

JEFFREY MOHR
Be A Diver Pool Tour Coordinator
The Diving Equipment & Marketing Association

As Coordinator of the Diving Equipment and Marketing Association (DEMA)'s grass roots program, *the Be A Diver Pool Tour*, Jeff Mohr brings with him over 19 years of diving experience.

Born in 1953, Mohr grew up in Orange, Connecticut and graduated from Amity High School in 1971. He then joined the Army as a Military Police Officer where he served the majority of his 10 year tour stationed in Germany. Upon his discharge from the military, Mohr spent the next ten years working for Kimberly Clark.

Certified by DEMA Retail Specialist "Big Wave Dave" in 1990, Mohr became a scuba instructor and began teaching in 1991 at Inland Seas Diving Academy in Neenah, Wisconsin. Two years later, Mohr moved to Brandon, Florida where he served as a scuba instructor at Woods and Water for one year before moving back to Wisconsin, where he has been teaching scuba at Mountain Bay in Appleton ever since. In 2002, Jeff became a Master Scuba Diver Trainer and for the past few years he worked closely with the Winnebago Fire Department in training their Dive Team as well as training the members of the Alleghany Sheriff's Department Dive Team.

The *Be A Diver Pool Tour* is a year long tour that traverses the United States stopping at 2 and 3 day large scale venues with a portable setup that includes a 20-foot by 30-foot, four-foot deep, 15,000-gallon pool, all the newest diving equipment and scuba wear, as well as dressing rooms complete with towels and blow dryers. The focus of DEMA's *Be A Diver Pool Tour* is to raise awareness of the dive industry and introduce new people into the diving world in a non-threatening environment.

Mohr's 19 years of diving experience has taken him to The Great Lakes, Florida and Bonaire. While not touring, he spends his time at home in Menasha, WI with his wife Kris, who is also a certified diver.

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