SCUBA DIVING INDUSTRY

MARCH 2025
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ECO PRO
CAN SUNSCREEN BE GOOD FOR CORALS?

SAFETY
MENTAL HEALTH & DIVING

TRAVEL
DIVERSE ITALY, WHALES OF DOMINICA

RETAILING
CHOOSING A POS SYSTEM, DIVE CLUBS & RETAILERS

BUSINESS EDU
CREATING SOCIAL CONTENT, HOW TO EMBRACE GEN Z

Photo by Alex Mustard at Broadbelt's Bommie, named after Steven Broadbelt, Co-Founder of Ocean Frontiers, Grand Cayman

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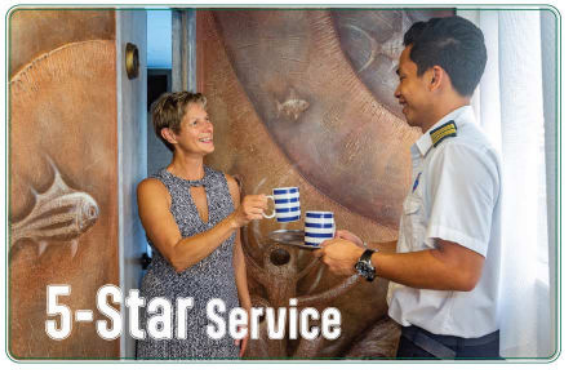
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FROM THE PUBLISHER

Sharm El Sheikh, Red Sea, Egypt. Photo Credit: John Walker

DOES ANYONE REALLY READ PRINT ANYMORE? A LOOK AT DIVERS' AGES

In 2023, DEMA conducted a consumer survey with over 8,700 divers responding. Based on this extensive survey, approximately 40% of respondents in the U.S. are over the age of 55. When asked what influenced their purchasing decisions for training, equipment, and travel, an astounding 89% said **print magazines** had an impact on their choices.

Further, when the data is filtered for dive professionals, Divemaster/Con and above, out of 599 respondents, 42% said they rely on **print magazines** for travel and equipment purchasing decisions.

Our Editor-at-Large, **Neal Watson, Sr.**, said this about our magazine:

> "A consumer magazine might garner 100 bookings for a great ad with the right audience. This magazine, sent to retailers, could get you 10 retailers who each book 20 people per year for the next five years."

It's simply a numbers game: **$250k vs. $2.5 million** in potential bookings - and at a low advertising cost.

Specifically, for consumers aged 55 and older, who make up 40% of our current diver base, responded that "**print dive magazines**" influence the following purchasing decisions:

- **Continuing Education Influence**: 93.2%
- **Travel Planning Influence**: 86.8%
- **Equipment Purchase Influence**: 87.1%
- **Average Usage of Dive Magazines**: 89.0%

In other words, the largest age group in our consumer base still values and uses magazines when making diving-related decisions. While we may think of print as old school, for today's divers, it works.

Additionally:

- Divers 55+ had **151% more friends** who are also divers compared to those aged 21–34 (15.2 vs. 6.0). They tend to travel in dive groups with retailers.
- Divers 55+ were **330% more likely** to have purchased travel during their last visit to a dive retailer (7.0% vs. 2.1%). This highlights the importance of reaching retailers.
- Divers 55+ were **198% more likely** to have completed all certifications locally (59% vs. 30%). Again, the retailer is key.

All of this points to two clear takeaways: **Print is not dead in diving, and reaching the retailer is critical** for any successful marketing strategy in this industry.

William Cline, Publisher

email William

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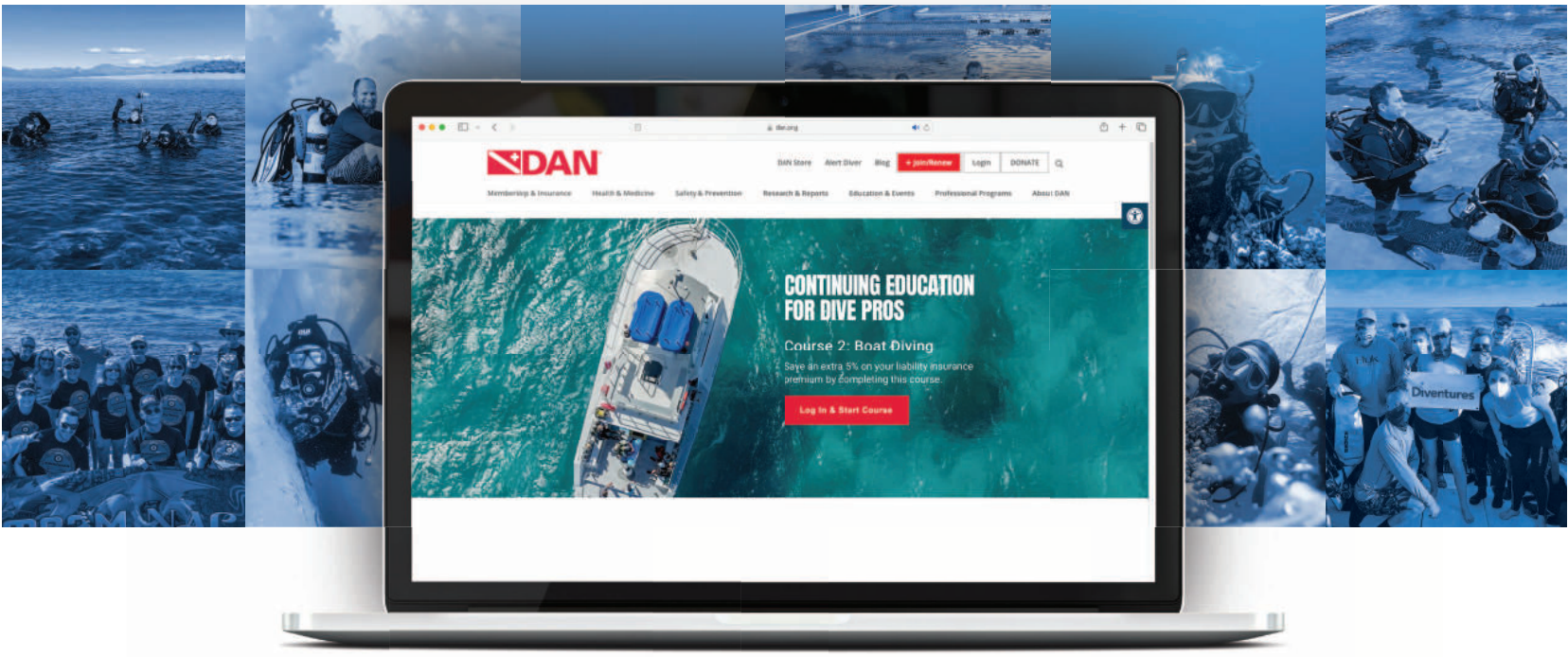
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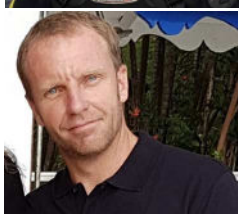
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SAFETY

The Mental Health Benefits of Scuba Diving

– by Dan Orr, President, Dan Orr Consulting and Vincent Meurice, bathysmed.com





After returning home from a tour of duty in Southeast Asia in 1968, like many young men and women who return from the military, I was struggling with issues that were definitely affecting my mental and physical health. As I returned to college, I heard that a local scuba instructor and dive center owner was looking for certified divers to help as pool assistants for his scuba classes. I had received my scuba diver certification in 1964, along with my brother Tom, and I wanted to get back into diving.

Once I returned to diving, I began to sense that something was different. It truly seemed that each time I went underwater, I left my worries, cares, and anxieties at the surface and, even when I returned to the surface, those issues didn't seem to be quite as significant or problematic after all. I didn't realize at the time, but diving was, indeed, therapy for me.

> "As you take a long, slow breath, feel the sea stir our soul like nothing else. Scuba diving makes you feel truly stress free and alive."

A few years later, when I became a scuba instructor and started the Scuba Program at Wright State University (WSU) in Dayton, Ohio, I had a number of veterans and students with disabilities in my scuba training courses. Sometimes it was subtle, many times unspoken by the person, but I began to notice changes in those taking our scuba diver training courses and I began to think that there may just be some connection between scuba diver training and a person's ability to deal with stress. I even went so far as to talk with Veterans Affairs and the university psychology department to see if they were interested in looking into the thought that scuba training could be beneficial to veterans and others dealing with stress or other mental health issues.

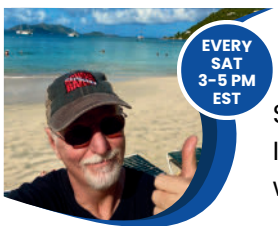
Unfortunately, the departments at the university thought that scuba diving, and recreation in general, had little impact upon emotional stress and what we now call, post-traumatic stress disorder (PTSD). Despite their lack of interest, the WSU Scuba Program became increasingly popular with veterans and those with physical and emotional challenges. Although no data or research results came from those early years to prove the benefits of scuba diving on mental health, there has since been considerable research demonstrating the value of therapeutic outdoor recreation on those, especially veterans with mental health challenges.

Research has shown that approximately 1.8% of non-veterans, 4.5% of military veterans with no wartime experience, and 10.4% of veterans with wartime experience (Vietnam) still experience mental health challenges even after 50 years or more. More recently, it was found that 36.9% of Iraq and Afghanistan veterans received a diagnosis of mental illness, such as PTSD, anxiety disorder, or depression. It has now been well-documented that therapeutic outdoor recreation has been shown consistently effective across a variety of mental health challenges.

Scuba diving has been shown to be increasingly popular among veterans. Scuba diving offers a variety of benefits that can have a positive impact on the emotional struggles veterans experience following separation from the military. One study reported a 90% improvement in general well-being and mental health among veterans can be partially attributed to their participation in a recreational scuba diving program. Of those, 60% of veterans self-reported a subsequent positive outlook and an overall improvement in their psychological well being.

Vincent and I would now like to dive more deeply into the notion that the use of sport, in this case recreational scuba diving, to overcome stress-related pathologies, some of which are as severe as PTSD, is nothing new. Generally speaking, all studies show that taking part in sports, especially nature sports, has a positive impact on mental health. The real question here is: what is the added value of diving compared to other sports, and why is going underwater more effective than hiking in the mountains or kayaking in rivers?

The answer isn't always obvious, but with a little digging, it becomes as clear as visibility in the Cenotes in the Mexican Yucatan.



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Diving is the only sport where EVERYTHING changes, just by putting our head underwater. You're no longer a landlubber, and that changes everything! You can get someone to go skydiving, caving or mountaineering, and the laws of physics will still apply. Underwater - that's another challenge for divers!

But why? Our senses no longer function in the same way. Our physiology changes. Blood is distributed differently, body gases are modified, our senses of touch, pressure, pain and temperature (somesthetic sensors) are over-stimulated by the density of the environment, our body weight is balanced out by weightlessness, our communication is reduced to a minimum and more.

For years, science has focused on the potentially harmful effects of diving, such as decompression illness (decompression sickness and arterial gas embolism). It was a long time before we took a close look at the positive effects of our favorite sport. Recently, several clinical studies have been carried out in Europe and other areas of the world on diving and post-traumatic stress (the most severe stress pathology). The results showed an improvement in stress levels and resilience, suggesting that regular diving could provide long-term protection against the damaging effects of stress.


Mental preparation session on the boat just before the dive.

Here are a few explanations:

Cardiac coherence and the Hering-Breuer reflex: Having a regulator in our mouth to breathe pressurized breathing gas forces you to quickly adopt a deep, calm ventilatory rhythm. When you're exploring the underwater world, neutrally buoyant, deep, slow breathing activates the vagal nerves via the lung stretch sensors (Hering-Breuer reflex), which is a key component of the parasympathetic system. The vagal nerves slow heart rate and promote a state of relaxation. This activation also improves heart rate variability (HRV), which is a good indicator of cardiac health and stress management capacity.

Cardiac coherence, a physiological state where the heart, brain and other body systems function in a coordinated manner, also has an effect on the production of stress-related hormones such as cortisol. When practicing cardiac coherence breathing, cortisol levels in the blood can be reduced, helping to lower stress levels and induce a sense of well-being.

Weightlessness and reduced mental heaviness: People suffering from stress-related mental disorders often feel "heavy," both physically (mental exhaustion, lack of energy) and mentally (an emotional burden, a feeling of stagnation). Weightlessness during diving can offer a sense of liberation. The fact that our bodies float in the water and that you are weightless during the dive reduces the physical pressure on muscles and joints, which can lead to a feeling of deep relaxation.

The absence of weight can also have a positive influence on the nervous system, helping to reduce physical and mental tension, and enabling the person to momentarily detach themselves from the heaviness they usually feel. Psychologically, this effect can translate into a feeling of floating, lightness and escape, which may alleviate depressive symptoms, even temporarily.

Return to the Womb (intra-uterine life): Diving evokes a return to our origins, recalling intra-uterine life through a variety of sensations. By reducing gravity, water creates a feeling of weightlessness similar to that of a fetus floating in amniotic fluid. Famed psychoanalyst Salvador Ferenczi stated that this wish to return to the amniotic fluids of the womb symbolizes, in his words, "a wish to return to the origins of life, the sea." The muffled sounds underwater recall the sound environment in utero, dominated by maternal heartbeat and blood circulation. The diver's slow, deep breathing is akin to the soothing rhythm perceived before birth. By reducing external stimuli and fixed reference points, immersion promotes a state of security and letting go. This deep sensory experience can awaken archaic memories and explain the sense of well-being and peace felt underwater. "Like a return to our roots, diving awakens in us the memory of fetal life and offers us a second birth." - Vincent Meurice

Healthy versus pathological hypervigilance: Hypervigilance, or heightened alertness, comes in two forms: healthy and pathological. The pathological form, often linked to trauma or anxiety, is characterized by irrational fear and disabling symptoms (anxiety, sleep disorders, isolation). Conversely, healthy hypervigilance is selective attention adapted to a specific situation, such as diving. It enables you to react effectively to the demands of the environment (air management, decompression, currents), promoting concentration, stress management and confidence. Diving, in particular, forces us to refocus on the present moment, eliminating ruminations. In contrast to pathological hypervigilance, a source

of suffering, the healthy form enhances the diving experience, enabling conscious, soothing immersion.

As you may remember from a recent edition of *Scuba Diving Industry Magazine*, I (Dan Orr) addressed the importance of focus in terms of situational awareness. In terms of mental health, that situational awareness includes being aware of everything going on around us during a dive and interpreting how those things may impact our safety and the safety of those we dive with. Situational awareness should also include being aware of our own emotional wellbeing.

Four clinical trials with concordant results

The clinical trials DivStress, DivHope, CogniDive and ObeDive highlight the profound and lasting impact of the Bathysmed protocol. These four studies attest to the versatility and effectiveness of the Bathysmed protocol, providing new hope and innovative solutions for those seeking to improve their mental and physical health.

Similarly, pathological hypervigilance, exacerbated by the constant use of cell phones, creates a permanent state of alert, anxiously awaiting notifications and messages. This digital addiction feeds a cycle of stress, fear of missing out (FOMO) and dependence on the dopamine released by virtual interactions.

By physically cutting off from this source of hyperstimulation, scuba diving offers a radical, and potentially, welcomed break. This forced disconnection enables the nervous system to reset itself, to free itself from the grip of incessant alerts. Underwater silence, the absence of visual and auditory stimuli, promotes a state of calm and self-centeredness.

> "Close our eyes and take a long, slow breath, Feel the water caress our skin, Exhale and hear the bubbles race towards the surface far above. The feel and sounds of sea and air stirs our soul like nothing else. – Dan Orr"

In this way, diving can act as an antidote to the pathological hypervigilance induced by cell phones. It offers a space for digital detoxification, enabling us to regain psychic balance and reconnect with the present moment.

The absence of verbal communication during diving has a profound impact on cognition and can be a powerful tool for stress management. Immersion diving, deprived of verbal communication, transforms the experience into a form of aquatic meditation. Deprived of words, divers refocus their attention on the present moment, immersing themselves in bodily sensations and the underwater environment. This aquatic "mindfulness" calms the mind, releasing ruminations and reducing anxiety. Non-verbal communication, through signs and gestures, strengthens the connection with the partner and nature, creating a deep, silent bond. Underwater silence offers a welcome cognitive break, allowing the brain to rest and regenerate. This tranquility encourages introspection and mental clarity, allowing you to reconnect with our deepest emotions. This absence of verbal communication even develops better empathy, as divers must follow their instincts and rely on the body language and facial expressions of their buddy

Faced with stressful situations, divers learn to rely first and foremost on their ability to handle a problem alone, rather than verbalizing it and seeking outside help. This improves self-efficacy, resilience and concentration.

Attention to detail, such as being situationally aware during a dive, can be positively linked to mental health, as it allows a diver to focus their concentration and, following a successful dive, enjoy a sense of accomplishment.

Mindfulness (Awareness): Scuba diving demands our full and complete attention, as you have to focus on our surroundings, our equipment and the parameters of our dive plan. "Focus" in mental health therapy refers to a therapeutic approach that emphasizes directing someone's attention inwards, allowing them to deeply explore and understand their internal experiences. This is often done by paying close attention to bodily sensations and subtle feelings in order to gain greater self-awareness and facilitate personal growth. Mindfulness, therefore, is a way of paying attention to the present moment, using techniques like meditation, breathing. This type of mindfulness can heighten our senses and make you more aware of our surroundings, making you a safer diver.

Diving and meditative diving: We've just listed a number of reasons why diving is one of the best sports for stress management. But do you know what? It's even possible to enhance these beneficial effects by practicing targeted diving exercises. Protocols combining diving with meditation and sports psychology techniques have recently been developed, with very promising results... Stay tuned!

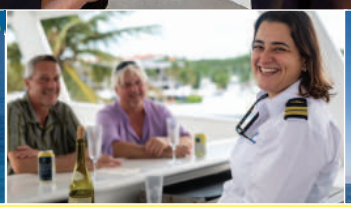
Becoming a certified scuba diver not only opens the door to exciting underwater adventures, but it also can be beneficial for our mental health. From reducing stress, to increasing self-confidence, and connecting to nature, scuba diving can be a powerful tool for promoting mental well-being.

email Dan Orr

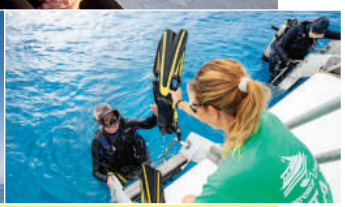
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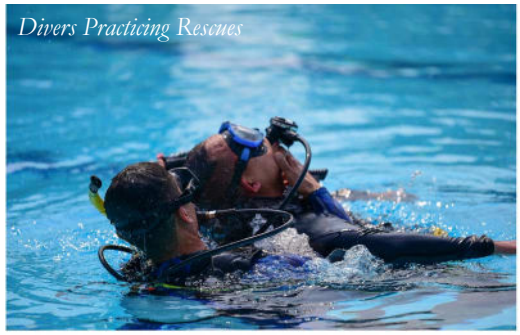
Dive Safety Protocols – The Importance of Standardized Practices

– by Al Hornsby, owner, Al Hornsby Productions, Singapore
Al is regarded as one of the industry's most experienced risk management litigation executives.



In an industry with "standards" common, how they are used and the importance they have in day-to-day business far exceed the typical norms in everyday life. While many activities have common practices, in diving they are more constantly used as guides to behavior. When we look at learning to dive; being able to get cylinders filled; being allowed on a dive boat; buying and/or renting certain equipment, etc., virtually every significant step in dive activities is guided by (or subject to) developed standards and practices, for the simple purpose of building and maintaining diver safety. And, overall, it works, as risk-inclusive activities go, diving's overall safety record is indeed impressive.

With the existence of such standard practices, however – especially those that have been consistently publicized and put into popular use - come implied obligations and responsibilities, as well, with the potential of fault being found when an injury occurs associated with the perceived 'violation' of such a practice. In a dive accident, whether a rule or practice actually was a/the critical issue (or not), may unfortunately be determined in litigation, after-the-fact.



Divers Practicing Rescues

One of the best examples of this potential issue occurred some years ago at a popular resort-diving island in the US. The dive center operator, a longtime instructor, was guiding a 4-person family group on a boat-dive excursion. The oldest diver, the father, in his 50's, had some, fair diving experience…the other family-members were certified but less experienced. Conditions were good, with clear water and a light swell, the site was off an iron-shore, reef-flat adjacent to some well-lit arches and shallow tunnels.

At one point, the father got too close to the reef-flat and was washed up onto it, with the surge moving him back and forth across the rough reef for several minutes. The dive operator, risking his own safety, went up into the surge and managed to bring the - by then, unconscious - diver off the reef. With the boat anchored some 75 yards away, he began towing the diver out, giving rescue breaths. Tiring, he decided that getting the victim to the boat where the mate could assist with CPR and O2 was the most critical issue. In this, he decided to tow as fast as he could, and to not risk the extra time and effort to continue rescue breaths along the way. In the end, with the mate's help, he managed to get the victim into the boat, but it was too late, and the unfortunate man did not respond to CPR and O2. However, critical facts were just not knowable – especially such as at what point in the entire episode the man had passed away. What was known and obvious was that the rescuer made a valiant effort to get the victim out of the surf, and to get him to the boat as quickly as possible, even risking injury to himself to do so.

The resulting lawsuit named the dive operation, the store owner and PADI, claiming (among other things) that the rescue was not done properly (no in-water rescue breaths) and that PADI's CPR and rescue training was flawed. Expert witnesses (including prominent competitors of PADI) blamed PADI, the store owner and the store. The several-day trial was conducted before a jury. Ultimately, PADI – which uses and teaches standardized, universally-practiced CPR and rescue techniques - was exonerated, but the dive center and its owner were found culpable, allegedly as having provided an improper in-water rescue response (specifically including the ending of rescue breaths) - despite the fact that no one actually knew at what point in the entire episode the victim actually had passed. Also, this adverse verdict happened even though providing rescue breaths under these circumstances would likely have not made any difference in outcome. The jury seemed to ignore this fact.

As touched on earlier, in-water rescues are difficult and not always successful, but their use has been developed over years of research and practice. Most often, what ultimately now exists as standard practices in the industry have generally proven themselves, but they may also be used as the measure against which – fairly or not – specific behaviors might be compared. Standardized practices should be carefully studied, periodically refreshed and adhered-to by staff as fully as possible. In a court room, in the midst of a painful litigation, is not where you want opinions about them to be put to the test.

email Al

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TRAVEL

Dive Into Europe: Dive Tuscany, Italy?

– by Peter Symes, Publisher, X-Ray Magazine



As I resume writing about dive travel to Europe, I want to remind everybody that my aim is to enlighten those American colleagues who have little or no idea about Europe and diving here. I do appreciate that some of you are already familiar with it.

I'd like to turn your attention once again to Italy, which offers incredible diversity and is a great example of the cultural differences you'll find across Europe.

I've often struggled to convey the extent of these differences, but think of the 41 European countries as similar to America, just with some vast regional differences. Several European countries, including Germany, are indeed federations of states, much like the US. Historically, these states have been feuding and fighting for dominance until the national states we now know were formed. It certainly was the case with Italy.



I tend to emphasize culture and topside attractions over diving, as most of the diversity is found on land. However, historical events have also left their mark on the seabed, such as shipwrecks from all eras since ancient times, interesting diving options are generally also available. Visit interesting places, and in most cases you will also find great dive options nearby.

This time, I'd like to highlight Liguria and Tuscany in northwest Italy. Liguria borders Provence in France, which also offers excellent diving. It's in this region where scuba diving was founded, and many leading brands, such as Mares, Cressi, and Seac Sub, are based here. The coastline is stunning, and while I won't single out specific locations, a couple of suggestions come to mind. From the US, you can fly to Milan or Rome, rent a car, and book a vacation home in Tuscany, through a reputable agency. The region is famous for its beautiful landscapes, for being the birthplace of the Renaissance, wines, food, and historic sites.

Florence, Pisa, San Gimignano, and Siena are all easily reachable, along with many dive sites along the Ligurian coast. You can also visit the island of Elba off Liguria, home to several good dive centres. For a unique experience, try diving at Grotta Giusti, a thermal spa in an old mansion near Florence, where you can dive in an underwater grotto with hot water. It's a spectacular dive. The spa and restaurant are fab too.

Consult with a travel agency if that provides you with some peace of mind, less bother or better rates or guarantees. Otherwise, you should be good. Just test operators on Trustpilot and the like. Europe is generally quite safe and violent crime is not a concern. In many European countries the police don't even carry firearms. That should tell you something. It is mostly pickpockets, petty theft and scams around major tourist attractions one need to be mindful of. Next month I will continue my series traveling around the Mediterranean.

email Peter



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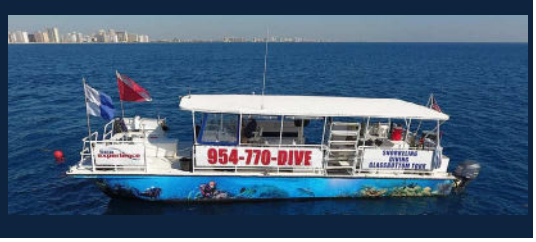
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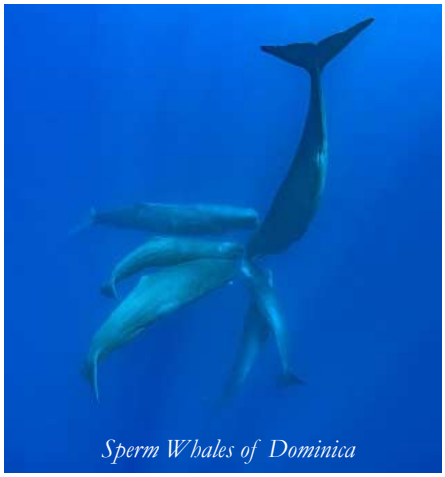
PHOTO PRO

Behind The Lens: Whale Whispers – A Dance with the Giants of Dominica

– Photos and text by Amos Nachoum, Big Animals Global Expeditions



As the boat's crew shouted eagerly, I adjusted my mask and fins and plunged into the warm, crystal-clear waters off Dominica. Moments after surfacing, I lifted my head to locate the approaching sperm whales. The skipper, having detected their clicking communications through a hydrophone, signaled they were near. The crew's shouts intensified, directing me left as I submerged into a world transformed by the rhythmic clicks of these majestic creatures. I remained motionless, entranced by the alien symphony that surrounded me, feeling as though I was floating in space alongside them.



Sperm Whales of Dominica

The silence that followed was profound, and in that hush, shadows materialized before me. A pod of five or six sperm whales glided gracefully toward me, aligned in perfect formation. I edged right, careful to avoid disturbing their path. It was a poignant reminder that these creatures, the largest carnivorous animals on the planet, move with such gentle and warm regard for one another. Once the whales passed, I followed, mesmerized by the gentle sway of their tails. At times I drew closer; at others, they outpaced me with their effortless power. Despite losing them briefly, I persevered in their direction and soon rediscovered them idling just ahead, breaking the surface quietly. I paused, floating silently to avoid startling them, absorbing the slowed cadence of their clicks. The pod then began a synchronized dive—one by one, the adults first, followed by the smallest. As they gathered below, their heads converged in a lotus formation, their clicks intensifying into what seemed a familial dialogue. With awe, I witnessed this intimate ritual, though the depth blurred my vision for a clear photo. Driven by the rarity of the moment, I took a deep breath and dove towards them, descending slowly to 20 feet where I paused to observe. The whales' conversation grew louder as I ventured further, reaching 30 feet. Carefully equalizing, I pushed to 40 feet, camera in hand, capturing three precious frames of their touching exchange before my lungs beckoned for air. Surfacing, gasping, and invigorated, I was overwhelmed by gratitude for the natural world's gift—a glimpse into the profound connections within a whale family. This encounter, where I swam alongside the gentle giants of the deep, listening to their private symphony, was not just an adventure but a profound reminder of the intricate lives unfolding beneath the waves.

The sperm whale, previously endangered but now numbering between 250,000 and 300,000 thanks to international conservation efforts, showcases nature's resilience. Their remarkable recovery since the 1986 commercial whaling ban underscores the strength of their tight family bonds and cooperative behaviors—traits that have played a critical role in their comeback. These experiences underscore the essence of wildlife photography: the intersection of endurance, precise timing, and a profound respect for the natural world. It's a reminder of how inspiring and precious wilderness is when we approach it with respect and patience.

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RETAILING

How Dive Clubs Can Be a Dive Retailer's Best Friend

– by Gil Zeimer, ScubaStoryteller.com and Zeimer.com, San Rafael, CA
As a PADI Open-Water Diver for nearly 40 years, Gil has published more than 110 articles in over 25 magazines and websites, plus another 170 newsletters about his experiences. He's also a two-time skin cancer survivor.



Why build a relationship with one customer when you can grow it exponentially with a whole dive club? After all, a local club of members can earn advanced certifications, buy more gear, and join more of your trips'

My Dive Club's Group Dives: Most members of my club are avid divers, especially to warm water. In the last few years, groups of 10-20 divers have traveled to Lake Tahoe, Monterey, the Channel Islands, Kona, Mexico (Sea of Cortez, Cozumel, and Cabo Pulmo), the Caribbean (Little Cayman, Roatan, Bonaire, the Bahamas, the Dominican Republic), the Maldives, and the Philippines. Many of these trips were booked through a dive shop, a resort, or a liveaboard.



Marin Scuba Club members in Little Cayman

Every Shop Should Have a Club Affiliation: In fact, according to Jeff Cinciripino, former owner of Scuba Shack in Rocky Hill, Connecticut, "Dive clubs are great business for dive shops because they keep divers diving. In my experience, every shop should have at least one dive club affiliation to keep our customers engaged in this sport. When I owned my shop, we promoted a local dive club — the SECONN Skin Divers — to our customers, and the club offered a free first-year membership."

Ten Things That Dive Shops Can Do:

1) Tell newly certified divers during their Open Water classes about local dive clubs and their monthly activities.
2) Introduce your solo divers to a dive club to find a buddy.
3) Hand out postcards at your shop about dive clubs to build community.
4) Offer to speak at dive clubs annually to showcase the latest gear and innovations.
5) Become a sponsor in dive club newsletters and websites to remind them of your support.
6) Acquaint yourself with local dive clubs at trade shows to set up future liaisons.
7) Host swap meets with dive clubs.
8) Support dive club events like a Frozen Fin or Polar Bear Dive on January 1st.
9) Host an activity or a dive at least once a month, especially for dive club members.
10) Promote your local, nearby, and tropical trips that dive club members can enjoy.

The Bottom Line: Whether you're a dive shop, liveaboard boat operator, or resort, you should have numerous dive club affiliations to create more customers who can earn advanced certifications, go diving more often, and buy the latest gear. Leveraging relationships with dive club members to dive more often is always a win/win scenario.

To discuss how I can help your business attain dive club success, please email me (gil@zeimer.com) or scan the QR Code.

email Gil



INDUSTRY NEWS

Boston Sea Rovers - Kicking Off the Northeast USA Dive Season in Style

– by Jeff Cinciripino, JeffCinciripino.com, Former Owner of Scuba Shack, Rocky Hill, CT

The Boston Sea Rovers 71st International Ocean Symposium and Film Festival kicked off the Northeast dive season with a fantastic show March 15 and 16 in Danvers, MA. As one of the world's longest continuously running scuba diving shows, the 2025 edition lived up to its mission of Raising the Level of Knowledge of the Underwater World. The two-day event featured 39 daytime seminars with unique themes covering wrecks and maritime history, marine science and technology, photography and videography, dive travel and programs along with marine conservation, corals and animals. The signature event of the weekend was the 71st Annual International Film Festival. Nancy McGee, a member of the Women Divers Hall of Fame and an Explorers Club Fellow served as the master of ceremonies. The packed hall was treated to an outstanding program featuring work by Hergen Spalink, Eric Chang, Jennifer Sellitti, Rose Dalrymple and Cristian Dimitrius. We were also treated to a surprise presentation by Dr. Bob Ballard and the incredible work he is doing with *NV Nautilus*.

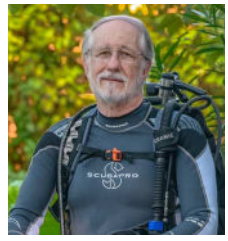


While the show may be considered small, it is powerful with high profile attendance and offers an intimacy and energy that is difficult to get with large scale productions. This year the exhibit floor was packed with both returning and new exhibitors ready to engage with the multitude of attendees. What is very encouraging is the number of younger participants eager to learn and interact with some of the legends of the dive industry. The Boston Sea Rovers is an all-volunteer nonprofit organization started in 1954 when they also conducted their first clinic. The organization is led by Kim Malkoski, the first woman president who has grown up with the Sea Rovers having been the 2005 Boston Sea Rovers Summer Intern. Dive shows like the Boston Sea Rovers International Ocean Symposium are critical to the dive industry and serve as a reminder that we are a social sport who need to meet with all of the stakeholders in the diving community. The planning is already underway for next year, so mark your calendars for March 14 and 15, 2026 for the 72nd show in Danvers, MA.

In Memoriam: Barry Guimbellot 1949–2025: Writer, Photographer & Friend

– by Cathryn Castle Garcia, Owner, ClearStoryCoach.com, The Azores

The diving community lost a treasured friend when Barry Guimbellot died on February 14, 2025. Barry and his wife Ruth co-owned Creative Illusions Photography and served as Contributing Editors for *Dive Training* and *Dive Center Business* magazines for over 25 years, with Barry as the photographer/videographer and Ruth often serving as his most beloved photo subject. The pair co-authored dozens of articles and how-to videos, and produced nearly 100 magazine cover photos together. Barry was the founder of the Dallas Underwater Photographic Society and served as its president from 1992 to 2021. In addition to his award-winning photographic talent, Barry was an accomplished martial artist. He held a Black Belt in American Tae Kwon Do and was a Tenth Degree Black Belt in Karate. He owned the Texas Karate Institute in Richardson, TX for over 30 years. Barry also promoted the Southern Karate Championships and Big "D" National Karate Championships for over 30 years. What's more impressive than his skill as a martial artist or his obvious talent as a photographer is that Barry Guimbellot was one of the kindest, gentlest human beings you'd ever meet. We were work colleagues at *Dive Training* magazine for many years, during which time we became close friends – and chosen family. My former *Dive Training* colleagues echo the same sentiment: *Dive Training's* publisher, Mark Young, says, "We were beyond fortunate when Barry and Ruth joined the DT family decades ago. They did incredible work, which included shooting many of the magazine's iconic "reverse" covers, and their Scuba Skills videos have garnered over 2.5 million YouTube views. More importantly, my good fortune was having such incredibly nice, kind people as friends. I have never known anyone like Barry; his passing is a loss to humanity." Jerry Beaty, DT's Associate Publisher says, "Barry was a friend, a brother, and the most talented person I've ever known. He was an important part of my life for decades." Marty Snyderman, DT's Marine Life Editor says, "I'm grateful our working relationship developed into a close friendship of 30+ years, which included dive trips to many destinations around the world. I'll miss my weekly phone calls with Barry. He's gone, but I intend to keep his memory alive in my heart."



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BUSINESS EDU

Succeeding in Business is Easy if You Know How to Steal

– by Cathryn Castle Garcia, Owner, ClearStoryCoach.com, The Azores
Cathryn Castle Garcia is a writer, business strategist, & co-owner of C2G2Productions.com, a multimedia production company.



I'm a professional content creator and brand strategist. I make a living coming up with fresh, new innovative material for my clients. But the truth is, I've probably never had an original thought in my life. And neither have you.

Why? Because originality is a myth. Everything we think and do as creatives is inspired by our lived experience in the form of where we grew up, the books we read, the places we've visited, the clothes we wear, the food we eat, the music we listen to and, so on. Everything that already exists works its way into our brains and informs our thoughts and creative expression.

You and your business are nothing new. Before you let this bum you out, take a deep breath and rethink it. This is genius of Biblical proportion, as in Ecclesiastes 1:9, *"What has been will be again, what has been done will be done again; there is nothing new under the sun."*

All creative work builds on what came before it. So, you're never starting from scratch.

I didn't understand the concept of creative thievery until I stumbled upon the work of artist and author Austin Kleon, whose book, *Steal Like an Artist,* destroyed the originality myth for me. In his book, he offers 10 transformative principles to boost creativity. The book opens with Kleon quoting Pablo Picasso, who famously said, "Art is theft." Kleon explains this truth well and encourages creative people to "steal" ideas – not to outright copy them and pass it off as their own, which would make a person more a**hole than artist – but to collect inspiration from various sources and innovate from there.

> "I'm a professional content creator and brand strategist. I make a living coming up with fresh, new innovative material for my clients. But the truth is, I've probably never had an original thought in my life. And neither have you."

"But I'm Not an Artist"

You might be wondering why you're reading an article on creativity in a business magazine. Maybe you're muttering, "But I'm not an artist, I'm a business owner."

I disagree. Stay with me a sec while I explain.

Even though I quoted Picasso earlier, I'm not talking about fine art, like paintings or sculptures, or that ridiculous banana duct-taped to a wall "art" that sold for over 6 million bucks at a Sotheby's art auction last November. I'm talking about creativity and the art of succeeding in the diving industry.

I'm talking about getting noticed and getting people to want that thing you do enough that they willingly open their wallets and give you money for it. There's an art to converting a customer into a buyer and closing a sale. So, you're an artist.

"Success Leaves Clues"

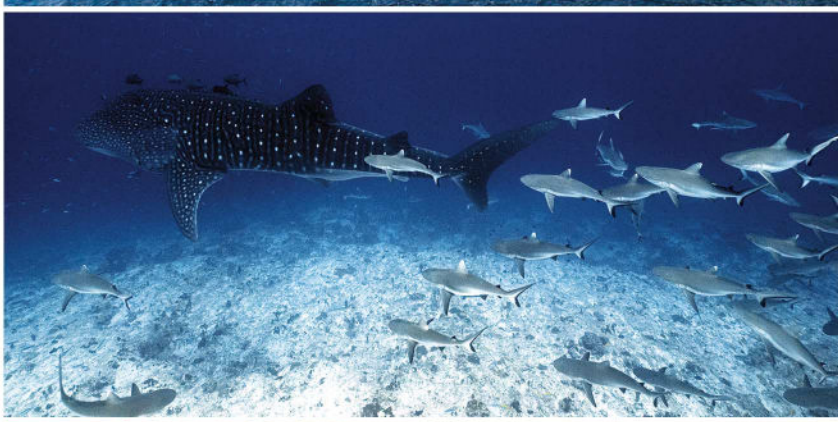
If nothing's new under the sun, how do you make your business stand apart from the crowd and get noticed? Author and motivational speaker Tony Robbins says, "Success leaves clues. Go figure out what someone who was successful did, and model it." Perhaps Robbins sugarcoats it more than Picasso's, "Art is theft." But still. They're saying the same thing. To be successful, you don't need to be original. You just need to steal good ideas and put your personal spin on them.

Stealing Lessons: Stealing is the best and simplest brand strategy there is. Let's start with a review on branding and marketing. You are your brand. Your business is your brand. Marketing is everything you do to promote your brand. When it's time to come up with branding and marketing plans, including advertising, social media campaigns, blog posts or podcast topics, you don't have to spend hours blankly staring at the ceiling, waiting for inspiration to strike. Instead, steal.

Here's how: Take the "Shiny Objects" Survey. You'll need a blank journal and a pen. In this exercise you're looking at things you've bought. Start by surveying your home, your office, your closet, your storefront. What brands are you noticing? Write a list of various brands you've invested in. Your shoes, jeans, brand of coffee or energy drink, your laptop, car, etc.

Next, for each brand, answer the following questions: What attracted you to that brand? How does the product make you feel? What does it make you think? Why did you select that brand over another? What catch-phrase or slogan does the brand use? What color scheme is prominent in their advertising?









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BUSINESS EDU continued

This might seem like trivia at first but stay with it, because it's not nonsense. It's neuroscience. Something compelled you to buy the thing. Compiling the answers to these questions gives you good intel on what physical, visual and even auditory cues captured your attention and triggered the sale. If the brand succeeded in making you a customer, what ideas could you steal from that brand and utilize for your own business?

Start a "Swipe" File: Here are a few ideas for storing creative sparks so you have them handy when it's time to work on your business's marketing campaign:



1. When you notice an advertisement that captures your attention, use your smartphone's camera to take a photo of it and save it to a "Biz Ideas" album. If you're on a computer, capture a screenshot and save it to a folder on your desktop.
2. Use Pinterest as a business planning tool, to create pinboards. If you find Pinterest distracting, consider giving MyMind.com a try. It provides a private, organized space to curate all the cool stuff you see on the internet. Its searching and saving features are amazing.
3. Or go old school and tear ads out of magazines or print the photos off your phone and put them in a manila file folder that sits on your desk, in easy reach whenever you need a creativity boost.

Remember, the wheel already exists. Grab the wheel, bedazzle it the way you want it, and roll your own version of it out into the world.

I'd love to know your tips for coming up with branding and marketing ideas, especially if you're using newer platforms like MyMind, Cosmos, or SameEnergy. Please reach out via email to hello@clearstorycoach.com.

And remember, it's okay to steal ideas, provided you don't outright copy and claim someone else's work as your own. That was wrong in high school, and it can get you in big trouble in business.

email Cathryn

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TRAINING

How to Embrace Generation Z

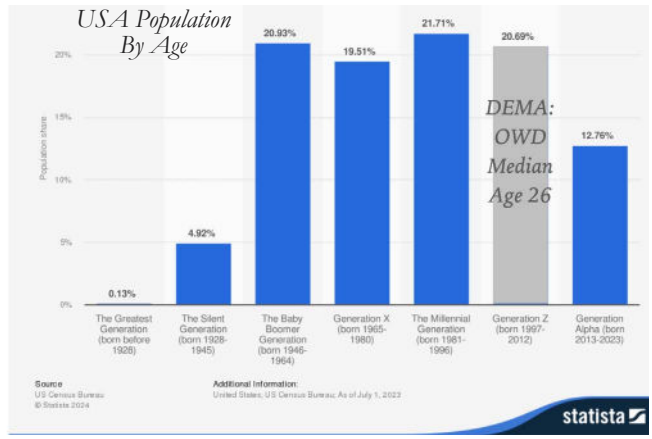
– by Tec Clark, Associate Director for Scuba Diving & Outdoor Recreation at Nova Southeastern University

Tec is a diving professional with over 30 years' experience teaching at the university level. Tec consults with dive professionals on topics related to risk management and college/university programs and host of the popular Dive Locker Podcast and League of Extraordinary Divers Podcast: tec@scubaguru.com or (954) 495-7810.



I hear it all the time, "What's with these kids today?" Frankly that sentiment has been around for hundreds of years, as generations grasp with the differences of the generations after them. But this is a legitimate question! And right now, that sentiment is referring to a specific generation that is at the forefront of diving and is also entry-level working age. The generation is called Generation Z and for the last 13 years I have had the pleasure of both teaching and supervising Generation Z individuals at Nova Southeastern University's Academic Diving Program. The purpose for this article is to help you understand both the quirks and qualities of this population as diving students, dive professionals and dive center staff.

Generation Z (called Gen Z for short) is a population born between 1997-2012. That puts them between 13-28 years of age at the time of this writing. They are currently the third largest population group behind Generation Y (Millennials) and Baby Boomers respectively. Now, before I geek out on the data about this generation, here is one of the most important reasons why you should understand them. According to DEMA, the median age for Open Water Diver certifications is 26 years of age! This means Gen Z is directly in your target zone for new customer acquisitions! So it's important to know what makes them tick.



Here are some characteristics of Gen Z for you to consider:

- They're the first digital natives – Information is extremely accessible to them and they are gifted at apps, AI and work-arounds to get information. Social media is their way of connecting with others and even maintaining friendships.
- They're prioritizing saving money – Gen Z are pragmatic spenders who explore and evaluate a range of options before settling on a product or service. They watched their parents go through the Great Recession as well as the financial struggles of COVID-19. They value the stability that comes with conservative spending, stable jobs and smart investments.
- Diversity is their norm – Gen Z are the most racially and ethnically diverse population. They had the first black president, gay marriages, and second/third marriages by their parents and/or many friend's parents. They are simply less fazed than previous generations by differences in race, sexual orientation or religion.
- Mental health challenges – Gen Z has been labelled the "loneliest generation" as their near-constant hours spent online can foster feelings of isolation and depression. Living through formative years during COVID-19 set many back socially. Many Gen Z have fallen prey to the "compare and despair" trap that social media presents. They have also been labeled the "most anxious generation". Many have internalized political unrest and surrounding issues like gun control, police brutality and climate change – all leading to increased levels of stress.

I hear from many dive center owners who are frustrated by Gen Z employees. They often claim Gen Z staff don't have a strong work ethic. That they may not see what there is to do on their own, or they are not proactive with work. Many express frustration with a lack of strong leadership skill sets among Gen Z. Even the sensitivities of the Gen Z employee is unsettling, especially to the majority of dive center owners and managers who are the heartier breed of Gen X. My advice first starts with empathy – it's not their fault!

Younger Boomers and Gen X parents were exposed to negative information during their parental child raising years and desperately avoided injury, pain, trauma, and even challenges and stressors in their children's lives. If there was a

potential for harm, the parents would remove it. In fact, this became known as the "lawn mower parent" or "snow-plow parent," because the parent would prepare the path for the child, instead of preparing the child for the path. And with 24/7 news networks, radio, podcasts and social media, parents and children are flooded with negativity. In fact, exposure to information is at an all-time high, but a staggering 86% of media includes negativity. This leads to fear and fuels the "most anxious generation" narrative.

THAT'S what's with these kids today! So, what are we as dive professionals and dive business owners to do with Gen Z? I say **EMBRACE THEM** by being a mentor in their life. To be a great Gen Z mentor, first, please read two books: *Generation Z Unfiltered* by Tim Elmore and Andrew McPeak; and *The Coddling of the American Mind* by Greg Lukianoff and Jonathan Haidt. These books are game changers on how to understand and then how to work with Gen Z. They will open your mind to the tools and talents this generation possesses, as well as steering you clear of the pitfalls often encountered by Boomers and Gen X when interacting with Gen Z.

Whether prospective students or prospective staff, here are some strategies you can apply to Gen Z:

Prospective Students

- They want the authentic and will research to find it
- Pitch anti-anxiety benefits of diving
- They seek discounts
- They do not want education nor safety compromised for less costs
- They are quick academic learners
- They may be less skilled, but are willing to better themselves
- They prefer in-person communication

Prospective Staff

- They are quick learners
- They need clear guidance on procedures
- DO NOT underestimate their abilities - they crave challenges
- Many want to be entrepreneurs
- Service learning is important to them
- Mentor them - be the parent/coach they did not have

I can personally attest to all of the above strategies. Working in an academic institution, my entire customer base is Gen Z, and these strategies work. Not only do they work, but the Gen Z'ers thrive. So much so, that our last Divemaster class had 17 candidates! When was the last time you had 17 Divemaster candidates? Embrace this generation, use your experience and your talents to mentor them, and just watch them blossom.

email Tec



RETAILING

POS Systems - The Heart of Your Operation

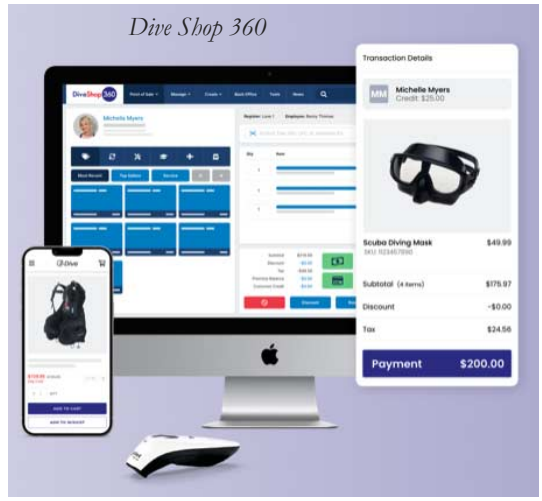
– by Jeff Cinciripino, JeffCinciripino.com, Former Owner of Scuba Shack, Rocky Hill, CT



My first job as a teenager was in a fish market where we completed sales using an old NCR cash register. We would press the buttons associated with the price of the product, ring it up and manually calculate the change due to the customer. Fortunately, we did not have to determine sales tax given we were selling food. Calculating sales tax was another issue altogether. How things have changed in the past decades. Technology has made certain aspects of running a business a whole lot easier. Today we have robust Point-of-Sale (POS) systems to effectively help us run the show.

A couple of years ago I was doing a presentation on dive computers at a trade show. After I finished, a young divemaster approached me to ask about what systems I used to run our dive shop. He was affiliated with a dive shop that didn't use a lot of technology and was actually keeping inventory on note cards. We talked for a few minutes on how that translated into day-to-day operations and it was not very efficient. Given our access to cost-effective technology today, I could only scratch my head and think "Why do you want to work that hard?"

Dive shop owners are very passionate professionals. Many have become owners because of the love of scuba diving and the underwater world. The dive shop owners are the soul of the business. Your POS system should be the heart of the operation.



Dive Shop 360

The majority of small business owners can be overwhelmed with their roles and responsibilities. We wear many hats that include retail sales, service and maintenance, travel coordinator, instructor, finance, purchasing, and perhaps bookkeeping. We need systems to facilitate operations that allow us to stay ahead of the fast pace of today's business environment. According to the Small Business Association's blog by Anita Campbell, "Investing in a POS System is hailed as being the one best things you can do for your business."

POS systems include the hardware and software that enable your business to operate effectively and efficiently. These solutions can range from simple sales transactions to a wide range of capabilities like inventory management, customer relationship management, sales reporting, calendar functionality, website integration and more.

The two basic hardware components of a POS system include the POS terminal, either a computer or tablet for processing the sale transaction and a card reader for capturing customer credit card data. There are specialized POS terminals that incorporate card reader functionality. A receipt printer should be included for those who prefer hard copy receipts even though most POS system software allows for digital receipts to be sent by email or SMS. While not absolutely necessary, a barcode scanner will help speed up the checkout process.

Now that you have decided to invest in a POS system, where do you start? There are several considerations including:

- Size and industry-specific needs
- Budget
- Scalability
- Technical Support

There are many POS systems on the market today with prices that can range from $40 to $100+ each month. Many of the systems available today can be looked at as industry neutral. Examples of these industry neutral POS systems include Shopify, Square, Clover, Lightspeed, Revel Systems and more. Quickbooks had offered its own point of sale solution for their desktop version. This has been discontinued and Intuit has partnered with Shopify to provide point of sale capabilities.

The retail dive shop is a unique business model with four major areas of focus including retail sales, training, service and travel. Given this uniqueness, strong consideration should be given to an industry-specific POS solution. One of the prominent solutions for dive shops is Dive Shop 360, having evolved over the past 30 years.

Dive Shop 360 started as AJV's Dive Shop Express, a lo-

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DESTINATIONS

Bahamas – Exuma Cays
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Red Sea, Egypt
Komodo, Indonesia
Raja Ampat, Indonesia

ALL STAR
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BAHAMAS







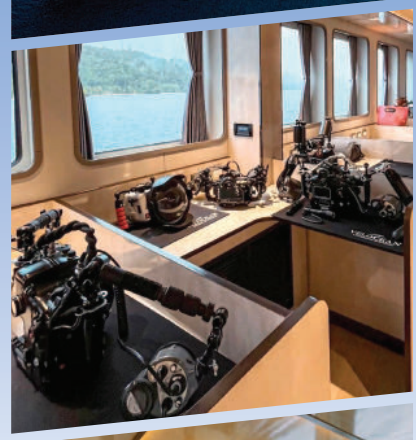






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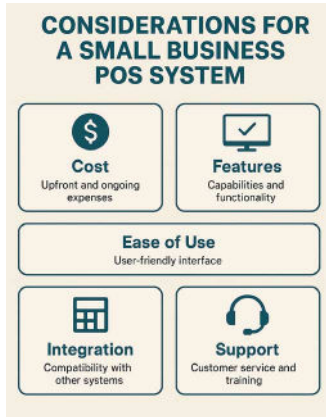
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cally installed solution created by a programmer who also was a dive shop manager. Over the years it continued to expand and in 2014 the cloud based system, Dive Shop 360 launched under new ownership. They continue to work in close partnership with their stores to expand and create new capabilities for smooth operation. For example, in 2024 they released over 30 new system features and improvements.

According to Summer Halstead, Director of Customer Experience at Dive Shop 360. "Dive Shop 360 integrates POS, website, and marketing tools to help dive shops run smoothly and securely. The comprehensive suite of capabilities includes everything dive shops need to operate their business, including courses, rentals, repairs, service reminders, destination travel, charter services, air cards, gift cards, certification bookings and sales orders."

Technical support for Dive Shop 360 is a differentiating factor. Let's face it, technology sometimes has issues and it is critical to get back up and running immediately. Dive Shop 360's support services are outstanding and any problems or issues are quickly addressed. You cannot underestimate the value of personalized support and response.



Like all software solutions we use, the power is unleashed when we learn how to properly use the features and functions. Learning is an investment that pays significant dividends. By reading the documentation provided, you build the baseline of knowledge. Many software companies also offer video tutorials that focus on specific elements. Take advantage of any set up and consulting services offered by the provider. Finally, if necessary, invest in courses designed to enhance your knowledge of the POS system. The tool is only valuable if you and your staff know how to use it.

Owning and running a small business like a dive shop is incredibly rewarding. Scuba diving can change a person's life. Dive shop owners bring a passion to work every day and are the soul of the business. Investing in a POS System should be the heart of your operation.

email Jeff

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ECO PRO

Using Sunscreen to Do the Right Thing for the Planet and Your Own Health

– by Alex Brylske, Ph.D., President, Ocean Education International, LLC



The most important aspect of sustainable tourism is tourists' commitment to minimizing their impact on the environment. For scuba divers, this low-impact mentality manifests in practices such as maintaining excellent buoyancy control and refraining from handling or touching sensitive marine life. In other words, we strive to leave the places we visit no worse than we found them.

However, given the rapid decline of many of Earth's ecosystems, merely "doing no harm" is no longer sufficient, particularly concerning the dive community's most cherished resource: coral reefs. This has led to a more ambitious commitment to what is known as "positive-impact" diving—the idea that we leave the environment better than we found it. This is exemplified by practices such as incorporating debris removal into every dive, participating in reef health surveys and fish counts, and volunteering for coral reef restoration projects. There's now a way to positively impact the environment and your well-being at the same time. Stream2Sea, a company recognized for its dedication to eco-friendly products, has recently launched an innovative sunscreen that not only protects your skin but also nourishes endangered coral reefs. This product, Coral Care™, marks a significant advancement in skin protection and marine conservation.



Coral Care™ arose from the vision of Autumn Blum, a cosmetic chemist and passionate scuba diver. During a trip to Palau, Blum was disheartened by the "oil slick" of sunscreen left behind by a large group of snorkelers. This experience motivated her to create a product safe for both humans and marine life. Her expertise in cosmetic chemistry, along with her commitment to environmental conservation, led to the founding of Stream2Sea and the subsequent creation of Coral Care™. In collaboration with coral scientists from the University of Derby, led by UN marine advisor Professor Michael Sweet, Stream2Sea began developing Coral Care™. This partnership aimed to create a sunscreen free of harmful chemicals that actively promotes coral health. The team conducted extensive research and testing, resulting in a product scientifically proven to enhance healthy coral growth by up to twenty-one percent in certain species. A key innovation of Coral Care™ is its unique blend of FDA-compliant marine nutrients that corals naturally consume. By incorporating these nutrients into the sunscreen, Stream2Sea has developed a product that sustains the vitality of coral reefs while offering effective sun protection for users.

Coral Care™ offers several benefits beyond traditional sunscreens, encompassing environmental and user-centric advantages. One key benefit is environmental protection. Many conventional sunscreens contain harmful chemicals such as oxybenzone, octinoxate, and avobenzone, which have been scientifically proven to contribute to coral bleaching and DNA damage in marine organisms. These chemicals disrupt the symbiotic relationship between corals and the algae (zooxanthellae) that provide them with nutrients, leading to widespread reef degradation. Coral Care™, on the other hand, avoids these toxic chemicals and actively nourishes coral reefs. The sunscreen features a proprietary blend of marine nutrients that corals naturally feed on, helping to support reef health rather than harm it. This groundbreaking approach makes Coral Care™ the only sunscreen on the market that minimizes harm while actively contributing to reef restoration.

Another significant environmental benefit of Coral Care™ is its biodegradability. Traditional sunscreens persist in water and sediments, accumulating in the environment and harming marine ecosystems over the long term. In contrast, Coral Care™ is formulated to break down naturally in salt and freshwater environments. Furthermore, Stream2Sea prioritizes sustainable packaging using recyclable, ocean-bound post-consumer recycled materials, and plastic-free options to reduce pollution. Given that millions of sunscreen bottles end up in landfills and oceans each year, this initiative further highlights the brand's commitment to sustainability. Another revolutionary feature offered by Stream2Sea is its Wet Boost Technology, which improves sunscreen performance upon exposure to water. Many sunscreens lose effectiveness when in contact with water due to dilution or wash-off, leaving users vulnerable to UV damage. Stream2Sea's Every Day Active product, however, has been scientifically tested to increase its sun protection performance by 45 percent after

immersion in water. This feature is particularly advantageous for swimmers, divers, surfers, and beachgoers who require reliable sun protection in aquatic environments.

Furthermore, unlike chemical sunscreens that absorb into the skin and enter the bloodstream, Coral Care™ is formulated with non-nano titanium dioxide. This mineral-based UV filter sits atop the skin and reflects harmful rays. Non-nano particles ensure that the sunscreen does not penetrate the skin barrier, making it a safer option for individuals with sensitive skin, children, and those prone to allergies. Chemical sunscreens are also linked to hormonal disruption, as well as skin and eye irritation, whereas mineral sunscreens like Coral Care™ provide a hypoallergenic alternative that doesn't burn the eyes. The formula offers broad-spectrum UVA and UVB protection, shielding the skin from aging (UVA) and burning (UVB) rays. Coral Care™ also avoids parabens, synthetic fragrances, and preservatives, ensuring a clean, reef-safe, and skin-friendly sunscreen experience.

Industry Innovation: The term "reef-safe" is often used as a marketing gimmick rather than a scientifically supported standard. With minimal industry regulation, many brands misleadingly label their sunscreens as reef-safe, even when they contain harmful chemicals. To address this issue, Stream2Sea is the first brand to hold the Reef Protection Factor (RPF) logo, a scientifically validated certification system. The RPF rating assesses a product's impact on marine ecosystems through extensive lab and field testing. It ensures that products avoid toxic chemicals and actively contribute to reef protection and restoration. The introduction of this certification aims to establish a new industry benchmark and help consumers identify truly eco-conscious sunscreens. Stream2Sea is pushing the skincare industry toward greater transparency and accountability by pioneering the first scientifically proven sunscreen that benefits coral reefs.

A key aspect of Stream2Sea's mission is alignment with global environmental movements advocating for bans on reef-toxic sunscreens. Many destinations, including Hawaii, Palau, Bonaire, and parts of Mexico, have banned sunscreens that contain oxybenzone and octinoxate to protect their coral reefs. As more consumers and governments become aware of the harmful impact of conventional sunscreens, Stream2Sea is at the forefront of providing sustainable alternatives. By combining scientific innovation with environmental activism, Stream2Sea is not just creating a product; it is helping to reshape the conversation about sun care and ocean conservation. Stream2Sea's Coral Care™ represents a groundbreaking advancement in skincare and environmental conservation. By creating a sunscreen that protects human skin and positively impacts coral reefs' health, Stream2Sea exemplifies how innovation and environmental stewardship can coexist harmoniously. As consumers become increasingly aware of the ecological impact of their choices, products like Coral Care™ offer a practical way to protect themselves and the planet. Additional information about Coral Care™ is available for download at this QR code/link.

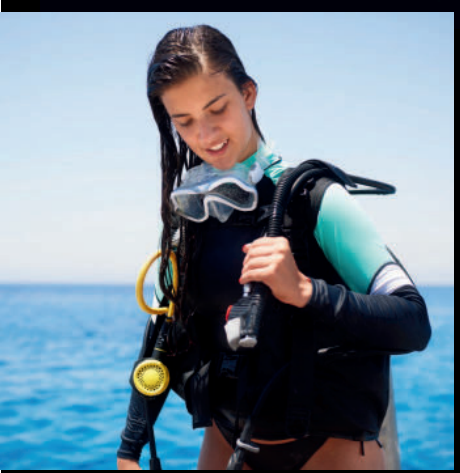
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