

# Discover Diving

NEWSLETTER

NOVEMBER / DECEMBER 2009

## Scuba Challenge 2010

*This popular event is back for our 5th year. Don't miss this fun, winter event!*

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## Bonaire - March 2010

*There's still room for you! Join us on our 8th trip to this tropical paradise.*

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## Night At The Shop

*Join us once a month for a fun evening. We'll be talking about diving of course.*

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## Gift Certificates

*We're working hard to make gift giving for the diver in your life easier this year!*

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**Shop Talk...** In a lot of ways 2009 will be remembered as a tough year, at least in the dive industry. Between the economy and the weather it often seemed we just couldn't catch a break. Of course in every cloud there is a silver lining, so why focus on the negatives when there's so many more positives we could choose to remember?

Through it all, many divers continued to remain active. At **Discover Diving** we certified a record number of students in courses such as Master Diver, Advance Diver, Nitrox and more. We continued our Wednesday evening River Drifts (with a much improved entry point thanks to a couple of our Master Diver students) and introduced our Dive and Dine, a popular free dive that included a picnic lunch (we have many great cooks that just happen to be great divers too). On the equipment side, many manufacturers began offering great deals this summer to help spur sales (a real bonus or those able to take advantage of them). The good news here is that early signs seem to indicate that many manufacturers will continue to offer a variety of incentives over the holiday season. **Now may be the perfect time to upgrade or purchase your gear.** Finally, for all you techies out there, we completed installation of our new fill panel, designed to facilitate the mixing of any gas you might need. If you're interested in the what and how of gas blending, stop in this winter for a behind the scenes tour of how the magic happens.

Best of all, we're planning and looking forward to a great 2010. Beginning with our Scuba Challenge and concluding with dive trips to old and new destinations, we will continue to be your underwater guide. And just so we can continue to challenge ourselves we are adding new programs for the coming year, beginning with our new "Night At The Shop" this January. Look inside this newsletter for more information.



*Wishing you the best and  
happiest holiday season*

*Darryl and Dallas*



## Holiday Party Customer Appreciation

Saturday, December 5th  
12 PM to 5 PM

Join us for a **Discover Diving** tradition. Food, beverages and door prizes will be available all day long. Just our way of saying **"thanks"** for being a part of our dive team.

Like any party it always helps to know how many are coming. So, new for this year is our request for your RSVP. Do it online and you're automatically entered into our holiday drawing for a \$25.00 Gift Certificate!

Registering is easy. Simply give us a call or visit us online at [www.ddwny.com](http://www.ddwny.com) and click on "Calendar" - "Local Dives and Events" - Select "Holiday Party"

Don't forget to pick up your 2010 Calendar when you stop in.

**Hope to see you there!**



## Scuba Challenge 2010

(January - May)  
The Challenge  
Continues

After 5 years, many of you know what our Scuba Challenge is all about. But, for the uninformed and new diver let us explain.

First and foremost it is intended to just let divers have some fun during our long Buffalo winter and have a shot at a really great prize. Next (and just as important) it is designed to help divers hone existing skills and learn new ones. This year's challenges will include:

- \* Keeping It Off The Bottom
- \* Build It Underwater
- \* Deal With It!
- \* Make It Better
- \* Play It Underwater
- \* Map It

Each session will be presented 3 times (twice on Saturdays and once on Wednesday). Participants can sign up for the sessions that fit their schedules! For more information visit us online or just stop in.

**This year's top prize.**  
**DC 1000 U/W Camera Pro Pack**  
**A \$999.00 retail value.**

## *Just in time for the Holidays*

Aqua Lung Titan LX Supreme Regulator  
Originally \$420.00 - Now just \$320.00  
(Only 4 Left)

Suunto Cobra or Cobra 3 Dive Computer  
Save \$150.00

Free Air Fills for 1-Year  
With Any Cylinder Purchase  
\*All cylinders come with Thermo Pro Valve!

**CLOSEOUTS**  
(Limited to stock on hand)

25% to 50% Off Select Dive Fins

10% to 35% Off Select Dive Lights

Waterproof 7M Wetsuits - Save up to 30%

50% Off Select Travel Aids

New BC's - As Low as \$100.00

*Waterproof 5M Wetsuit*  
*Save \$200.00*

**Originally \$399.00 Now Just \$199.00**

## TEACHING CORNER

**Winter, with its cold and snow, can be the perfect time to continue or begin your training as a NAUI Diver!** Many programs, such as Master Diver, Nitrox Diver, Rescue Diver, Dive Master and even our basic Scuba Diver program, involve pool and classroom time that is better spent while the snow is blowing rather than in the heat of summer. Without the rush to "get it done" that so often accompanies training in the summer, we slow it down a bit which results in a more relaxed, slower pace training program for our students. **Whether you're just starting out or looking to take the next step, we're confident that our programs will meet your expectations.** Call us or stop in and we'll show you why **Discover Diving** should be your training center.

**We train divers! Join the team.**

**Nitrox Diver:** Using nitrox is easy and offers many benefits to divers. This course is offered each month throughout the winter. Call or visit us online to register.

**Thur. Dec. 10th - 6 PM**

**Sat. Jan. 16th - 12 PM**

**Thur. Feb. 11th - 6 PM**

**Scuba Diver:** 4 Pool sites available! Classes begin early January. Call or visit us online for more information. Need flexibility in your schedule? Let us show you how we can help.

**Master Diver:** Join us at **6:30 PM on Thursday, Jan. 21st** for an orientation about this prestigious NAUI program. During this session we'll answer your questions and schedule future classroom sessions.

**Rescue Diver:** Increase your skills and safety as a Rescue Diver. This program will begin on **Tue. Feb. 23rd at 6:30 PM.**

**Tri-Mix:** Are you ready to take the step to tech? Call us for more information. Program runs April 18th thru the 24th.

# 2010 Dive Calendar - A Peek Ahead

**Florida Keys:** We're visiting the "Keys" twice this spring and again this summer. Join us in February or April for a weekend getaway! We'll be diving in the Key Largo area. This is the perfect time to just have some fun or complete your required open water training dives if you're a student. Get out of the cold and join us! Check us out on the web or call us for more details.

Spring travel not in your plans? Then join us this summer as we explore the reefs and wrecks of the Florida Keys this July (July 11th thru July 15th). **Florida's newest wreck, the Vandenberg, is part of our itinerary for this trip.** More details will be posted soon.

**Bonaire: March 6th thru 13th (2nd Week - thru March 20th)**

Join us as we return to Bonaire for our 8th excursion to this tropical paradise. This trip has easily become one of our most popular trips. As a result we are offering more options this year than ever before, including an option for a second week for those who really want to get away from it all! For more details simply give us a call or just stop in. Either way, we'd love to have you join us.

**Grand Cayman (Cobalt Blue Dive Resort): August 21st thru 28th**

Join Dallas and Linda as they head to this tropical paradise. With phenomenal wall dives and vis close to 100-feet you won't be disappointed! Details available on the web or at the store.

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

We've been diving the St. Lawrence for 6-years. Half of the divers on every trip have been there before (usually with us). That should tell you something. Until you've experienced the incredible dives the St Lawrence has to offer it's hard to believe why so many divers want to go back. Great vis, warm water (no thermoclines!) and great wrecks might give a hint. These trips will fill up, so be sure to get your deposit in early!

**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!

**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 for yourself why! PS... Why go in the fall? It's simple. The water is the warmest of the season and the summer crowds are gone. It's a great time of the year to visit our neighbors to the north.

## Friday Night At The Shop

Join us on the last Friday of every month (beginning in January 2010)

as we begin a new chapter in WNY diving.

Our dive season may be short, but the adventure can continue throughout the year! How? Simple.

The truth is, we have an amazing cadre of expert, local divers who would love to share their pictures, videos and stories of their recent adventures. These divers will be our guests each month in an exciting "Show and Tell" where we all get to share in the adventure.

This promises to be a fun evening with fellow divers who just want to talk "dive". Whether you're a new or a seasoned diver, this will be a great way to meet fellow divers, learn from each other and expand our horizons.

**Our first meeting will be held on Friday, January 29th from 6:30 PM to 8:30.** Local dive videographer, Dave Wierzba will share his videos of the "Wrecks of the Florida Keys. Pizza, wings and a few drinks will be provided. All we need is you. Why wouldn't you be there?

To help defray expenses we will collect \$5 per person (kids under 12 are free) that evening. Please call the shop or register online to save your spot for this enjoyable evening. (By the way, non-divers are always welcomed)

## LAYAWAY NOW AND BE READY TO DIVE NEXT SUMMER

If cash is tight this holiday season, our layaway plan may be just the option you need.

### Checkout The Benefits

- Price Guarantee:** We'll hold the prices being offered this year on special deals. PLUS, if an item you purchase goes on sale this spring we'll honor the lowest price!
- Low Down Payment:** Take advantage of some of the great deals this holiday season with as little as 10% down
- Use It Now:** Put your package on layaway and avoid rental fees. Use your own gear for our Scuba Challenge this winter or even for travel. (Some conditions apply. Ask us for details.)
- No Fees or Added Expense:** There are no additional fees when laying-away equipment.
- Flexible Payment Schedule:** We'll work with you to setup an easy schedule for payments that will work with your budget. Owning your own gear will never be easier!

## Service Reminder

Annual service of your dive gear is not only recommended, it's smart. Regular service can prevent many of the problems that often derail the best made plans.

If you're traveling this holiday season bring in your equipment early and let us provide a comprehensive check and evaluation before you leave.

## Traveling and Need Gear?

If you're traveling this winter and plan on renting gear, we may be your best bet. Plus, if you decide to buy, we'll credit a portion of your rental fees towards your purchase. Call us, we can help!



We know WNY divers and we know that they are a caring bunch.

Now we want everyone else to know too. Food pantries across WNY are in desperate need this holiday season. We want to help. To accomplish our goal of giving \$1,000 of food to local food banks, we need your help! It's easy and we'll even give you a little something for helping out. **Just bring in \$5 or more of non-perishable food before December 23rd and we'll give you a coupon good for 10% off any retail purchase in 2010!** (Not valid with other discounts)



## Gift Certificates

*Now Available By Phone*

*Giving the Gift of Underwater Has Just Gotten Easier*

### Store Hours

(Effective Nov. 1st)

**Sunday / Monday**  
Closed

**Tuesday / Thursday**  
10 AM to 7 PM

**Wednesday / Friday**  
10 AM to 5 PM

**Saturday**  
10 AM to 5 PM

### Holiday Schedule

So that we can enjoy the holidays with our families we will be closed for a few days. We will be checking messages when closed, so please let us know if you need our help or assistance during this period.

#### **Closed**

Nov. 25th, 26th & 27th

Dec. 24th thru Jan. 4th

**DISCOVER DIVING**  
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Visit Us On The Web At [www.ddwny.com](http://www.ddwny.com)