

## Category A5: Steve Weaver, Dream Weaver Travel

Location: Boulder, CO

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### **RESUME**

Visionary Operations Executive with solid experience managing all levels of multiple projects including budgeting, employee relations and administration.

### **SKILLS**

- Leadership and communication skills
- Small business development
- Project management
- Business operations organization
- Client account management
- Human Resources
- Negotiations expert
- Employee relations
- Self-motivated
- Customer-oriented

### **EXPERIENCE**

05/1985 to Current

#### **CEO-Owner**

#### **Dream Weaver Travel – Boulder, Colorado**

Dream Weaver Travel is a wholesale travel company offering travel-planning services to retail dive stores.

05/1983 to Current

#### **CEO-Owner**

#### **Weaver's Dive & Travel Center Inc. – Boulder, Colorado**

Weaver's Dive & Travel Center is a retail dive store offering training, gear sales/ service and group travel programs.

### **EDUCATION AND TRAINING**

1976

Bachelor of Arts: Retail merchandising and fine art – Arapahoe College – Littleton, Colorado

1980

YMCA and PADI Open Water Diver certification

1982

PADI Open Water Instructor certification

1989

PADI Master Instructor Trainer

1998

PADI Master Instructor

## **ACTIVITIES AND HONORS**

- Founding member and 2-term president of The Colorado Scuba Retailers Association
- Founding member and past president of The Professional Scuba Retailers Association
- Founding member and board member of Blue The Dive
- Board member of The Inland Ocean Coalition
- PADI Master Instructor
- SSI Platinum Pro member
- International Association of Travel Agents Network Member
- Frequent speaker for DEMA sponsored seminars during DEMA show
- Helped to organize several regional retailer associations
- Published articles in several dive publications on various topics
- Featured on the cover of Selling Scuba Magazine
- Developed programs to help dive stores be profitable selling dive travel
- Mentored several others who have made careers in the dive industry

## **POSITION STATEMENT**

I have been in the dive industry for nearly 40 years. I became a PADI dive instructor in 1982 and opened a retail dive store in 1983 in Boulder, Colorado, where it is still located today.

I opened Dream Weaver Travel, a dive travel wholesaler, in 1985. Today we work with dive stores across the nation, as well as in some other countries, assisting them with their group dive travel programs.

I have been invited to speak on the benefits of selling dive travel for many years through DEMA sponsored seminars at our industry's annual show.

I have worked with dive storeowners around the country promoting the idea of retailers working together to bring more people into the sport. I have been involved in organizing, operating and serving on the board of numerous retailer organizations.

I have a unique perspective on the industry, as a dive educator, a dive storeowner and a dive travel wholesaler. I am proud to have mentored others who have made a career in the dive industry. I strongly feel that the dive retailer is the backbone of our industry, the portal by which most people are introduced to the sport. I also believe that travel is an integral part of a successful retail dive store as well as being an important means of keeping divers active in the sport.

I have decided to run because I am passionate about this industry and I'd like to take on a larger role in helping our industry thrive.