental activism, adventure, – is unbeatable. When we put a mask on a customer's face and give them a unique window to the underwater world, the chance of making them a life-time enthusiast is excellent.

If elected to the DEMA Board of Directors, my first two objectives would be to continue to focus DEMA's resources on campaigns and programs that:

- ✓ Bring new customers into dive stores and resorts; and
- ✓ Motivate those customers to become immersed in the diving lifestyle, actively patronizing their local dive store to buy equipment, go on trips and take classes.

By accomplishing these two objectives, DEMA will significantly improve the opportunity for each stakeholder group's success. There already are programs in place to help do so. For example, every retailer I've talked to who took advantage of DEMA's Be A Diver TV co-op in 2009 has expressed their enthusiasm for it and their desire to use it again this year because they saw results. Be A Diver is a winner and must continue to be a top priority in 2010.

Another priority needs to be the ongoing evolution of DEMA itself. The traditional trade association structure and show that have served our industry so well for many years aren't as effective as they once were. The future direction of DEMA needs to support the needs of each industry segment in an ever-changing world, as well as lead the industry's efforts to reach, capture and keep consumers as active participants.

If elected to the DEMA Board, I will be an agent for change when necessary, an advocate for a focused agenda and an excellent communicator with my A-2 category colleagues, as well as the industry at large. Thank you for your consideration and I look forward to serving you.

A2 – Jeff Nadler, PADI Americas

Bio

PADI Industry & Governmental Relations Executive. During a 30-year PADI tenure, has worked directly to support dive centers and resorts (both as a regional representative and in a management capacity), as well as managed international business and other departments.

Founding and current member of the Recreational Scuba Training Council (RSTC) Board of Directors, representing PADI.

Experience working with lobbyists to both state and federal governments.

Council on Retail Excellence (CORE) representative for PADI.

Appointed to the US State Department delegation as the recreational dive industry representative to the UNESCO Convention on Underwater Cultural Heritage. Successfully championed the inclusion of language guaranteeing diver access to historic shipwrecks and other underwater sites in the official proceedings.

Experience managing retail dive stores and teaching diving at all levels