

Discover Diving

NEWSLETTER

MAY/JUNE 2010

Dive Travel

Get your calendar out and a good pen! It's time to plan your adventures for 2010

Page 2

Save 50% - Wetsuit Sale

There will never be a better value! Check this sale out before it's too late.

Page 2

Wednesday - Hump Day

Join us for lunch and 3 dives aboard the Osprey Dive Charter this summer!

Page 3

Treasure Hunt

Mark your calendar now for our biggest U/W Treasure Hunt yet! Sunday, August 8th

Page 4

Shop Talk... It certainly has been a long winter and spring (or least to an avid diver it seemed that way). But finally the warm weather is here and we can start to look ahead to the coming dive season in earnest! But before we do, lets look back for a moment.

Our Bonaire spring trip was a huge success and fun for all who joined us! If you'd like to get a hint of what the Caribbean has to offer and what travel with Discover Diving is all about stop in and check out our video of this spectacular trip. Our 2010 Scuba Challenge is also in its final couple of weeks, with our wrap up party just a few weeks away (Saturday, May 15th). The only big question left is who will win the top prize, **which has been upgraded from the Sea Life DC 1000 Elite to the newest camera in the line the DC 1200!** If you missed one or both of these great ways to stay wet this winter, well..... there's always next year.

But enough on the recent past, lets look ahead. Perhaps first and foremost is a new look coming to our website. Despite all the kudos we've received about our website, we thought we could do better. **During the past few months we've been working hard to bring a totally new look to our website which would also result in improved navigation and ordering.** Our new site will be online by mid-May. Check us out and let us know what you think.

Not to be over shadowed by our new website, is the coming dive season. If you haven't already begun to plan your dive itinerary for this summer, it's not too late. Check out our dive calendar in this issue (or online) and you'll notice that while we're returning to a few favorite venues, we've also added a couple of new expeditions. This includes both local dives and out of town trips. But please hurry, space is limited on some of our trips and we hate to disappoint our friends.

As we enter our local dive season, let us throw one more "scuba challenge" at you, **to be one of the the best divers anywhere.** Please take a moment and read our comments in our Teaching Corner section and then give us a call. Let us help you make your dreams come true.

*Hope to see you underwater soon,
Darryl and Dallas*

Rethinking the Caribbean In August

August? Everyone knows that the time to head south is the winter. Right? Not necessarily.

While many divers may head south in the winter months to get away from the cold of winter, it's still winter, even in the Caribbean. Want some of the best diving and warmest water the Caribbean has to offer? Head south in the summer! So lets go!

Join Dallas and Linda this August (21st thru 28th) at the Cobalt Coast Resort in Grand Cayman for what may just be the best some of the best diving you'll ever enjoy!

This vacation package includes 6 days of diving (two-dive boat charter & unlimited shore diving each day), accommodations (dbl. occ.), meal plan (breakfast, lunch and dinner w/ soft beverages), wireless internet, airport transfers, gratuities for diving, hotel and restaurant, and local sales taxes.

unbelievably we still have a few spots left for this phenomenal trip. Visit us on line or call today for more details!



2010 Dive Travel- Mark Your Calendars

DUI Demo Days (Bethlehem, PA) May 22nd and 23rd - Ever wonder what it's like to dive dry (and warm)? Join DUI and Discover Diving (Darryl) for a couple of days of test dives at Dutch Spring (probably the best quarry dives you'll ever make). This is also a great place for divers working on advance training to complete some of the open water requirements of their training and to expand their experiences. Cost? Just \$65.00 for the weekend, which includes use of dry suit for all dives, lunch Saturday and Sunday and Pig Roast Saturday night (accommodations and quarry entrance fee not included). For more information please call the store.



The Florida Keys: The adventure begins Saturday, July 10th - This trip will be a new venture for us and a bit different than your traditional dive trip. If that sounds appealing to you and you like "going with the flow" this trip may be just the one for you. Our first dive will take place on **Saturday, July 10th on the reefs off West Palm Beach**. From there we'll head down to **Key West (July 12th & 13th)** for dives on Florida's newest wreck, The Vandenberg, as well as a couple of dives on Key West's reefs and/or other wrecks. After that we're heading back north to the **Key Largo area (July 14th, 15th & 16th)** to dive some of Florida's most famous wrecks such as the Eagle, the Duane and the Spiegel Grove.

The nice part about this trip is the flexibility each diver can enjoy. This trip has been setup so that divers can join us for the whole thing, or pick and choose where they want to jump in and splash. A post-trip video of our dives is included as a special memento at no additional cost. **If you're just a little bit curious and maybe a bit interested checkout the pricing on this trip online or give us a call. We promise this trip will be one to remember!**

Cayman (Cobalt Blue Dive Resort): August 21st thru 28th Is a traditional dive vacation more your style? If so, then you'll want to join Dallas and Linda as they head back to this Caribbean paradise. (They scouted it out last year - at least that was there explanation for going off on their own.) What they found was phenomenal wall dives and vis close to 100-feet. Suffice to say, you won't be disappointed! This all inclusive trip package includes accommodations, dives, meals, tips and much more. **Visit us online for more information or call us at the store for more information, but hurry only a few spot remain!**



Port Senilac, Michigan (Lake Huron): June 12th & 13th

Some of the best wrecks found in the Great Lakes have been discovered just across the lake from Tobermory, Ontario. Join us on our 2nd trip to this side of Lake Huron as we continue to "discover" some of the most famous wrecks in these waterways. Space is limited, so reserve your spot early!

St. Lawrence Seaway (1,000 Islands): July 24th & 25th / September 25th & 26th

This trip has become a WNY tradition for good reason. Join us on one or both of our jaunts across the boarder to dive some of the best wrecks you'll see in this area of our underwater world. More details are available online or at the store. These trips will fill up, so please be sure to get your deposit in early. A deposit of only \$50.00 will hold your spot.

Tobermory, Ontario (Lake Huron /Georgian Bay): September 11th & 12th

This is a WNY favorite for good reason. Join us as we return on this annual pilgrimage (we've lost count of how many times we've been there) to Canada's wreck diving capital. For over 40-years Tobermory has been a "must dive" for every diver in WNY. Join us and find out why for yourself. But hurry because this trip will fill and a few unfortunate divers may be left at home.

**S
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Waterproof 5Mil Wetsuits

On Sale Now - Save \$200.00

**If you're planning on buying a new warm water suit this year
you owe it to yourself to checkout this top of the line suit.
It is the perfect suit for WNY's summer months and the tropics!
Stop in and find out why for yourself!**

Purchase Now For Just \$199.00

2010 Local Dive Schedule*

Osprey Dive Charters**

Join us aboard WNY's leading dive charter this year as we explore some of the Lake Erie's best known wrecks!

Sat. June 19th 8AM Osprey Charter – \$120.00

The Indiana (Stone Wreck) and Dean Richmond

Wed. June 30th 10AM Osprey Charter – \$135.00

Carlingford, Brunswick, Passiac 3-Tank dive with lunch! Join us for a special "over the hump" break in your week.

Sat. July 3rd 8AM Osprey Charter – \$150.00

Tradewind and Crystal

Sun. July 18th 8AM Osprey Charter – \$120.00

The Indiana (Stone Wreck) and Dean Richmond

Wed. July 21st 10AM Osprey Charter – \$135.00

Betty Hedger and The Boland 3-Tank dive with lunch. (This is why you have sick days!)

Sat. August 7th 8AM Osprey Charter – \$100.00

The Boland and Dean Richmond

Wed. August 18th 10AM Osprey Charter – \$135.00

George Whalen, Betty Hedger, Boland 3-Tank dive with lunch

Sun. August 29th 8AM Osprey Charter – \$110.00

George Whalen – This wreck is worth 2-dives!

****All dives aboard the Osprey Dive Charters are considered Advanced Dives due to depth and water temperature. Divers must provide proof of training (Advance Diver or higher) and proof of dive experience within the past 8 months or be accompanied by an instructor or dive master. Equipment rated for cold water diving is required. Pony bottles are strongly recommended for all dives below 80-feet.**

Favors Dive Charters

Dives aboard the Favors are conducted in the shallower waters at the east end of Lake Erie and the Niagara River. They are open to all certified divers.

Sat. June 12th 9AM – \$60.00

Wreck Dive: Tonawanda / Richardson

Fri. June 25th 7:30PM – \$50.00

Night Dive on The Tonawanda

Sat. July 10th 9AM – \$60.00

River Drift: 2-Tank Dive

Sun. July 11th 9AM – \$60.00

Richardson / Coin Pile

Sat. July 17th 9AM – \$60.00

Wreck Dive: Tonawanda / Richardson

Sun. Aug. 1st 2PM – \$35.00

Coin Pile: 1-Tank Dive

Sun. Aug. 15th 1PM – \$60.00

River Drift: 2-Tank Dive

Fri. Aug. 20th 7PM – \$50.00

Night Dive on The Richardson

Wednesday Evening River Drift

Join us for a WNY and Discover Diving summer tradition at the Niagara River for a **free** drift dive and hotdog roast. For more information or to register (registration is required) visit us online or give us a call at the shop.

**GET WET this year on Wednesday nights!
Beginning Wednesday, June 16th**

2010 Open Water Training Dives

Training dives are open to all students and any certified diver who would just like to join us for the day to hone old skills, practice new ones or just have a relaxing day under the waves. Training dives are scheduled as DAY 1 and DAY 2. Open water students must complete DAY 1 before taking part in DAY 2 dives. Please call the store to reserve your spot.

DAY 1 TRAINING DIVES

Saturday, June 5th	9 AM	Windmill Quarry, Ontario
Friday, June 18th	4 PM	Favors Dive Charter
Saturday, June 19th	9 AM	Windmill Quarry, Ontario
Thursday, July 8th	4 PM	Windmill Quarry, Ontario
Friday, July 30th	4 PM	Favors Dive Charter
Saturday, July 31st	9 AM	Windmill Quarry, Ontario
Saturday, August 14th	9 AM	Windmill Quarry, Ontario
Saturday, Sept. 18th	9 AM	Windmill Quarry, Ontario

DAY 2 TRAINING DIVES

Sunday, June 6th	9 AM	Favors Dive Charter
Sunday, June 20th	9 AM	Favors Dive Charter
Friday, July 9th	4 PM	Favors Dive Charter
Saturday, July 31st	12 PM	Windmill Quarry, Ontario
Sunday, August 1st	9 AM	Favors Dive Charter
Sunday, August 15th	9 AM	Favors Dive Charter
Sunday, Sept 19th	9 AM	Favors Dive Charter

***An important note about dive schedules and charter fees. Please read**

Dive schedules are subject to change for a variety of reasons beyond our control. Likewise, charter fees are subject to a fuel surcharge. For the most current schedule and fees visit us online or call us at the store.

2010 Local Events

Dive and Dine

Last year we introduced our own version of a local dive get-away and called it, Dive and Dine. Those dives proved to be a popular success, so we've decided to bring it back again with a little twist for 2010. This year we're doing two. The first one will be held on **Saturday, June 5th (1PM)** at Windmill Quarry to kickoff the dive season and the second one on **Saturday, Sept. 18th (12 PM)** at the Niagara River to say goodbye to what we hope will have been a great local dive season!

Just like last year we're making it easy for you to join us. **First, and foremost, both dives are free and we'll even provide the meat for a great cookout after the dive.** All we ask from our friends joining us is to bring a small dish to share and your own table setting. (One thing we learned last year - our divers know how to cook!)

And it gets even better. If you need gear for the day, how about just a \$20.00 charge for everything. Need just a tank or a fill? How about half price? Special rental prices are also available for other equipment.

Besides just the fun of diving and dining with friends, we also plan to give away a few door prizes at both event just to add a bit of excitement. Of course to win you gotta be there. For more information give us a call or sign up on line.

Scuba Camp July 26th - July 30th

Let your kids experience the thrill and fun of our underwater world. This one week "camp" is a specially designed series of pool sessions designed to teach kids of all ages the basics of using scuba equipment in the safety and comfort of a pool. All equipment will be provided for this exploratory program. The program does not lead to certification, but participant may upgrade their training for full certification as a scuba diver if desired.

Tuition is \$175 and includes all instruction, pool fees and use of all required scuba diving equipment during the program.

Space is limited, so please call as soon for more information or to sign your young diver up today!

Underwater Treasure Hunt and Family Picnic

*Sunday, August 8th
1 PM to 5 PM*

Mark your calendars now! This family event is a WNY tradition that you don't want to miss.

There will be prizes for divers and non-divers alike. Everyone wins. While we're still lining up this year's top prizes, we're sure you won't be disappointed.

Check us out online for the most current information about prizes and event information. This is a family event, so please bring the them all for a nice day at the river!

*Isleview Park
City of Tonawanda*

Youth Programs

If you're an adult leader in a youth program you just might be interested in one of our newest programs designed to open our underwater world to the next generation of "Jacques Cousteau's" at a really affordable price.

To find out more about these programs and cost please give us a call or send us an email (darryl@ddwny.com) and we'll be glad to provide you with a fact sheet with all the details.

We are also available to speak to your group at no charge about diving in general or about dive locations around the world. We have videos and pictures that will be sure to peak the interest of young and old alike.

Sales and More

Everyone Likes A Deal

We know that everyone likes a deal. We do too! To celebrate our new (and we think improved) website, we're launching a new promotion called E-Discover Discount. Each month we'll post a discount coupon. To redeem it all you need to do is print it and visit our store. No strings, just neat deals. Checkout this month's coupon at the bottom of this page.



Purchase a Gekko or Zoom dive computer from Sunto before August 31, 2010 and receive a free pair of Salomon Water Shoes (a \$90.00 value)!

Gekko Wrist - MSRP \$325.00 **Sale \$295.00**
Gekko 2-Gauge - MSRP \$445.00 **Sale \$400.00**

Zoom Wrist - MSRP \$350.00 **Sale \$315.00**
Zoom 2-Gauge - MSRP \$475.00 **Sale \$425.00**

10% Plus 5% Sale

We're tired of waiting for our manufacturers to throw us a spring special so we've come up with our own! We're calling it the 10% plus 5% event and it's simple. But hurry, because this sale ends June 30th, 2010.

Purchase any new regulator, octopus and gauges or computer and receive a 10% package discount plus get an additional 5% store credit that can be used towards other retail purchases.



Plus as an added bonus

Purchase any Regulator Bag for just half price

Purchase a 5mil Waterproof Wetsuit for just \$99.00

Additional 5% discount will be issued as a store credit which may be used for retail purchases only. Value of discount may not exceed 50% of purchase price. Credit may not be combined with other discounts. Waterproof Wetsuits limited to in-stock availability.

May Cylinder Blowout

Purchase any new cylinder from Discover Diving and receive

Nitrox Setup for just \$5 more

PLUS

Free Air Fills for 1-Year

All cylinders come with a Thermo Pro Valve!



Scuba On A Budget
Looking for great deals? We have a limited number of rental BCs, regulators and wetsuits for sale. Stop in soon for the best selection and great prices!



E-Discover Discount Coupon

Bring this coupon to our store for a

FREE

1-Day Tank Rental

(or fill)

Valid May 1st thru June 30th 2010

Limit one coupon per customer

TEACHING CORNER

A Diver's Story

Once upon a time you decided that it would be fun to explore our underwater world (you were right!) and so you found somewhere to take a course and signed up. Within a couple of months (or just weeks for some) you had your shiny new c-card to prove to the world that you were a trained scuba diver. THE END.

If you're like most divers today, that probably is close to the end of the story - at least as far as your training goes. For the greatest number of divers that first course is the only course they'll ever take. Why? Because many fail to realize the value and benefits that additional training will provide. Before looking at the benefits, however, let's look quickly at that training class most divers get today.

Scuba training today is much shorter and less demanding than classes offered just one or two decades ago. That's not necessarily all bad, but it does mean that often fewer skills are taught and those that are taught are done so with less time for students to practice. **We know that repetition is the only way skills are mastered.** Yet we all know divers with c-cards who freely admit that they only had to do many basic skills only once. Once and done is not training, yet to many it is all they every had.

Think about your own training, whether with us or somewhere else. How many times did you flood and clear your mask or drop weights. How many times did you practice shared air or an ESA? How many times did you orally inflate a BC. Obviously, this list could go on and on, but the seed should be planted. Ask yourself honestly, would I be ready and able to respond appropriately if something goes wrong? For many divers, the honest answer is "no". And of course there's always the issue of, "we don't know, what we don't know". (Who needs a reel? A lift bag? Dive light? Jon line? Surface marker? Compass? How about all of us!)

Additional training can go a long way towards improving basic skills and teaching new skills, and providing some real benefits along the way. Benefits such as increased skill levels and comfort in a greater variety of conditions result in more competent, skillful divers that truly enjoy this sport. The really good news is that virtually any diver can reach that plateau with experience and additional training. **At Discover Diving our commitment to training and our students is unparalleled. At every level of training, students will hone old skills and master new ones that will help them join an elite group of NAUI divers that truly are leaders in this sport.**

The only question left is which course is next for you? If you're not sure just give us a call we'll help you make the right choices based on your experience and desires. To borrow a great tag line, "A good diver is always learning".

May/June Class Schedule

Scuba Diver - The first step into exploring our underwater world. New classes are beginning on the following dates. You can be certified before summer even starts! Call us today.

Saturday, May 1st - Tuesday, May 4th
Wednesday, May 5th - Wednesday, June 2nd

Advanced Diver - This program is intended for the newly certified diver and those who have limited open-water experience. We will help divers strengthen basic skills and focus on developing improved buoyancy control and navigation in the water. After attending an orientation seminar, students will schedule their open water dives with their instructor. Orientation seminars will be held at 6PM on the following dates:

Wednesday, May 26th - Tuesday, June 8th - Thursday, June 17th

Nitrox Diver - Nitrox offers many benefits to divers, so much so that its use is now commonplace. Using nitrox is safe and easy. Earning you certification takes only a few hours. New students can **save \$50.00** when combining this program with any other training program. Ask us how!

Saturday, May 15th - Friday, June 4th - Tuesday, June 22nd

Rescue Diver - This course focuses on what to do when things go bad, but even more importantly how to avoid bad things in the first place by identifying potential problems before things hit the proverbial fan. This program includes 2 classroom session, 1 pool session and an open water dive.

Course Begins Tuesday, June 8th

Master Diver - Join the growing ranks of divers who have completed this premier program to earn the title, Master Diver! We'll go past the basics and learn how and why we use equipment such as pony bottles, reels, lift bags, jon lines and more. Join us at 6PM for one of the orientation seminars listed here and get started today!

Tuesday, May 18th - Friday, June 11th