

Discover Diving

Fourth Quarter Newsletter

December 2012

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Shop Talk

As the holidays approach, if you are looking for that special gift, think about giving the world underwater! With a scuba certification, you're ready to explore a

whole new world beneath the surface. At Discover Diving, we continually strive to offer quality instruction with the best value to be found anywhere. During the last year, we took a hard look at our program with the goal to make it easier to for new divers to join the fun. We re-designed our instructional program with a modular format to provide maximum flexibility and we removed the requirement that students purchase mask, fins or any other gear to participate. All that's needed is a bathing suit and a willingness to jump in. We'll take care of the rest, all for one tuition fee that is the best deal in town! We have scuba classes starting each month, so stop in today for details or to purchase our special Holiday Scuba Gift Pack for the new diver and let the adventure begin!

There have been some additional changes in the last year which some of you may have noticed. First of all, Dallas (co-owner of Discover Diving) has retired from his other full time job, which means more time for diving. This means we have more time to devote to instruction and travel, which you may notice as you read through this newsletter. Be watching for increased travel opportunities in the days ahead - we'd love to have you join us on our trips around the world. We are also keeping our eyes open for innovations and new equipment that would be of interest to divers, so be sure to stop in the show room from time to time. And mostly, we are always getting in the water somewhere so come join us soon and let's have some fun! - Darryl & Dallas



**Annual Holiday
Open House**
Saturday, December 8th
12:00 Noon to 5:00 PM

We love meeting new divers and making new friends; and part of our tradition is to host a holiday open house and reconnect. Please join us this year again! We will provide food and drinks plus Santa will be stopping in between 12:00 Noon and 2:00 PM with a special holiday gift for all the kids. Everyone is invited so please stop in. You can complete some seasonal shopping and enjoy some holiday cheer. We will also gladly gift wrap any purchase upon request.



2013 Scuba Challenge

Our Scuba Challenge Series is back with five new sessions for 2013

Sign up and be eligible to win one of three Suunto Dive Computers to be given away in the Grand Prize Drawings.

2013 Scuba Challenge Series

Keep diving! Have fun, stay current and win!

Each session is offered three times.

Pick the schedule best for you

Session #1 - Build It Underwater!

Wed. January 30th, 6:30 PM at Transit MS

Thurs. January 31st, 6: 30 PM at W Seneca EHS

Sat. February 2nd, 12:00 PM at Maryvale HS

Session #2 - Swap It Underwater!

Wed. February 27th, 6:30 PM at Transit MS

Thurs. February 28th, 6: 30 PM at W Seneca EHS

Sat. March 2nd, 12:00 PM at Maryvale HS

Session #3 - Underwater Obstacles!

Wed. March 20th, 6:30 PM at Transit MS

Thurs. March 21st, 6: 30 PM at W Seneca EHS

Sat. March 23rd, 12:00 PM at Maryvale HS

Session #4 - Underwater Critters!

Wed. April 24th, 6:30 PM at Transit MS

Thurs. April 25th, 6: 30 PM at W Seneca EHS

Sat. April 27th, 12:00 PM at Maryvale HS

Session #5 - Undersea Detectives!

Wed. May 15th, 6:30 PM at Transit MS

Thurs. May 16th, 6: 30 PM at W Seneca EHS

Sat. May 18th, 12:00 PM at Maryvale HS

Divers become better divers when they dive. That is why we offer the Scuba Challenge Series each winter, so while the snow flies you can stay wet, have a little fun and keep your scuba skills up to date. The extra practice will really pay-off on that next vacation or spring dive, so grab your fins and let's go....

Each Challenge Session is just \$28 or sign-up for all five for just \$109 and save!

Divers who sign-up for all five sessions are eligible for a bonus drawing for one free registration for the 2014 Scuba Challenge!

Grand Prizes

Win one of three Suunto Dive Computers

#1 - Vyper Air Computer (MSRP \$695)

#2 - Vyper Wrist Computer (MSRP \$425)

#3 - Zoop Wrist Computer (MSRP \$300)

Divers will receive a ticket for the drawing for each Challenge. Pay for the complete Challenge Series by 12/22/12 and receive an extra entry for the Grand Prizes

Grand Prize Drawing & Party will be held Saturday, May 18th, 4:00 PM at the shop.

Upcoming International Dive Travel Dive with the Pros at Discover Diving!

It's a big world out there and most of it is underwater. In the last 18 months we have led expeditions to the **Galapagos Islands, Bonaire, Andros Island, Bahamas** and the **Florida Keys**. And we've only scratched the surface! We are continuing to arrange and lead group travel, but we are also excited to announce our partnership with the good folks at **Deep Blue Adventures**, the world's premier dive travel company. Now you can book your next dive vacation with Discover Diving and be assured of the best advice and arrangements for the perfect vacation. If you are looking for a personal dive vacation, call or visit Discover Diving and we will help get you on your way to your next exciting vacation.

In the meanwhile, let's take a look at what's coming up in the months ahead for group travel led by the team at Discover Diving.

First up in 2013, Darryl & Marian will be leading our annual winter trip to **Bonaire, March 9th to 16th, 2013**. Pricing for this tropical vacation is just \$875 per diver or \$670 per non-diver, depending

on accommodations and options.

Next up for international travel is the island of **Yap, located in the Federated States of Micronesia**. We will be staying at the **Manta Ray Bay Resort, Sept. 28th to Oct. 5th** with prices starting at \$1458 per diver including 5 days of diving and 7 nights accommodations with breakfast each day.

We are sold out for our trip to Truk Lagoon aboard the live-aboard dive vessel **Odyssey, October 6th - 13th**, but 16 lucky divers will be making the trip of a lifetime to the beautiful and historical island of Chuuk, home to Truk Lagoon.

Looking further down the road to 2014, be watching for our trip with **Atlantis Philippines Dive Resorts & Liveaboards, Oct. 6, 2014 to Oct. 18, 2014** for twelve days of some of the most incredible diving you will ever experience. This trip will include 5 days in Dumaguete and 7 days aboard the liveboard Azores. Trip information will be released at our open house on December 8th. This trip will sell out quickly, so make your reservation early.

Welcome our Dive Travel Specialists at Deep Blue Adventures

We are pleased to announce our partnering with the professionals at Deep Blue Adventures, a travel company owned by divers providing travel services for divers worldwide. By adding their expertise to our local services, we can now confidently arrange individual or group travel for your next dive vacation. Take the worry out of booking by contacting the travel specialists at **Deep Blue Adventures** and be assured that you are receiving the best deal and that every aspect of your vacation is arranged and coordinated with Discover Diving.



We will be hosting a special Meet & Greet to introduce
Terri from Deep Blue Adventures
Saturday, January 26, 2012
10:00 AM to 4:00 PM at the shop

Take Advantage of these Incredible Savings and Special Deals!

Purchase a Suunto Vyper Air or Helo2



Dive Computer and receive a FREE Transmitter (Value \$450)

SeaLife Underwater Cameras

From the Mini II to the new DC 1400

We have what you need in stock now!

An underwater camera is the perfect gift for the diver in your life! Each camera comes with a certificate for a free orientation pool session after the holidays. It has never been easier to share the world underwater with your friends!

Free Air for all of 2013!

Purchase any steel or aluminum scuba cylinder by December 22nd and get free air fills all next year!

Plus, all cylinders purchased will receive a complimentary VIP and Nitrox setup.

Save up to 20% off all In-Stock Lights!



We carry a complete line of underwater lights including Ikelite, iTorch and Princeton Tec so light up your world this year with a new underwater light!

This holiday give the world underwater!

For just \$249 you can give someone the other ¾ of our planet to explore! All that is required is a bathing suit and a sense of adventure. We provide everything else, all included for just one low price with no hidden fees! We can offer an attractive gift package for the holidays. Ask today!

Gift Certificates make the perfect holiday gift!

Take Advantage of These Holiday Specials and Save!

Free Gift Wrapping Available

New Products in the Store Now:



Analox O2 EII Nitrox Analyzer

Travel with confidence with your personal nitrox gas analyzer. Now you can confirm nitrox gas mixes right on the boat. In stock now! Purchase an analyzer by December 22nd and receive two free nitrox fills in 2013.

Nautilus Lifeline - Marine radio and GPS for divers

These waterproof marine radios provide boat to diver communications on marine VHF broadcast frequencies and GPS coordinates. And in the unlikely event of an emergency, divers may activate an emergency broadcast signal for pick-up by any vessel in the area. Good worldwide. Cost is just \$299. Purchase before December 22nd and receive a free carrying case and t-shirt (a \$55 value!)



Check out these new products next time you're in the store:

Doc's Proplugs
Dive Alert Plus
Bi-Color Safety Sausages/Lift Bags