



DEMA Show Program

Seminar Descriptions Presented by the
National Association of Underwater Instructors



Dear NAUI members,

Welcome to Orlando, Florida, and DEMA 2019! DEMA is a great place to reconnect with old friends, make new acquaintances and perhaps discover something new. Be sure to stop by the NAUI booth to meet NAUI staffers and friends and discover what is new with your association.

NAUI's commitment to training and professional development is evident at this year's show. NAUI is offering numerous seminars and training opportunities for NAUI members throughout the DEMA Show!

"Teaching NAUI First Aid" is a full-day professional development workshop focused on the skills and knowledge needed when teaching the NAUI First Aid programs powered by DAN, and other workshops like "Teaching NAUI Public Safety Diving," "NAUI Dive Tables Update," and "NAUI Technical Diver Update" will review changes to NAUI leadership training and give members an opportunity to share ideas for training new NAUI members. Don't miss out on other special presentations on unique topics like the How to Be Successful in Scuba round table, Marketing Yourself as a NAUI Divemaster, Techniques on Underwater Photography, Meet Your NAUI Representatives, and more. This year you'll also discover a whole new way of doing NAUI business with seminars designed for the busy dive professional.

We are also excited to showcase tutorials for NAUI CORE, the online suite of NAUI tools for members and divers. NAUI members are invited to join us for a one-hour hands-on tour of the NAUI member services website. NAUI **CORE** (Certifications, Online training programs, leadership Resources and Educational material) is your gateway to the most current information. Learn about updates and enhancements made to the tools and resources that manage your membership history, communicate with your students, and continue your diving education in this secure and convenient hub offering the latest in NAUI knowledge and news.

The value of NAUI membership is great. Unlike other training agencies that are controlled by private business owners and outside shareholders, NAUI is a true membership association, governed by a board of directors elected from the membership. Members and prospective members are encouraged to visit us in **Booth 1642** to learn more about the value of membership.

Speaking of membership, don't forget the 2019 NAUI Awards and Annual General Membership meeting, scheduled for 2 p.m. on Thursday, November 14, 2019. Hopefully we will see you there and at the NAUI evening Membership Reception to follow at the Pirates Dinner Adventure. Let's celebrate our successes in 2019 and look forward to 2020 with optimism.

NAUI is the Definition of Diving!

Rick Lorimor
Executive Director

2019 NAUI MEMBER RECEPTION DEMA SHOW IN ORLANDO, FLORIDA



WHEN:

Thursday, November 14, 2019
6:00 - 9:00 PM

WHERE:

Pirates Dinner Adventure
6400 Carrier Drive
Orlando, FL 32819

CONTACT:

Shannon McCoy
smccoy@nau.org

REGISTRATION:

Space is limited. Register Today!

Join us for an evening of camaraderie with fellow NAUI members, colleagues and friends. All current members and a guest are invited to this members-only event. There is no cost to attend, but registration is required. Registered guests may stop by the NAUI Booth (#1642) for more information regarding Thursday's event.

All attendees must be at least 18 years old and register in advance. A cash bar will be available all evening. Enjoy dinner and entertainment surrounded by acrobatics and music aboard an 18th-century ship replica.

Party attire is casual for this adults-only event.

Finally, please note that space for this event is limited. If your plans change or you will be unable to attend, please let us know immediately so we may cancel your reservation and allow other NAUI members to register.

Thank you for making plans to join us in a truly memorable celebration of NAUI membership. We look forward to seeing you!

VISIT LINK TO REGISTER: NAUI.ORG/EVENTS/DEMA-SHOW-2019



SEMINAR SCHEDULE

TUESDAY, NOVEMBER 12 8:00 AM — 5:00 PM: IT/CD/CDT Rec qualification Workshop Room: W206A

WEDNESDAY, NOVEMBER 13

10:00 — 10:45 AM Teaching NAUI Dive Planning Terrence Tysall Room: W206A	10:00 — 10:45 AM The Business of Training NAUI Instructors Thomas Hemphill Room: W206B	11:00 — 11:45 AM NAUI Dive Tables Update Kris Shannon Room: W206A	11:00 — 11:45 AM NAUI Green Diver Initiative Maria Lewis Room: W206B
12:00 — 12:45 PM Teaching Public Safety Diving Michael Sieverman Room: W206A	12:00 — 12:45 PM The Business of Diving Dr. Joe Kilgore Room: W206B	1:00 — 1:45 PM NAUI Technical Diver Update Terrence Tysall Room: W206A	1:00 — 1:45 PM Building a Robust Travel Program Cheryl Patterson Room: W206B
2:00 — 2:45 PM Your Educational Program: Business or Social Club? Jack Snively Room: W206A	2:00 — 2:45 PM Techniques for U/W Photography Marty Snyderman Room: W206B	3:00 — 3:45 PM Marketing Yourself as a NAUI Divemaster Terrence Tysall Room: W206A	3:00 — 3:45 PM Understanding Diving Risk Management William Ziefle Room: W206B
4:00 — 4:45 PM Increase Your Income with Continuing Education David Ochs Room: W206B			

THURSDAY, NOVEMBER 14

8:00 — 8:45 AM Coffee with the NAUI Board NAUI Board of Directors Room: W206A	9:00 — 9:45 AM NAUI Member Update NAUI Worldwide Room: W206A	9:00 — 9:45 AM NAUI Member Update (in Spanish) NAUI Worldwide Room: W206B	10:00 — 10:45 AM The Scuba Gym: Therapy with Special Needs David Lawrence Room: W206A
10:00 — 10:45 AM Breath-Hold Tips and Techniques Dan Semrad Room: W206B	11:00 — 11:45 AM How to be Successful in Scuba - Roundtable NAUI Worldwide Room: W206A	11:00 — 11:45 AM Techniques for Underwater Photography Marty Snyderman Room: W206B	12:00 — 12:45 PM Navigating NAUI CORE Beth Postell Room: W206A
2:00 — 2:45 PM NAUI Awards Ceremony NAUI Worldwide Room: W206A & W206B	2:45 — 4:45 PM NAUI Annual General Membership Meeting NAUI Worldwide Room: W206A & W206B	6:00 — 9:00 PM NAUI Evening Reception NAUI Worldwide: All Members Location: Pirates Dinner Adventure, 6400 Carrier Drive	

FRIDAY, NOVEMBER 15

8:00 — 8:45 AM Meet Your NAUI Representatives Update NAUI Worldwide Room: W206A	10:00 — 10:45 AM Understanding Diving Risk Management William Ziefle Room: W206A	10:00 — 10:45 AM Teaching Public Safety Diving Michael Sieverman Room: W206B	11:00 — 11:45 AM NAUI Technical Diver Terrence Tysall Room: W206A
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SATURDAY, NOVEMBER 16

8:00 — 8:45 AM Coffee with the NAUI Board NAUI Board of Directors Room: W206A	8:00 AM — 5:00 PM First Aid Instructor Workshop (Day 1) NAUI Worldwide Room: W206B	8:00 AM — 5:00 PM First Aid Instructor Trainer Workshop (Day 1) NAUI Worldwide Room: W206B	9:00 — 9:45 AM NAUI Member Update NAUI Worldwide Room: W206A
10:00 — 10:45 AM Navigating NAUI Mobile Quintin de Boer Room: W206A	11:00 — 11:45 AM NAUI dive Tables Update Kris Shannon Room: W206A	12:00 — 12:45 PM Building a Robust Travel Program Cheryl Patterson Room: W206A	1:00 — 1:45 PM NAUI Green Diver Initiative Maria Lewis Room: W206A

SUNDAY, NOVEMBER 17

8:00 — 5:00 PM First Aid Instructor Workshop (Day 2) NAUI Worldwide Room: W206B	8:00 — 5:00 PM First Aid Instructor Trainer Workshop (Day 2) NAUI Worldwide Room: W206B
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PSI-PCI TRAINING AT DEMA
SPECIAL NAUI MEMBER DISCOUNT

PSI-PCI will hold a Visual Cylinder Inspector (VCI) course on Saturday, November 16 from 8 AM to 5 PM at the Orange County Convention Center.

The course, normally \$295, is offered to all NAUI members at a discounted price of \$275.

To view the schedule for PSI-PCI training at DEMA, visit psicylinders.com/regional-training. To register, scroll to the bottom for the Saturday, November 16 schedule and select the “NAUI Member” sign-up link.

For assistance contact PSI-PCI at +1 425-398-4300 or staff@psicylinders.com.



PSI Inc. (Professional Scuba Inspectors), also now known as PCI Inc. (Professional Cylinder Inspectors, Inc.) or together as PSI-PCI, was formed in 1982. PSI-PCI is in its 30th year, serving the diving (scuba), firefighting (SCBA), hydro re-testing and other industries involved with high-pressure cylinders. PSI-PCI is the only training agency whose training is endorsed, recommended, utilized and referred to by the cylinder manufacturers, and recognized by USDOT and Compressed Gas Association.

SEMINAR DESCRIPTIONS

TUESDAY, NOVEMBER 12

Tuesday, Nov. 12, 8 a.m. – 5 p.m. • Room: W206A
 Instructor Trainer/Course Director/Course Director Trainer Requalification Workshop
 Cost: \$195 Pre-registration; \$225 Onsite registration

In accordance with NAUI Standards and approved by the NAUI Board of Directors, NAUI Instructor Trainers, Course Directors and Course Director Trainers are required to complete periodic training to maintain current status as a NAUI-designated Instructor. This workshop reviews recent revisions to NAUI standards and important updates regarding NAUI leadership and instructor training courses. The workshop includes eLearning and classroom. Designated instructors who successfully complete this workshop will be requalified at their current designation through December 31, 2022. This workshop is also open to all NAUI members who plan to conduct or staff NAUI leadership and instructor programs, or those seeking their own professional development. Workshop fees include all required materials. Participants earn 12 Professional Development Units (PDU). *Proof of NAUI membership and workshop prerequisites are required for attendance.*

WEDNESDAY, NOVEMBER 13

Wednesday, Nov. 13, 10 a.m. – 10:45 a.m.
 Room: W206A
 Teaching NAUI Dive Planning
 Terrence Tysall, NAUI 16627

Join NAUI Director of Training, Terrence Tysall, as he guides instructors through the operation and utilization of the recently developed NAUI Dive Planning system. This seminar will provide thorough guidance and instruction on the processes involved in implementing this Dive Planning system in all certification courses, from entry-level to technical-level programs. Learn how this innovative tool can be used to both plan better dives for you and your students as well as decrease potential liability exposure for you and your staff. *This session is open to all.*

Wednesday, Nov. 13, 10 a.m. – 10:45 a.m. • Room: W206B
 The Business of Training NAUI Instructors • Presented by Thomas E. Hemphill, NAUI 2491

The vitality of NAUI is dependent on Course Directors (CDs) and Instructor Trainers (ITs) and their production of NAUI Instructor members. Those who have become qualified as NAUI CDs or ITs have devoted a lot of time, effort and money to achieve this prestigious level in the diving industry. This workshop provides individuals with incentives, techniques and helpful information to help get their money back. This seminar will include information on regional networking, the candidate recruiting program, support of NAUI Services Group, Inc., how to overcome obstacles, CD and IT productivity goals, and it will include a Q&A section. *Proof of NAUI membership is required for attendance.*

Wednesday, Nov. 13, 11 a.m. – 11:45 a.m. • Room: W206A
 NAUI Dive Tables Update • Presented by Kris Shannon, NAUI 55256

Join Kris Shannon, of the NAUI Training Department, as he guides dive leaders through the operation and utilization of the recently modified NAUI Dive Tables. This seminar will provide thorough guidance and explanations on the updates and revisions applied to the Nitrox 32 and 36 and Air dive tables. Learn the methods used for revision and how these tools can be used to plan better, longer, and safer dives for you and your students. *This session is open to all.*

Wednesday, Nov. 13, 11 a.m. – 11:45 a.m. • Room: W206B
 NAUI Green Diver Initiative • Presented by Maria Lewis

The NAUI Green Diver Initiative (GDI) mission is to promote conservation through education, partnerships and activities focused on environmental stewardship. GDI's vision is a world with clean, healthy and sustainable aquatic environments. This seminar will cover how the Green Diver Initiative has evolved to grow to benefit more communities on a global and local scale and how divers and dive clubs can utilize GDI to become environmental stewards. *This session is open to all.*

Wednesday, Nov. 13, 12 p.m. – 12:45 p.m. • Room: W206A
 Teaching Public Safety Diving • Presented by Michael Sieverman, NAUI 53926

Public Safety Divers are often called upon to perform tasks in less than ideal conditions, such as zero-visibility, overhead environments and other difficult situations. Due to the increased risks and potential for liability associated with

Public Safety Diving (PSD), the need to address potential shortcomings and monitor who can teach PSD has become much more prevalent. Instructors must meet strict criteria, be experienced and have current operational knowledge in the complex, demanding role as a Public Safety Diver. This seminar will provide in-depth information on updates to standards associated with the NAUI Public Safety Diver Course and the strict criteria that instructors must uphold for this demanding role. Leaders interested in either receiving or updating a NAUI PSD Instructor Certification will want to attend this highly informative seminar. *This session is open to all.*

Wednesday, Nov. 13, 12 p.m. – 12:45 p.m. • Room: W206B
 The Business of Diving • Presented by Dr. Joe E. Kilgore, NAUI 8740

Harvard Business School data shows that 70 percent of small businesses will fail within 10 years. "The Business of Diving" seminar provides insightful tips and planning for business owners to beat those statistics. In this presentation, Dr. Kilgore shares both the business of diving and the issues of diving business among retail owners and dive professionals. This informative piece will discuss areas in which NAUI can better assist business owners achieve success in a competitive market. Attendees will walk away with the tools and techniques that may be immediately applied to their everyday diving businesses. *This session is open to all.*

Wednesday, Nov. 13, 1 p.m. – 1:45 p.m. • Room: W206A
 NAUI Technical Diver Update • Presented by Terrence Tysall, NAUI 16627

This informational session will discuss and clarify the new NAUI Technical Diver standards as well as discuss changes to existing standards. Leaders of the NAUI Technical Training Operations department will further define the processes involved for NAUI Technical Instructor and Technical Examiner requalification. Be sure to attend this exclusive NAUI Technical Diver Update to also gain important information about the current process to become a Technical Instructor Examiner. *This session is open to all.*

Wednesday, Nov. 13, 1 p.m. – 1:45 p.m. • Room: W206B
 Building a Robust Travel Program • Presented by Cheryl Patterson, NAUI Travel Group

Whether you are completely new to selling travel or seeking to grow your existing program, discover how you can capitalize on the services and expertise available to you as part of the NAUI Travel Group. Gather tips and tricks from highly experienced and accredited travel professionals and change how you arrange your travel both personally and professionally. This session will provide the opportunity to trade ideas through discussions and share tried-and-tested methods with seasoned industry peers. Learn how you can use this powerful travel resource to its fullest potential in order to achieve your own business goals, tap into new revenue and set your business apart as a truly one-stop shop while offering a full range of comprehensive services for your dive groups and even the most discerning independently traveling clients. *This session is open to all.*

Wednesday, Nov. 13, 2 p.m. – 2:45 p.m. • Room: W206A
 Your Educational Program - Business or Social Club? • Presented by Jack Snively, NAUI 7044

We have all heard the old adage, "Do what you love for a living and you will never work a day in your life." Many of us are in the business of diving because we love the sport and want to share it with others. This sounds great, but it's not necessarily a very good recipe for success. NAUI's Director of Business Development, Jack Snively, has spent over 30 years in the dive industry as an instructor, facility owner, manufacturer's representative and sales manager; he has seen it all, from all aspects. In this presentation, he will share with attendees what works and what doesn't. *Proof of NAUI membership is required for attendance.*

Wednesday, Nov. 13, 2 p.m. – 2:45 p.m. • Room: W206B
 Techniques for Underwater Photography • Presented by Marty Snyderman, NAUI 57714

In this seminar, NAUI Photography Professional, Marty Snyderman, will provide insights and share the reasoning behind a variety of techniques that will help attendees improve their own underwater photography. While a more traditional approach to underwater photography suggests that we distinguish between our images according to whether they were made with a macro or wide-angle lens, Marty suggests that considering the exposure scenario you find yourself in at any given instant is a more useful approach. As underwater photographers, we are highly likely to find ourselves in one of four exposure-related scenarios any time we make an underwater photograph. Learn what these scenarios are, how to

recognize which scenario applies to you at any given instant, and the factors you need to consider to properly expose your photographs. Marty will also offer some insights in terms of strobe positioning, lighting techniques, working with marine life and composing compelling images. Audience participation is encouraged. *This session is open to all.*

Wednesday, Nov. 13, 3 p.m. – 3:45 p.m. • Room: W206A

[Marketing Yourself as a NAUI Divemaster](#) • Presented by Terrence Tysall, NAUI 16627

Join NAUI Director of Training, Terrence Tysall, as he discusses one of the industry's most powerful rating: The NAUI Divemaster. Learn about the many ways an entry-level dive leader can augment their income using the recently expanded NAUI standards for Divemaster. Learn how to utilize this industry-leading membership level and prepare your skills for real-world teaching experiences during the NAUI Instructor Course. *This session is open to all.*

Wednesday, Nov. 13, 3 p.m. – 3:45 p.m. • Room: W206B

[Understanding Diving Risk Management](#) • Presented by William M. Ziefle, J.D., MBA

As leaders and dive store owners, it's important that you understand how to best manage the risks associated with your daily activities. Accidents occur despite our best intentions, and many accidents involve certified divers rather than students. We can most effectively manage risk while training and leading others, but we must also strive to have a continuing influence on divers' behavior after they have left our care. If divers fully understand the risks inherent in diving and the limits of their training, then they are less likely to blame others for their actions or misfortune. Fully informed divers can better assume the responsibilities involved in diving and make it easier for you to manage both your risk and theirs. *This session is open to all.*

Wednesday, Nov. 13, 4 p.m. – 4:45 p.m. • Room: W206B

[Increase Your Income with Continuing Education](#) • Presented by David Ochs, NAUI 15918

Continuing education is the single greatest revenue generating opportunity in the dive industry. In fact, continuing education is fundamental to business success. Diving is in a long-term decline; retailers and professionals are struggling; sales are low; customer retention is poor; and profits are virtually non-existent. What most industry professionals fail to recognize is the incredible revenue source they possess to immediately and dramatically increase sales, profits and customer satisfaction – continuing education. This lack of recognition is evidenced by the industry-wide, shockingly low levels of continuing education certifications and diver retention statistics. Continuing education is the fast-track to increasing sales, customer retention and profits. This presentation will open your eyes to the reality of significant revenue increases already within your grasp by effectively promoting continuing education. Come witness the data to confirm your need to sell continuing education and learn about the remarkable increases it will make to your bottom line, as well as, review proven methods for developing and selling your continuing education programs. If you want to revitalize and grow your business, continuing education is the way to do it. *Proof of NAUI membership is required for attendance.*

THURSDAY, NOVEMBER 14

Thursday, Nov. 14, 8 a.m. – 8:45 a.m. • Room: W206A

[Coffee with the NAUI Board](#) • Presented by NAUI Board of Directors

Join your NAUI Board of Directors for an informal and casual fellowship opportunity. Mix, mingle and converse about the future of your Association in an open and interactive setting. *Proof of NAUI membership is required for attendance.*

Thursday, Nov. 14, 9 a.m. – 9:45 a.m. • Room: W206A

[NAUI Member Update](#) • Presented by NAUI Worldwide

Be sure to attend this exclusive NAUI Member Update as we share important information about the organization. Catch up on the latest developments of NAUI and keep up-to-date with recent changes and additions to standards and other association news happening this year. This informational session is free to NAUI members and does not require registration. It will include topics of interest, plus an open question and answer period. *Proof of NAUI membership is required for attendance.*

Thursday, Nov. 14, 9 a.m. – 9:45 a.m. • Room: W206B

[NAUI Member Update \(in Spanish\)](#) • Presented by NAUI Worldwide

Be sure to attend this exclusive NAUI Member Update as we share important information about the organization. Catch up on the latest developments of NAUI and keep up-to-date with recent changes and additions to standards and

other association news happening this year. This informational session is free to NAUI members and does not require registration. It will include topics of interest, plus an open question and answer period. *Proof of NAUI membership is required for attendance.*

Thursday, Nov. 14, 10 a.m. – 10:45 a.m. • Room: W206A

[The Scuba Gym: Therapy and Safety with Special Needs Divers](#) • Presented by David Lawrence, NAUI 52541

Through a series of well-planned and supervised sessions, individuals with special needs can enjoy the thrill of SCUBA therapy and challenges. The Scuba Gym is designed to provide trust, excitement, confidence building, and a real sense of accomplishment for those with conditions such as autism, Down Syndrome, cerebral palsy, spina bifida, hypotonia, paraplegics, quadriplegics, and more. The Scuba Gym is a complete underwater program that uses specifically modified training techniques and proven processes that eliminate the physical limitations found on land. The Scuba Gym was developed by veteran dive instructor David Lawrence, who brings over 10 years of experience and has special needs locations across the United States and in Australia. Witness the success in this video <https://vimeo.com/179126921> and attend the seminar to learn more about this unique program. *This session is open to all.*

Thursday, Nov. 14, 10 a.m. – 10:45 a.m. • Room: W206B

[Breath-Hold Tips and Techniques](#) • Presented by Dan Semrad, NAUI #56283

The popularity of breath-hold (FREE) diving is growing each year. The reasons are as diversified as the people who undergo the training. Some people choose to set personal depth records or world depth records, engage in spearfishing or observe fish, freedive for fun, or to earn a living. Regardless of the reasons, there are risks for the untrained and uneducated. This session explores some of the tips and techniques taught in a more comprehensive NAUI Freediving course and provides a glimpse into human possibilities with proper training. *This session is open to all.*

Thursday, Nov. 14, 11 a.m. – 11:45 a.m. • Room: W206A

[How to be Successful in Scuba – Roundtable](#) • Presented by NAUI Worldwide

What does it take to run a successful scuba business? NAUI Worldwide puts together a roundtable discussion of business owners doing just that. We'll have some tips on how to maximize your ad dollars, compete in the market place, target customers and how to find inexpensive pool space. *Proof of NAUI membership is required for attendance.*

Thursday, Nov. 14, 11 a.m. – 11:45 a.m. • Room: W206B

[Techniques for Underwater Photography](#) • Presented by Marty Snyderman, NAUI 57714

In this seminar, NAUI Photography Professional, Marty Snyderman, will provide insights and share the reasoning behind a variety of techniques that will help attendees improve their own underwater photography. While a more traditional approach to underwater photography suggests that we distinguish between our images according to whether they were made with a macro or wide-angle lens, Marty suggests that considering the exposure scenario you find yourself in at any given instant is a more useful approach. As underwater photographers, we are highly likely to find ourselves in one of four exposure-related scenarios any time we make an underwater photograph. Learn what these scenarios are, how to recognize which scenario applies to you at any given instant, and the factors you need to consider to properly expose your photographs. Marty will also offer some insights in terms of strobe positioning, lighting techniques, working with marine life and composing compelling images. Audience participation is encouraged. *This session is open to all.*

Thursday, Nov. 14, 12 p.m. – 12:45 p.m. • Room: W206A

[Navigating NAUI CORE](#) • Presented by Beth Postell

NAUI CORE is the gateway to the most current information on Certifications; Online training programs; leadership Resources and Educational material. During this session, NAUI members learn how to manage their account and students, order material, communicate with their students and teach their students how to continue their diving education in this new secure and convenient information hub offering the latest in NAUI knowledge and news. *Proof of NAUI membership is required for attendance.*

Thursday, Nov. 14, 2 p.m. – 2:45 p.m. • Room: W206A and W206B

[NAUI Awards Ceremony](#) • Presented by NAUI Worldwide

Members will enjoy camaraderie with colleagues and friends as we celebrate and recognize this year's NAUI Award recipients. The NAUI Annual General Membership (AGM) meeting will immediately follow to include topics of interest to members, plus an open question and answer period with the board of directors. This event is open to NAUI members only (plus one guest). *Proof of NAUI membership is required for attendance.*

Thursday, Nov. 14, 2:45 p.m. – 4:45 p.m. • Room: W206A and W206B

NAUI Annual General Membership Meeting • Presented by NAUI Worldwide

The NAUI Annual General Membership (AGM) meeting will include topics of interest to members, plus an open question and answer period with the board of directors. *Proof of NAUI membership is required for attendance.*

Thursday, Nov. 14, 6 – 9 p.m. • at Pirates Dinner Adventure • 6400 Carrier Drive, Orlando, FL 32819

NAUI Member Reception • Hosted by NAUI Worldwide

NAUI is experiencing its largest growth in more than a decade. Make plans for you and a guest to join your fellow NAUI members for an evening of fun, food and entertainment in recognition of the outstanding accomplishments being made by you and your Association. *Proof of NAUI membership is required for attendance.*

FRIDAY, NOVEMBER 15

Friday, Nov. 15, 8 a.m. – 8:45 a.m. • Room: W206A

Meet Your NAUI Representatives • NAUI Worldwide

Join your NAUI representatives for an informal and casual opportunity to meet. Mix, mingle, and talk about your ideas and needs within your region in an open and interactive setting. *Proof of NAUI membership is required for attendance.*

Friday, Nov. 15, 10 a.m. – 10:45 a.m. • Room: W206A

Understanding Diving Risk Management • Presented by William M. Ziefle, J.D., MBA

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Friday, Nov. 15, 10 a.m. – 10:45 a.m. • Room: W206B

Teaching Public Safety Diving • Presented by Michael Sieverman, NAUI 53926

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NAUI Technical Diver Update • Presented by Terrence Tysall, NAUI 16627

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Your Educational Program - Business or Social Club? • Presented by Jack Snively, NAUI 7044

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seen it all, from all aspects. In this presentation, he will share with attendees what works and what doesn't. *Proof of NAUI membership is required for attendance.*

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Friday, Nov. 15, 1 p.m. – 1:45 p.m. • Room: W206A

Navigating NAUI Mobile • Presented by Quintin de Boer, NAUI 48271

The NAUI Mobile® App is your resource to navigating CORE directly from your mobile device, giving users direct access to course certifications, profile information, and tools to assist with dive planning. This informative session will provide dive leaders with helpful information about the current services available through the application, demonstrate how to properly access all application features, as well as review the additional elements that will be released in the next NAUI Mobile® App update. Expanding on the current base functionality, the next version of NAUI Mobile® App will include features like resources for online training, dive preparation, and access to other educational materials, and more. Be sure to attend this seminar for an opportunity to fully grasp navigating NAUI Mobile® — Dive Safety Through Education on your Smart Device, available 24/7 in the palm of your hand! *Proof of NAUI membership is required for attendance.*

Friday, Nov. 15, 1 p.m. – 1:45 p.m. • Room: W206B

How to be Successful in Scuba – Roundtable • Presented by NAUI Worldwide

What does it take to run a successful scuba business? NAUI Worldwide puts together a roundtable discussion of business owners doing just that. We'll have some tips on how to maximize your ad dollars, compete in the market place, target customers and how to find inexpensive pool space. *Proof of NAUI membership is required for attendance.*

Friday, Nov. 15, 2 p.m. – 2:45 p.m. • Room: W206A

Increase Your Income with Continuing Education • Presented by David Ochs, NAUI 15918

Continuing education is the single greatest revenue generating opportunity in the dive industry. In fact, continuing education is fundamental to business success. Diving is in a long-term decline; retailers and professionals are struggling; sales are low; customer retention is poor; and profits are virtually non-existent. What most industry professionals fail to recognize is the incredible revenue source they possess to immediately and dramatically increase sales, profits and customer satisfaction – continuing education. This lack of recognition is evidenced by the industry-wide, shockingly low levels of continuing education certifications and diver retention statistics. Continuing education is the fast-track to increasing sales, customer retention and profits. This presentation will open your eyes to the reality of significant revenue increases already within your grasp by effectively promoting continuing education. Come witness the data to confirm your need to sell continuing education and learn about the remarkable increases it will make to your bottom line, as well as, review proven methods for developing and selling your continuing education programs. If you want to revitalize and grow your business, continuing education is the way to do it. *Proof of NAUI membership is required for attendance.*

Friday, Nov. 15, 2 p.m. – 2:45 p.m. • Room: W206B
[Navigating NAUI CORE](#) • Presented by Beth Postell

NAUI CORE is the gateway to the most current information on Certifications; Online training programs; leadership Resources and Educational material. During this session, NAUI members learn how to manage their account and students, order material, communicate with their students and teach their students how to continue their diving education in this new secure and convenient information hub offering the latest in NAUI knowledge and news. *Proof of NAUI membership is required for attendance.*

Friday, Nov. 15, 3 p.m. – 3:45 p.m. • Room: W206A
[Breath-Hold Tips and Techniques](#) • Presented by Dan Semrad, NAUI #56283

The popularity of breath-hold (FREE) diving is growing each year. The reasons are as diversified as the people who undergo the training. Some people choose to set personal depth records or world depth records, engage in spearfishing or observe fish, freedive for fun, or to earn a living. Regardless of the reasons, there are risks for the untrained and uneducated. This session explores some of the tips and techniques taught in a more comprehensive NAUI Freediving course and provides a glimpse into human possibilities with proper training. *This session is open to all.*

Friday, Nov. 15, 3 p.m. – 3:45 p.m. • Room: W206B
[The Business of Training NAUI Instructors](#) • Presented by Thomas E. Hemphill, NAUI 2491

The vitality of NAUI is dependent on Course Directors (CDs) and Instructor Trainers (ITs) and their production of NAUI Instructor members. Those who have become qualified as NAUI CDs or ITs have devoted a lot of time, effort and money to achieve this prestigious level in the diving industry. This workshop provides individuals with incentives, techniques and helpful information to help get their money back. This seminar will include information on regional networking, the candidate recruiting program, support of NAUI Services Group, Inc., how to overcome obstacles, CD and IT productivity goals, and it will include a Q&A section. *Proof of NAUI membership is required for attendance.*

Friday, Nov. 15, 4 p.m. – 4:45 p.m. • Room: W206A
[Teaching NAUI Dive Planning](#) • Presented by Terrence Tysall, NAUI 16627

Join NAUI Director of Training, Terrence Tysall, as he guides instructors through the operation and utilization of the recently developed NAUI Dive Planning system. This seminar will provide thorough guidance and instruction on the processes involved in implementing this Dive Planning system in all certification courses, from entry-level to technical-level programs. Learn how this innovative tool can be used to both plan better dives for you and your students as well as decrease potential liability exposure for you and your staff. *This session is open to all.*

Friday, Nov. 15, 4 p.m. – 4:45 p.m. • Room: W206B
[The Business of Diving](#) • Presented by Dr. Joe E. Kilgore, NAUI 8740

Harvard Business School data shows that 70 percent of small businesses will fail within 10 years. “The Business of Diving” seminar provides insightful tips and planning for business owners to beat those statistics. In this presentation, Dr. Kilgore shares both the business of diving and the issues of diving business among retail owners and dive professionals. This informative piece will discuss areas in which NAUI can better assist business owners achieve success in a competitive market. Attendees will walk away with the tools and techniques that may be immediately applied to their everyday diving businesses. *This session is open to all.*

SATURDAY, NOVEMBER 16

Saturday, Nov. 16, 8 a.m. – 8:45 a.m. • Room: W206A
[Coffee with the NAUI Board](#) • Presented by NAUI Board of Directors

Join your NAUI Board of Directors for an informal and casual fellowship opportunity. Mix, mingle and converse about the future of your Association in an open and interactive setting. *Proof of NAUI membership is required for attendance.*

Saturday, Nov. 16, 8 a.m. – 5 p.m. (Day 1 of 2) • Room: W206B
[NAUI First Aid Instructor Workshop](#) • Presented by NAUI Training Department
 Cost \$295

The NAUI First Aid Instructor Workshop (FAIW) is designed for any NAUI leader (Assistant Instructor, Skin Diving Instructor, Divemaster, Instructor) who wishes to teach the NAUI First Aid – Powered by DAN courses. The FAIW is a two-day workshop, with the first day focused on First Aid skills and a second day devoted to the methodology to teach and administer these courses. These workshops are intended to refresh First Aid and CPR skills and provide valuable information concerning new First Aid standards, as well as give attendees additional First Aid training and instructions on how to implement and conduct these courses. Proof of NAUI membership and workshop prerequisites are required for attendance.

Saturday, Nov. 16, 8 a.m. – 5 p.m. (Day 1 of 2) • Room: W206B
[NAUI First Aid Instructor Trainer Workshop](#) • Presented by NAUI Training Department
 Cost \$395

The NAUI First Aid Instructor Trainer Workshop (FAITW) is designed for any active-status NAUI IT, CD, or CDT who wishes to train instructors to teach other instructors the NAUI First Aid – Powered by DAN courses. The FAITW is a two-day workshop, with the first day focused on First Aid skills and a second day devoted to the methodology to train instructors to teach and administer these courses. These workshops are intended to refresh First Aid and CPR skills, provide valuable information concerning new First Aid standards, as well as give attendees additional First Aid training and instructions on how to implement and conduct First Aid Instructor Workshops. *Proof of NAUI membership is required for attendance.*

Saturday, Nov. 16, 9 a.m. – 9:45 a.m. • Room: W206A
[NAUI Member Update](#) • Presented by NAUI Worldwide

Be sure to attend this exclusive NAUI Member Update as we share important information about the organization. Catch up on the latest developments of NAUI and keep up-to-date with recent changes and additions to standards and other association news happening this year. This informational session is free to NAUI members and does not require registration. It will include topics of interest, plus an open question and answer period. *Proof of NAUI membership is required for attendance.*

Saturday, Nov. 16, 10 a.m. – 10:45 a.m. • Room: W206A
[Navigating NAUI Mobile](#) • Presented by Quintin de Boer, NAUI 48271

The NAUI Mobile® App is your resource to navigating CORE directly from your mobile device, giving users direct access to course certifications, profile information, and tools to assist with dive planning. This informative session will provide dive leaders with helpful information about the current services available through the application, demonstrate how to properly access all application features, as well as review the additional elements that will be released in the next NAUI Mobile® App update. Expanding on the current base functionality, the next version of NAUI Mobile® App will include features like resources for online training, dive preparation, and access to other educational materials, and more. Be sure to attend this seminar for an opportunity to fully grasp navigating NAUI Mobile® — Dive Safety Through Education on your Smart Device, available 24/7 in the palm of your hand! *Proof of NAUI membership is required for attendance.*

Saturday, Nov. 16, 11 a.m. – 11:45 a.m. • Room: W206A
[NAUI Dive Tables Update](#) • Presented by Kris Shannon, NAUI 55256

Join Kris Shannon, of the NAUI Training Department, as he guides dive leaders through the operation and utilization of the recently modified NAUI Dive Tables. This seminar will provide thorough guidance and explanations on the updates and revisions applied to the Nitrox 32 and 36 and Air dive tables. Learn the methods used for revision and how these tools can be used to plan better, longer, and safer dives for you and your students. *This session is open to all.*

Saturday, Nov. 16, 12 p.m. – 12:45 p.m. • Room: W206A
 Building a Robust Travel Program • Presented by NAUI Board of Directors

Whether you are completely new to selling travel or seeking to grow your existing program, discover how you can capitalize on the services and expertise available to you as part of the NAUI Travel Group. Gather tips and tricks from highly experienced and accredited travel professionals and change how you arrange your travel both personally and professionally. This session will provide the opportunity to trade ideas through discussions and share tried-and-tested methods with seasoned industry peers. Learn how you can use this powerful travel resource to its fullest potential in order to achieve your own business goals, tap into new revenue and set your business apart as a truly one-stop shop while offering a full range of comprehensive services for your dive groups and even the most discerning independently traveling clients. *This session is open to all.*

Saturday, Nov. 16, 8 a.m. – 5 p.m. (Day 1 of 2) • Room: W206A
 NAUI Green Diver Initiative • Presented by Maria Lewis

The NAUI Green Diver Initiative (GDI) mission is to promote conservation through education, partnerships and activities focused on environmental stewardship. GDI's vision is a world with clean, healthy and sustainable aquatic environments. This seminar will cover how the Green Diver Initiative has evolved to grow to benefit more communities on a global and local scale and how divers and dive clubs can utilize GDI to become environmental stewards. *This session is open to all.*

SATURDAY, NOVEMBER 16

Sunday, Nov. 17, 8 a.m. – 5 p.m. (Day 2 of 2) • Room: W206B
 NAUI First Aid Instructor Workshop • Presented by NAUI Training Department
 Cost \$295

The NAUI First Aid Instructor Workshop (FAIW) is designed for any NAUI leader (Assistant Instructor, Skin Diving Instructor, Divemaster, Instructor) who wishes to teach the NAUI First Aid – Powered by DAN courses. The FAIW is a two-day workshop, with the first day focused on First Aid skills and a second day devoted to the methodology to teach and administer these courses. These workshops are intended to refresh First Aid and CPR skills and provide valuable information concerning new First Aid standards, as well as give attendees additional First Aid training and instructions on how to implement and conduct these courses. *Proof of NAUI membership and workshop prerequisites are required for attendance.*

Sunday, Nov. 17, 8 a.m. – 5 p.m. (Day 2 of 2) • Room: W206B
 NAUI First Aid Instructor Trainer Workshop • Presented by NAUI Training Department
 Cost \$395

The NAUI First Aid Instructor Trainer Workshop (FAITW) is designed for any active-status NAUI IT, CD, or CDT who wishes to train instructors to teach other instructors the NAUI First Aid – Powered by DAN courses. The FAITW is a two-day workshop, with the first day focused on First Aid skills and a second day devoted to the methodology to train instructors to teach and administer these courses. These workshops are intended to refresh First Aid and CPR skills, provide valuable information concerning new First Aid standards, as well as give attendees additional First Aid training and instructions on how to implement and conduct First Aid Instructor Workshops. *Proof of NAUI membership and workshop prerequisites are required for attendance.*

SEMINAR SPEAKERS



QUINTIN DE BOER (NAUI 48271) is a NAUI Course Director Trainer and Technical Examiner. He has been actively involved in the dive industry in a variety of roles for the last 17 years ranging from professional diver, expedition member/leader, ambassador, marketing\strategy advisor, dive school owner, head trainer\advisor to armed forces and editor-in-chief of a popular dive magazine. He has also been privileged to have worked closely with the NAUI Board of Directors as an International Advisor. These positions afforded him the opportunity to work closely with the various dive organizations, their owners, territory representatives, members, owners\management of dive operations around the world as well as most major equipment manufacturers. He currently presides over NAUI Services Africa managing the NAUI membership in the region. Quintin played a pivotal role alongside the NAUI CORE team responsible for the design and development of the NAUI Mobile® App.



TOM HEMPHILL (NAUI 2491) Hemphill became a NAUI Instructor in 1971, and with over four decades of NAUI membership, has distinguished himself as an exceptional leader and committed NAUI member. He has served as North Pacific Branch Manager (1979-1981), Regional Representative (1985-1986), National Sales Manager (1986-1988), and for several terms, as member and chairman of the NAUI Board of Directors. Hemphill shepherded the negotiations and formation of NAUI Services Group, Inc., which provided NAUI with a stable fiscal foundation. In 1995 and until 2000, he ran the NAUI Northwest educational conferences (mini ICUEs), which were open to all divers. Hemphill is chair of the Northwest Dive History Association, preserving the history and stories of diving pioneers of the Pacific Northwest.



JOE E. KILGORE (NAUI 8740) is Chief of Staff at the Joint Special Operations University (JSOU). He joined JSOU in 2009 as the Dean of Academics from a position of Vice President for Academic Affairs at Inovatech College of Business and Technology in Fayetteville, North Carolina. He was assigned to the Army War College where he was the Special Operations Chair. Dr. Kilgore earned a Ph.D. in Organization and Management; master's degrees in National Security and International Relations Systems Management; and a bachelor's degree in biology from UT Chattanooga. He is a graduate of the U.S. Army Command and Staff College, the United States Navy College of Command and Staff, the Armed Forces Staff College and the United States Army War College. Joe was certified to dive in 1968 and crossed over to NAUI in 1982. He currently serves as the Dean of the NAUI Business Institute. He owns Southshore Outdoor Adventures in Apollo Beach, Florida. He teaches small business courses for the Southshore Chamber of Commerce and the Florida Small Business Administration. He is a NAUI Instructor Trainer and Professional Educator. Dr. Kilgore is a retired Special Forces Colonel with 30 years' service.



DAVID LAWRENCE, (NAUI 52541) has been a scuba diver since 1986 and is now a scuba instructor. Lawrence helps those with special needs to do things underneath the water that they can't yet do above it. Lawrence is co-owner of Scuba Gym, which has been in the Clermont area for several years. He works out of the National Training Center at South Lake Hospital. Lawrence provides therapy weekly for various clients between the ages of 8 and 50 with special needs such as autism, Down syndrome, cerebral palsy and multiple sclerosis along with those who are paralyzed. Since 2016, Lawrence has operated two other locations, one in Murphy, N.C. and the other in Fort Walton Beach, Fla., that offer the same program he created for the disabled. In addition to offering scuba certification and the special needs program, Lawrence runs special needs camps throughout the year, usually with more than 100 campers attending each.



MARIA LEWIS has served nonprofits and fundraisers all her life, has been a full-time member of Central & West Central Florida for over 25 years, and has spearheaded a grass-roots effort to implement the Senior Care Group Foundation, a subsidiary of Senior Care Group, Inc. Her previous leadership roles include work as an executive director for the American Liver Foundation's Florida Chapter, a program coordinator for the Muscular Dystrophy Association of Tampa Bay, the director of the American Red Cross in Seminole County, and more. Lewis received a bachelor's degree in business administration with a major in marketing from the University of Central Florida. In 2016, she achieved credentials for the Certified Fundraising Executive and received a Certified Nonprofit Professional designation from the Nonprofit Leadership Alliance in January 2019. Lewis is an alumnus of Leadership Hillsborough where she was a member of the Board of Directors for five years, with her final year serving as president. She has been a member of the Association of Fundraising Professionals since 1999. She was inducted into the Rotary Club of Brandon in 2015 and currently serves on the Board of Directors for Rotary Camp Florida. Lewis currently maintains the role of executive director for the NAUI Green Diver Initiative.



DAVID OCHS (NAUI 15918) is the owner of Aqua Safari Adventures in West Palm Beach, Florida. Ochs' presentations are designed to help dive facilities and professionals achieve greater business success. Drawing from more than 25 years' experience as a successful career scuba professional, Ochs' presentations highlight his unique business model and philosophy, which have generated significant business success for Aqua Safari Adventures, as well as for those who put these principles into practice. Ochs is a NAUI member, Instructor, Course Director and Course Director Trainer, and has been a member of the NAUI Board of Directors since 2008, while serving over five years as chairman. He holds a Bachelor of Science in business administration with psychology from the University of Kansas.



CHERYL PATTERSON began her 30-year career in travel — ranging from travel agencies to the airlines in the U.K. and U.S. — after obtaining a business and finance degree with a specialization in tourism. After working as a dive instructor in a dive shop, she combined her experiences and passions and, in 2004, founded Deep Blue Adventures, a highly successful dive travel company that fills a large gap in the industry. In early 2018, NAUI selected Deep Blue Adventures as their partner in launching the NAUI Travel Group, which provide a vast range of travel services, but with the added focus of bringing NAUI divers and NAUI destinations together. Patterson's love for diving fuels her goal to provide the scuba community with full service and an honest, quality product with her main aim to help affiliates build a robust and successful travel program of their own to offer their clients.



BETH POSTELL has been a part of NAUI Member Relations since 2017 and leads the team as manager. She is currently working on her NAUI Open Water Scuba certification. Beth enjoys spending the majority of her time with her husband and three children. Outside of NAUI, you can find Beth out in the fields coaching her daughter's softball team. During her time with the Association, Beth continues to impress based on her tremendous work ethic, knowledge and exceptional member relations attitude. Beth works daily to provide members with the best possible services.



MICHAEL SIEVERMAN (NAUI 53926) is a U.S. Army Veteran and retired senior police officer. His abilities and passion for teaching began early in his career as a field training officer. A very active and prolific trainer, Sieverman wrote a training matrix still in use today. After his retirement, he turned his attention to training once more and accepted the challenge to become a NAUI instructor. Writing his own textbook, he created a Public Safety Diver (PSD) Instructor-Specified Specialty for police officers and fire-fighters. His course standards were recognized and approved by the State of California with several municipal agencies having attended the program. Sieverman is also a very active recreational instructor, certifying nearly 1,000 divers since 2012. Becoming a NAUI Instructor Trainer, he has promoted NAUI training at the annual Scuba Show in Long Beach, California, and has been invited to speak at several dive clubs and training organizations. Sieverman is an active member of the NAUI Public Safety Diver Committee and has written a number of articles published in NAUI Sources magazine.



DANIEL SEMRAD II (NAUI 56283) is the training coordinator of the NAUI Worldwide Freediving Program and a qualified NAUI instructor trainer. Born and raised in Oregon, Semrad has always had a passion for the water. As a biologist and an educator by training and profession, Semrad has always held freediving and spearfishing to be more than just sport. With a deep respect for the ocean and an appreciation for every experience it provides, Semrad loves sharing his experience and training divers to experience the wonder of our aquatic environments and the thrill of diving! Semrad is the Safety Freediver for multiple national records and holds professional level certifications with Performance Freediving International (PFI), NAUI, and SSI. Semrad also was the first NAUI freediving instructor through the collaboration between NAUI and PFI.



KRIS SHANNON (NAUI 55256) began his lifelong devotion to the marine world at age 12 in 2001 when he was appointed as a department supervisor for the Orlando Science Center. Later in 2005, Kris continued his marine career through a longitudinal internship with a technical research dive team known as the Cambrian Foundation, where he worked on scientific diving projects around the world in both overhead and open-water environments. Kris began working full-time at Discovery Cove in 2007 where he was able to increase his impact from a local to global scale with research projects that included OCEARCH, Guy Harvey Ocean Foundation, Rising Tide Conservation, and the SeaWorld-Busch Gardens Conservation Fund. During this time, Kris developed his skills to train lifeguards and divers as an Aquarist and Water Safety Specialist before the opening of attractions such as Aquatica and SeaVenture. These projects allowed Kris to share his knowledge with teams all over the world while maintaining a direct connection with both animals and soon-to-be park guests of SeaVenture and the Shark Swim Program. Kris joined the NAUI Worldwide headquarters Training Department in April of 2019 and has since been vital to the creation of dive education and instructional material.



JACK SNIVELY (NAUI 7044) is NAUI's Business Development Director and has more than 35 years of successful business growth and development experience. He became a NAUI member in 1983 and began his career as a dive industry representative for SEATEC in 1989. In 1991, he managed the Florida Dive Industry Test Market for O'Neill Wetsuits and eventually became their Southeastern sales representative. He joined AUP-Oceanic in 1994 as its Southeastern Sales Manager and added AUP lines Aeris, Lavacore and Oceanpro as the South Florida Sales Manager in 2008. During his time at AUP, Snively was the recipient of numerous sales awards and recognitions, to include Top Sales Manager in 1998, 1999, 2000 and 2010.



MARTY SNYDERMAN (NAUI 57714) is a recipient of a NOGI award in the Arts presented by the Academy of Underwater Arts and Sciences, DEMA's Reaching Out Award, and an EMMY award winner. Snyderman has worked as a still photographer, cinematographer, film producer, author, speaker, magazine publisher, and photography instructor for more than four decades while specializing in the marine environment. He is the Marine Life Editor of Dive Training magazine and Photography Ambassador for Atlantis Liveaboard and Resorts in the Philippines, and an Aqua Lung Ambassador. Marty has taught underwater photography throughout the United States and in destinations around the world for almost 40 years. Over that time, he represented Nikon Inc., Sea & Sea, and other photographic entities. Marty's still photography has been used by the National Geographic Society, National Aquarium, Nature Conservancy, National Wildlife Federation, Oceana, and many major publications, natural history museums and aquaria worldwide. Marty's cinematography has been used by National Geographic Society productions, PBS, the Discovery Channel, BBC, ESPN and many other networks. Learn more about Marty and his work at www.martysnyderman.com.



TERRENCE N. TYSALL (NAUI 16627), with over 45 years of diving experience, Tysall has led multiple scientific/research expeditions around the world, including the first SCUBA exploratory dives on the SS Edmund Fitzgerald in Lake Superior, the USS Atlanta off Guadalcanal in the Solomon Islands, and the first cave exploration and geologic sampling conducted at the bottom of the Great Blue Hole of Belize. He served stateside as the Executive Officer and longest serving Commanding Officer of the U.S. Army's 627th Heavy Dive Team. He is one of the founders of the Cambrian Foundation, and he is also the founder and president of Benthic Technologies, Inc., a consulting firm that specializes in underwater applications and technology. Tysall has served as Diving Safety Officer for Texas A&M University and corporate DSO for SeaWorld Parks and Entertainment overseeing full-spectrum dive operations for both organizations worldwide. Tysall has earned instructor trainer ratings from NAUI, ANDI, IANTD, NSSCDS, NACD, SDI, SSI, and TDI. In addition to these certifications, Tysall serves on a variety of technical advisory boards for NOAA and other scientific research agencies both in the United States and abroad. Tysall currently serves as the Training Director for NAUI Worldwide.



WILLIAM M. ZIEFLE, J.D., MBA (NAUI H2016) is President and CEO of Divers Alert Network (DAN). Ziefle first became associated with DAN in 1989 and served for 11 years as a volunteer before joining the board of directors. Since then, he has served as a director of various DAN companies including DAN, The DAN Foundation (Director Emeritus), IDAN, DAN Services, Accident & General Insurance Company and DAN Risk Retention Group. During his tenure on the DAN Board he was integral in the reorganization of DAN's insurance operations and most recently spearheaded the launch of the DAN Risk Retention Group. Ziefle is an avid scuba diver associated with several prominent ocean conservation and nonprofit organizations.