

Look Inside!

A scuba success!

Lynn Wickline, owner of Aquatic Realm Scuba Center in Centerville recently received an award for Excellence in Retailing."



See Page 10

THE CENTERVILLE-BELLBROOK TIMES — NOVEMBER 2, 2005



Submitted Photo

Local scuba diving center honored

L to R, owners of Aquatic Realm Scuba Center in Centerville Don and Lynn Wickline accept their award for Excellence in Retailing Awards from Tom Ingram.

Aquatic Realm Scuba Center was one of the recipients of the "Excellence in Retailing Awards" announced on October 6 in Las Vegas.

Honored during the Awards Gala hosted by the Diving Equipment and Marketing Association (DEMA), representatives from 15 US-based dive centers were recognized by the Council on Retailing Excellence (CORE) for their business acumen and customer satisfaction.

When Aquatic Realm Scuba Center opened for business in 2000 at its 1807 South Metro Pkwy facility, it was the goal of the owners Lynn and Don Wickline to earn this level of recognition in the industry.

In five short years,

Aquatic Realm has achieved the Professional Association of Dive Instructors (PADI's) highest business member ratings - being the first National Geographic Dive Center in Ohio and a PADI Five Star Instructor Development Center.

"To be validated from the industry with this award for all of our hard work has exceeded our highest expectations" said Lynn Wickline. "When you take into account that only two of the fifteen US-based dive centers recognized were from the Midwest that's quite an achievement."

Aquatic Realm Scuba Center is a full service dive center with a custom built indoor dive pool to accom-

modate every aspect of a divers needs. They are nationally recognized for their excellence in children's diving programs and bring diving to hundreds of the school age children in the Miami Valley every year.

CORE, founded by Aqua Lung, Oceanic, PADI and SSI and working in association with DEMA, aims to improve the dive industry's overall productivity by setting new standards for retailing, including an emphasis on customer service, the learning/buying experience and social opportunities. CORE's goal is to create a seamless and rewarding experience for the consumer by improving the way the scuba diving industry does business.