

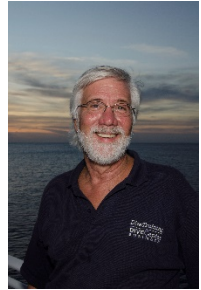
Category A3: Jerry Beaty, Dive Training Magazine

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RESUME

Three years college at North Texas State University

- 1976 – 1996 Dive equipment representative for multiple manufacturers of various types of scuba diving equipment and underwater cameras.
- 1989 – 1996 Represented dive travel resorts and destinations.
- 1991 – 1996 Owned and ran All Sun Tours as a wholesaler of dive travel specializing in group trips exclusively to dive retailers.
- 1996 – 1998 Sales Managers for Specialized Publications
- 1998 – Present Associate Publisher for Dive Training Magazine and Dive Center Business

Present Employer Specialized Publications, E. Mark Young, Parkville Mo.

Associations

- 2000 – 2003 Was one of 5 persons to invent, test & patent “Supplied Air Snorkeling for youth” (SASY)
- 2001 – 2004 Helped to organize and run Dive Around Texas (DAT)
- 2003- 2008 Sat as Secretary on the board for “Oceans for Youth” (OFY)
- 2005 – 2006 Consulted for “Coral Reef Alliance” and participated in lectures and seminars in the Yucatan, Cozumel, Belize and the Bay Islands of Honduras.
- 2010 – 2017 Worked closely with the “Coral Restoration Foundation” to create “The Coral Restoration Foundation International” which resulted in coral nursery’s being started on Bonaire, Curacao and Grand Cayman
- 2015 – Present Served as an Advisor to the Board of “Sea of Change” and planned, helped and completed 4 coral nurseries’ off Grand Cayman.

ISSUE STATEMENT

In a general statement that covers many different areas on the same subject, the problem of communication, or more specifically the lack of effective communication. Particularly in the ever-changing dive retail community. DEMA membership already provides many benefits, far more than most of its members, even current members are aware of. Programs such as the “Go Dive” program need to be understood by all retailers both members and nonmembers. Getting that information out is vital to keep an active and interested member group.

All of the stakeholders in our 5 separate stakeholder groups need DEMA to provide more than just an industry trade show. They expect to have retailer attendance at the trade show. Only a very small number of North American retailers join DEMA for the right reason – to participate. We must create a bond with the front door of the dive industry, the 1,500 dive retailers that train, sell the equipment and provide travel to the bulk of our new entrants. We must be able to communicate what the benefits of DEMA Membership are to new members and reinforce the benefits to existing members. If there are not enough compelling reasons to recruit new members, we must create them.