

Discover Diving

November – December 2013

Holiday Open House & Travel Expo

Join us for our annual holiday open house and travel expo on Saturday, December 7th, 12P M to 6 PM. Refreshments will be available all day.

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Shop Talk...

Congratulations - Let's start off with some happy news... a special welcome to our newest NAUI instructor. Congratulations to Ron Schumacher, NAUI 55526! Ron completed his NAUI Instructor training this fall and has already taught his first class at Discover Diving. Ron recently retired from a career in teaching and now gets to pursue his love of diving by teaching others to dive. We are pleased to welcome Ron to our teaching family!

Trip Report – Talk about a trip to remember! Our trip to Micronesia began with 12 divers spending a week on the island of Yap at the Manta Ray Bay Resort, a delightful resort featuring a pirate ship as a floating restaurant and spectacular diving. On week two 4 more divers completed our roster of 16 for a week aboard the luxury live-aboard dive vessel "Odyssey" for a cruise on Truk Lagoon, famous for spectacular diving on WWII wrecks. It is nearly impossible to describe the beauty and majesty of these wrecks in just a few words so join us for our open house on December 7th when we will be showing video footage from our cruise. We'd like to thank our travelers for joining us on our trip overseas! If you would like to join this elite team of international divers just take a look at our upcoming trips and make plans now to join us for your trip of a lifetime! We'd love to show you the world underwater. Let's go dive!

Look Inside

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5319 Transit Road, Depew NY 14043

Phone: 716-685-4557

Visit us online at www.ddwny.com

2014 Scuba Challenge Play & Win Cool Prizes

It's time again for our annual Scuba Challenge series. We're back with a completely new line-up of new sessions designed for fun & skill review.

Challenge 1 – January 2014

Lights, Camera, Action! – See yourself on video while performing select skills underwater

Challenge 2 – February 2014

Practice buoyancy & search techniques in our simulated archeological site

Challenge 3 – March 2014

Take a Breath – Determine your personal SAC rate plus practice responses to low & out of air situations

Challenge 4 – April 2014

Let the Games Begin

Join us for series of underwater games & frivolity

Join us Saturday, May 3rd at the dive shop for our Scuba Challenge Party & Grand Prize Giveaway
4:00 PM – 6:00 PM

Enter to win one of two grand prizes every time you participate



GoPro Hero 3+



Sola 500 Light

Why we offer the Scuba Challenge Series

Good divers dive. It's that simple and that is why each winter we offer a series of once a month pool sessions designed to entertain and help you keep your skills up to date. Whether you are planning a winter trip somewhere warm or just waiting for summer to return, participating in the Scuba Challenge is your ticket to enjoying all of your dives more. Join the fun and you might just win one of our two Grand Prizes!

Scuba Challenge 2014 Three Convenient Locations & Times

Transit Middle School
East Amherst NY
Wednesdays @ 6:30 PM

#1 – January 29th

#2 – February 26th

#3 – March 26th

#4 – April 30th

West Seneca East HS
West Seneca NY
Thursdays @ 6:30 PM

#1 – January 30th

#2 – February 27th

#3 – March 27th

#4 – April 24th

Maryvale High School
Cheektowaga NY
Saturdays @ 12:00 PM

#1 – January 25th

#2 – March 1st

#3 – March 29th

#4 – April 26th

Scuba Challenge Party & Grand Prize Give Away – Saturday, May 3rd 4:00 PM

The fine print: Cost is just \$30 per session or register for all four sessions for just \$105 total. Participants need not be present to win. Cylinders can be provided for just \$8 per pool session. Complete gear rental including cylinder is available for just \$25 per pool session based on availability (or \$80 for all four sessions). Call or stop in the shop today to reserve your spot.

Holiday Open House & Travel Expo Saturday, December 7th 12 PM to 6 PM

Join us for our holiday open house at Discover Diving. Refreshments will be served throughout the day and while you are in the store, check out the wide array of holiday gift giving ideas for that special diver in your life! We even have reports that Santa will be stopping by around 1:00 so bring the kids! We will also be showing video and photography from our recent trip to Yap & Truk Lagoon so come by and enjoy the show. Whether you are shopping or just stopping in to say hello, we hope to see you there!



Meet dive travel specialist Terri Huber and book your next vacation to paradise during our Open House

International Dive Travel

If you like warm, sunny and clear waters, then we have the line-up for you. Check out these upcoming travel opportunities and let's go diving! Contact the shop or visit us online for costs and complete details.

Bonaire – March 8 – 15, 2014. Unlimited shore diving for the diving enthusiast! Come see for yourself why so many divers go back year after year.

St. Lucia, Anse Chastnet – May 17 – 24, 2014. Come experience luxury and diving like never before! St. Lucia is one of the sparkling jewels of the Caribbean Sea, not to be missed! This is the perfect trip for non-divers with so much to see and do while on the island.

Philippines, Atlantis – October 6 – 18 2014. Sold Out. If interested, ask to go on the wait list.

Fiji, Matava & Taveuni – June 6 – 20, 2015. We just completed bookings for two fabulous weeks in Fiji for 2015. We begin week one at the Matava Eco Resort and then move to the Garden Island Resort for week number two. Final details for this trip are being completed and we will be accepting deposits beginning December 1st. Do not be left home! Reserve your spot today!

Discover Diving Travel Expo

Join us December 7th during our holiday open house and meet Terri Huber from Deep Blue Adventures. Terri specializes in dive travel and will present on diving in St. Lucia and Fiji throughout the day so don't miss this opportunity to view spectacular video and learn more about diving in these tropical paradises.

Book your Dive Travel with Discover Diving and Save

Did you know when you book all your dive travel here at Discover Diving, we save you money? We have partnered exclusively with Deep Blue Adventures to arrange individual & group travel for all of our customers. You can be confident you received the best rate available for any dive destination AND you earn a 5% store credit based on the value of your dive vacation when you book with Discover Diving & Deep Blue Adventures. We can even handle your airline reservations so give us a call and get diving! Learn more and meet Terri Huber during our Open House on December 7th.

Join the Discover Diving Travel Team!

It's easy and pays! Join us on any of our group dive trips outside of N. America and you are automatically enrolled. Team members receive advance notice of trips, trip clothing, money saving certificates good for future group travel and more. Go diving & join our team today!

The Training Corner

Learn to Scuba Dive Now – With today's eLearning products it has never been easier to start scuba training. Our Learn to Dive program now incorporates NAUI eLearning so students can begin their lessons right at home. And while eLearning does not replace time with your instructor, it does help students accelerate their learning and get the most of out their scuba class. We love teaching diving and we invite you to refer your friends and family to start their training today. In fact, scuba lessons make a great holiday gift and lessons purchased now can be completed anytime in the coming year. Purchasing lessons now will also lock in training costs for the next year. (Spoiler alert: We will be raising the tuition for our Scuba Diver class effective January 1st so purchase lessons now to avoid the price increase.) And how about this for additional incentive? **Purchase a complete Learn to Dive program for a friend or family member between now and December 24th and receive a coupon good for \$25 towards equipment purchases in the store.** Visit us online or stop in the store today to get a copy of the latest Scuba Diver Course fact sheet.

NAUI Master Diver Program – This is the highest non-leadership certification a diver can earn and as a NAUI Master Diver, you will be respected for your skill and accomplishments as an underwater explorer. This intensive program includes 8 classroom sessions and 8 open water dives. Typically we offer the classroom sessions during the winter months beginning in January and we plan to do so again this coming year. To learn more about this exciting and rewarding program, we invite you to attend either of two free informational seminars to be held at the shop. These seminars are identical so attend either at your convenience. Attendance is free but we do ask for advance reservation just to help us plan ahead. We will answer your questions and plan future class dates with those who enroll.

Master Diver Orientation Session
(Attend either at Discover Diving)

Thursday, December 12th at 6:30 PM
or
Saturday, December 14th at 10:00 AM

Please let us know if you are unable to attend either session but would like more information on the Master Diver program.



What about you?

You love to dive, so why not spend more time doing what you love?

Consider the benefits of becoming a NAUI leader!

NAUI Instructors and Divemasters are highly skilled professionals who travel and dive around the world. As a professional member of NAUI you can...

Make a career out of diving

Work part-time

Specialize in dive travel

Travel the world to organize & guide other divers

Participate in the diving industry as a professional member

NAUI is one of the oldest and most respected scuba training agencies in the world! We have offices on nearly every continent and recognized wherever divers travel.

If you would like to learn more about the path to membership and experience a whole new world of opportunities, then join us for a free informational seminar about possibilities and benefits of NAUI leadership. We will be offering leadership training in 2014 and we invite you to join the NAUI team!

NAUI Leadership Orientation
Saturday, January 11, 2014
1:00 PM @ Discover Diving

Equipment Corner – New Equipment, Sales & Holiday Specials

Take a look at these amazing offers just in time for the holidays!



Sola 500 Dive Light

The Sola Lights from Light & Motion are probably the best dive lights we have ever seen! Normally \$299

Special price now just \$249!



Great Deal
20% off all Akona Bags

FREE TRANSMITTER!

Purchase a qualifying Suunto Dive Computer including the Vyper Air & Helo2 and receive a free transmitter.



New Equipment Around the Shop

We are happy to announce several additions to our retail equipment line. Check it out!

Whites Dry Suits - Whites manufacturers a complete line of state of the art dry suits with great pricing. Warmth just became even more affordable! In stock now so come try on your Whites Dry Suit today!

GoPro Video - Underwater video has become even easier and affordable with the new GoPro Hero 3+ We have been very impressed with the quality and ease of use of these inexpensive video cameras that can be used above and below the surface. We now carry the full line of GoPro camera systems with underwater accessories. Unleash your underwater creativity with one of these amazing cameras! And as a special introductory offer, **purchase a GoPro camera from Discover Diving before December 24th and we will give you coupon good for \$25 towards future purchases in 2014. Start recording!**



Holiday Gift Ideas Under \$50

- * Mask Defog
- * UK Dive lights
- * Dive Rite Underwater Slate
- * Diver's Log Book
- * Float & Flag
- * Halcyon Finger Spool
- * Scuba Do Rags Head & Socks
- * Tank Marker Lights
- * Books – Great Lakes Diving

Gift Certificates may be purchased for any amount in the store or by phone

Whites Holiday Special

Purchase a Whites Fusion dry suit before by December 24th and receive a set of

undergarments absolutely free or purchase a Whites Fusion Bullet dry suit and receive a free upgrade to the SLT Dry Glove and Neck Seal System. Either offer provides savings of over \$500! Stop in the shop today to see why so many divers have chosen Whites Dry Suits!



Hollis Regulator Special

This regulator system includes a balanced, environmentally sealed first stage with a Hollis second stage and octo unit for one low price of just \$425. But you need to hurry because this is an in store special only limited to current inventory.



SeaLife Camera Update



Just wait until you see the changes to the popular SeaLife Underwater Camera Systems especially with the introduction of the new Sea Dragon Lights! These camera systems are easy to use and the lights are brighter and lighter than ever before, making this the perfect underwater camera system to take on your next diving vacation. Plus the camera can be used in and out of the water! Stop in to see just how easy and affordable underwater photography has become! Check out our in-store specials in time for the holidays!



This year give them the world underwater!

You love to dive so why not share your passion with family & friends? Just in time for the holidays, we have two great options to share the world underwater

Introduction to Diving - Just \$99

This introductory package includes four pool sessions to introduce the basics of scuba diving in a comfortable, small group session. Program does not lead to certification but may be upgraded for an additional fee.

Or

Learn to Dive – \$269

Purchase our complete scuba diver training program including the NAUI Scuba Diver Educational System with eLearning and all required training sessions including classroom sessions, pool and open water dives.



Join the Discover Diving Team!

Holiday Referral Special!

Refer a friend or family member to our Learn to Dive program before Dec. 24th receive a coupon good for \$25 off equipment purchase at Discover Diving

Please note: Referral incentive is not available on the Introduction to Diving program, but will be honored if the participant upgrades his or her training to our Learn to Dive program.

Discover Diving

5319 Transit Road
Depew, NY14043

Store Hours

Holiday Schedule
Starting November 30th

Sunday – Closed

Monday – Closed

Tuesday – 10 AM to 7 PM

Wednesday – 10 AM to 7 PM

Thursday – 10 AM to 7 PM

Friday – 10 AM to 7 PM

Saturday – 10 AM to 5 PM

Closed for Thanksgiving

November 28 & 29, 2013

Re-opening on November 30th

Mail to: