



1-800-778-DIVE

# Scuba Emporium

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## *2010 World of SCUBA Diving*

### Why Did I Do the World of SCUBA Diving?

We get calls from schools to see if we can come in and give a talk about SCUBA diving to the children. Since 1974 when I first began in this business I have always given time to the school, clubs, and scouts, to open their eyes about the world of SCUBA diving. I felt that if I could at least get in front of people I had a chance to introduce them to SCUBA. I never had a set plan, I would go in with slides I had taken and give a talk for a while and answered questions. Most of them about sharks; and Jaws. Man that movie hurt our industry more than any movie hurt any other industry. I remember when it was released in 1975; I was at the Coral and Ford movie theater with a booth selling shark teeth and shark jaws. I showed people how the teeth hardly could penetrate the suit. It was just a movie, and from this my stores did very well. Of course I never told the people about the thousands of pounds of pressure in a bit and the tear factor, with their ripping action. So in schools I address this with my slide of sharks. Today teachers are looking for a more structured program, so I developed this program and has it ever worked well. We go into a school and speak for about 45 minutes; we use a power point presentation. The course spends about ten minutes on the history of diving, then ten minutes on scuba today and another ten minutes on the aquatic world. Then we open to questions and answers. This program is a PADI distinctive specialty and if the schools have the funding we certify the student, if they do not have the funding we give them a certificate from the store. I love teaching this and seeing the excitement in the student's eyes when we arrive and through the presentation.

From this course, we have been asked to visit many schools for talks on pressure volume relationships biology classes and us coming into school to speak about the aquatic world. For a lot of the programs today that are beyond or program we use the PADI Project AWARE Specialty, this one is more in-depth and focused on the water planet. AWARE also has a book to complete this course and the teachers like that. My thought is if we can educate the children and get them interested in diving we can help the aquatic world and keep the SCUBA industry growing. I want to see more people diving and enjoying the 2/3 of the world most people will never see.