



DIABC News

DIVE BRITISH COLUMBIA'S EMERALD PARADISE

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Table of Contents

BC's Emerald Paradise	1
Dive Industry News	2
President's Message	2
Wreck Diving in BC	3
BC's Travel Tips	3
DIABC Bard of Directors	4
DIABC Membership Form	4
12 Tips for Smart Marketing	5

Member Info

Next DIABC meeting will be held on Sunday, January 20, 2008 at the Vancouver Aquarium at 8 am, 7:10am for board members.

Annual membership dues are \$25 for Associate members (Instructors/Divemasters) and \$75 for businesses in Canada and the US.

To view previous meeting minutes go to www.diveindustrybc.com

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British Columbia's Emerald Paradise

British Columbia (BC) is one of the few dive destinations in the world where a diver can enjoy a great diversity of sites and a wide variety of marine residents. Here are just a few locations around BC you might want to explore.

Powell River is home to the *Emerald Princess*, a bronze statue of a mermaid. A short boat ride away yields great clusters of giant yellow cloud sponge!

Sechelt has the 366' *Chaudiere* wreck, and two excellent drift dives - Skookumchuck Rapids and Tzoonie Narrows.

Howe Sound has a selection of pinnacles and islands, complete with mooring buoys. Whytecliff Park is a favorite shore dive of technical divers and Porteau Cove is an underwater park full of wrecks, rockfish and other enhancements.

Southern Vancouver Island has old bottle diving sites in **Victoria** and Ogden Point Break-

water, an awesome shore diving location and great for close-up and macro critter photography. Race Rocks has exceptional marine life in nutrient rich waters. **Sidney** has two wrecks—*Mackenzie* and the *GB Church*.

Saanich Inlet has white cloud sponge and beautiful deep walls with clear visibility.

Central Vancouver Island is home to a Boeing 737 jet plane underwater near Chemainus and an upside down tugboat at Galiano Is. **Nanaimo** has three large wrecks and two colourful drift

dives—Dodd Narrows and Gabriola Pass, both full of invertebrates! **Union Bay** has more wolf eels than you can imagine on a single dive! **Hornby Is** boasts seasonal six gill sharks diving and sea lions.

Barkley Sound has the *Vanlene & Thi-epval*, both natural wrecks, sharks and octopus, and more!

Nootka Sound has walls of gorgonian sea fans, cloud sponge and strawberry anemones.

Campbell River has the *Columbia* wreck, octopus, Puget Sound

king crabs and colourful walls.

IQueen Charlotte Strait offers soft corals, sea otters and whales. Nakawakto Rapids is the only place to find red-lipped goose-neck barnacles. Wrecks, sea lions, and basket stars too!



Photographer: Ron Akeson - Powell River



Photographer: Ron Akeson



Photographer: Barb Roy



Photographer: Ron Akeson

Dive Industry News & Upcoming Events



Photographer: Barb Roy - of Scott Schooner

Upcoming DIABC Meetings for 2008

Sunday, January 20 - 8:00am for the AGM to be held at the Vancouver Aquarium in their boardroom, just before the 2nd day of the Diver's Weekend show. Directors meets at 7:10am.

Monday, March 31 - for a general meeting to be held in Horseshoe Bay at 1pm.

Monday, June 23 - for a general meeting, communicating via email and phone.

Thursday, September 11 - for a general meeting held in Nanaimo at 3pm.

Monday, November 24 - for a Board meeting in New Westminster at noon, just before the *Author Signing Social* (same day). All you can eat sushi?

Winter Raffle

Tickets on sale now through January 20 for \$5. Great prizes of dive travel, dive gear and dive books! Drawing to be held at Diver's Weekend Show

Upcoming Consumer Dive Shows

Diver's Weekend - at the Vancouver Aquarium, January 19-20, 2008. Display booths, seminars and fun activities for the whole family, discount entry Donnie.Reid@vanaqua.org or 604-659-2484 - \$80 for booth with table.

Our World Underwater - in Chicago Illinois, February 15-17, the DIABC will offer an image presentation and have a booth to promote our members and diving in British Columbia.

www.ourworldunderwater.com

The Outdoor Adventure Show - in Vancouver, February 16-17. As DEMA members the DIABC was invited to have a display at the 2007 Scuba Pool if we provided some volunteers to help with the Discover Scuba Intros. Last year we only had three volunteers. If we want a display again this year, we will need to provide several divemasters and dive instructors, as well as have someone set up our display (portable). (Barb Roy will be at the Chicago show). Contact Barb if you are available—beroy@telus.net

Dive & Travel Expo - in Tacoma, Washington, May 2-4. The DIABC will once again offer an image presentation and have a booth at this show to promote BC diving. To reserve a booth, contact Jackie at NWDN - sales@divenewsmag.com or call (360) 240-1874

www.nwdivenews.com

DIABC Fundraising Event

SCUBA SWAP MEET & SHOW - Saturday, May 31, with the location to be announced in early 2008. We are looking for a dive club to sponsor a BBQ (club keeps profits). Booth space will be available for businesses, charter operators and dive stores to promote their services. Table space will be available for divers to sell used gear or for a commission, the DIABC will sell your gear. Contact Barb for booth space and more information - beroy@telus.net

Industry Dive Shows

DEMA 2008 - will be held in Las Vegas, Nevada, October 22-25 this year. The Diving Equipment & Marketing Association is a non-profit membership-based association, sponsoring an annual trade show for retail dive businesses and professionals in the industry. The DIABC is thinking of having a booth at this show and offering its members a co-op brochure display fee to help pay for the booth fee. Another option is to share the booth with another large organization (Tourism or Non Profit). www.dema.org beroy@telus.net



Peter Mieras
DIABC President
877-777-9994
Info@RendezvousDiving.com

Message from our President

Welcome to British Columbia Diving and the Dive Industry Association of BC! When Jacques Cousteau named British Columbia as the best diving in the world after the Red Sea he was right on the money. However the number of divers visiting the Red Sea grew faster than in British Columbia and it became one of the largest dive destinations in the world.

It may seem like a missed opportunity, but looking back I believe we are in a better position in some aspects. We have a healthy underwater environment, we preserved much of our species, we are not overcrowded and British Columbia offers a great place where divers can enjoy a large array of activities and sites. We do however have our own challenges.

We want to promote BC diving world wide, we need to better organize our industry and compete with other activities. Early 2007 we decided to implement a comprehensive marketing plan which included brand development, and industry website with great new functions, a newsletter and much more to be rolled out. I believe with a full board and the skills and experience in our whole, British Columbia can be number one! So come join us and support the diving industry of British Columbia.

Dive British Columbia's Emerald Paradise!

Wreck Diving in BC's Emerald Paradise



Photographer: Barb Roy



Photographer: Barb Roy

Resources

[Vancouver Maritime Museum](http://www.vancouvermaritimemuseum.com)
www.vancouvermaritimemuseum.com, 1-604-257-8300

[Tourism British Columbia](http://www.hellobc.com)
www.hellobc.com, 1-800-438-5622

[Tourism Vancouver Island](http://www.VancouverIsland.Travel)
www.VancouverIsland.Travel,
1-250-754-3500

[Vancouver Coast & Mountains](http://www.vcmbc.com)
www.vcmbc.com, 1-604-739-9011

[Underwater Archeological Society of British Columbia](http://www.uasbc.com)
www.uasbc.com

[Artificial Reef Society of BC](http://www.artificialreef.bc.ca)
www.artificialreef.bc.ca

British Columbia is one of the few places in the world a diver can enjoy such a variety of different dive activities, including one of the most popular—*Wreck Diving*. A diver can find both natural shipwrecks and huge 366' retired Canadian Navy Destroyer Escorts which have been scuttled as artificial reefs of steel. There are shore-accessible marine parks with enhancements to attract marine life and permanent mooring buoys put in place to protect existing underwater habitat. A good source of information on nearby wrecks are your local dive stores and dive charter operators within the various communities.

Many of the artificial reefs have been underwater for so long, it is hard to tell they are actually made of steel, because of the thick coating of colourful marine invertebrate life they wear. Schools of juvenile rockfish, perch and other small fish commonly utilize the wrecks for shelters, while lingcod, greenlings and cabezon use them for hiding their eggs during breeding season. Divers have reported numerous sighting of wolf eels, octopus, harbour seals and an array of nudibranchs on the wrecks as well.

BC also has an abundance of historic natural wrecks to explore, most of which has been surveyed and documented by the Underwater Archeological Society of BC, with their reports and findings printed in their numerous publications. Due to the fragile nature of some of the older BC wrecks, divers are encouraged to use proper buoyancy when diving at any wreck site.

Locations of the Destroyer Escorts are; Sidney, Nanaimo, Campbell River and in Sechart Inlet. The Cape Breton, a Victoria class ship, also located in Nanaimo, is an impressive vessel at 400' in length. A Boeing 737 jet plane is the latest to be added to the collection of artificial reefs, located in Chemainus, on Vancouver Island. Victoria, Sidney, Nanaimo, Barkley Sound, the Comox area, Nootka Sound, Port Hardy, Powell River and Howe Sound all have well preserved natural shipwrecks to explore.

Wreck diving can be done year round in BC, with November through March yielding the best visibility. No special wreck certification is needed if you plan to stay on the outside of the wrecks, but overhead environment or wreck training is highly recommended if you plan to penetrate any wreck. Good diving to all!



Photographer: Barb Roy

Travel Tips For Winter Travel in BC

Climate Winter diving in BC is usually mild, with an occasional dusting of snow in some coastal areas in the north. Rain can be expected with a good share of sunny days. Dry suits are suggested, with an extra undergarment vest for warmth and a pair of neoprene socks for your feet.

Book Early Although summer tourist season has thinned out, it is still wise to RSVP at hotels and resorts. Dive charter operators also like reservations for schedule planning. When in doubt, call.

Ferry Reservations - BC Ferries – www.bcferrries.com, 1-888-223-3779 or 250-386-3431

What To Wear Winter air temperatures

range from 35-60F during the winter, 44-53F underwater. Dress warmly and bring rain gear.

Getting Around Most of BC's cities and larger towns have airports with flights to/from Vancouver mainland, with car rental agencies available. Taxi service is also available, and with prior arrangements, other transportation needs can be arranged.

Documents To Bring - When visiting BC bring proof of citizenship (passport) and your dive certification card.

Books - *British Columbia* - book from Lonely Planet www.lonelyplanet.com
151 Dives - By: Betty Pratt-Johnson



Sketched By: Timmy Li

DIABC's Board of Directors

President
Peter Mieras

Info@RendezvousDiving.com

Vice President
Kal Helyar

PorpoiseBayCharters@Telus.net

Secretary / Treasurer
Barb Roy

GrandmaScuba@Hotmail.com

Director
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Director
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Director
Jan Breckman
Info@BlueAdventure.ca

Director
Ed Singer
SunDownDiving@Shaw.ca

Director
Scott Friesen
alphadive@shaw.ca

DIABC

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www.diveindustrybc.com

(604) 588-1588 (message)

Send this application with your membership fee to DIABC at:



DIABC
13437 94A Avenue
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DIABC Membership Form

Company Name (If Applicable)

Name (First & Last)

Address

City

Province/State

Post Code

Country (Canada/US)

Phone

Email

Company Website Address

Industry Type:

- | | |
|--|---|
| <input type="checkbox"/> Instructor / Dive Master | <input type="checkbox"/> Publication / Media |
| <input type="checkbox"/> Training / Certifications | <input type="checkbox"/> Hotel / Restaurant / B&B |
| <input type="checkbox"/> Dive Shop | <input type="checkbox"/> Dive Resort |
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Retailer | <input type="checkbox"/> City / Tourism |
| <input type="checkbox"/> Boat Charter | <input type="checkbox"/> Other : |

Display my membership on the DIABC website including the following information:

- | |
|--|
| <input type="checkbox"/> Personal Name |
| <input type="checkbox"/> Email Address |
| <input type="checkbox"/> Phone Number |
| <input type="checkbox"/> Address |

Membership Fee:

- | |
|--|
| <input type="checkbox"/> \$15.00 Scuba Diver |
| <input type="checkbox"/> \$25.00 Dive Instructor / Master |
| <input type="checkbox"/> \$75.00 All Other Businesses |

For more info about DIABC contact Barb Roy at GrandmaScuba@Hotmail.com

12 Tips for Smart Marketing

Get A Customer...and Keep Them!

By Carolyn West Price

With year-end just around the corner, now is the time many companies are assessing their marketing efforts—looking at what's worked during '07 and what will be different in '08.

Recognizing that “customer relations” is truly one of the most overlooked areas of marketing—and ironically one of the least expensive—here are some tips to get your new year's marketing off on the right foot.

Create a customer appreciation event. Once you have a relationship with customers, say thank you as often as you can. Create a special sale or an invitation to a reception or event you host. This gives you an excuse and opportunity to thank your customers for their business and to create more word-of-mouth marketing.

Send a “gift” to say thank you. Instead of sending a “thank you for business” the gift to the customer's home, send it to his or her work. The delivery of any such gift creates great water-cooler conversation, starting with the “ooh, who sent you that?” Make sure your package includes a mylar balloon so your impression lingers for a week or two.

Stay in touch & toot your own horn. Assuming you are building and maintaining a database, create at least 6 “touches” during the year. Newsletters are great ways to demonstrate your expertise, tell your customers what you are doing in the community (create the warm fuzzies), and profile new staff or tell your clients other news, awards, etc. Keep it short to increase the likelihood of people reading it. Gone are the days of 11 x 17 newsletters that require 30 minutes to read them. Think more often and less information. If you send by email, be sure people can “unsubscribe” easily. And, be sure to use the newsletter to cross-sell what you do so you can avoid having a customer say, “Oh, I didn't know you do that...”

Sponsor a refer-a-friend contest. Offer a prize to everyone who refers someone or make the carrot more attractive by offering one larger “prize”; for every referral, a customer is entered in the monthly drawing, but you're only on the hook for one prize and a lot of thank you notes.

Commemorate an anniversary. You can either celebrate the company's anniversary and do something special for clients, or start tracking when a customer starts with you and send something special to acknowledge their anniversary of doing business with you.

Give more to get more. Successful businesses are seen everywhere, and often do pro bono work. What are you doing to donate time and services to non-profit organizations...and making sure you get recognition for doing so. Remember, if you don't tell your customers what you do in the community, you cannot assume they will know it. Invite key clients to join you on committees, to attend networking events, to go to a seminar, etc.

Play matchmaker. If you are in a service business, you are in a prime position to refer one client to another when you see a need that the other can fulfill. You can also score major points by nominating a client for an award that will get him or her recognition.

Follow-up after purchases. Design a system that allows you to easily thank customers for their business and to also follow-up. A simple survey can be emailed or mailed to collect information that can help you continue to make improvements, or have someone make a simple phone call to ask how about their service experience. While most calls will go to voice mail, the door is open for someone to give you feedback, and the touch is appreciated regardless. Consider using a mystery shopper periodically to double-check your customer touch program.

Keep your website updated. Not only should you review your website regularly to be sure the site works properly and is current, but you should include testimonials on your website, too. Potential customers like to see what others have to say, and current clients like reinforcement.

Make it easy to work with you. Start with being sure your email signature has a phone number so people can easily call you. Consider also your hours of operation, whether you go to your clients or they come to you, and how cumbersome or easy your phone system is for someone wishing to reach a live body.

Reward loyalty. If appropriate for your business, reward frequent purchasers for their loyalty. You can create a card that gets validated when certain criteria are met, or your program can be more complex with point systems (like frequent flier miles). Such a club says you appreciate their business and are willing to reward them for it.

Do what you promise. The Cardinal Rule in marketing is to deliver what you promise when you promise it for the cost you quoted. If other people are involved (and affect) the delivery of your product or service, make sure they share the same philosophy.

Happy Marketing in the new year!

Carolyn West-Price Touhey, an award-winning marketing consultant, is owner of SmartBiz Strategy, located on Vancouver Island. She is also the owner of Two Eagles Lodge B&B, which welcomes fellow divers. She can be reached at 410-461-9399 or smartbiz@shaw.ca.