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From Pool to PADI Pro Profits - A PADI Success Story!

DEMA Booth #1319

Passionate dive operator shares secrets to success during *Training Kids: Small Divers with Big Dollars* seminar at the DEMA 2007 Show.



Rancho Santa Margarita, CA 11 October 2007 - Lynn Wickline, owner of Aquatic Realm Scuba Center in Dayton, Ohio, USA, and avid youth program supporter recently certified the first diver in the world to grow from PADI Seal Team member to PADI Pro Eighteen year old Zach Miller started his dive journey with Wickline, a PADI Course Director, as a PADI Seal Team member and has gone on to earn his PADI Divemaster rating.

When it comes to training kids to dive, few are as passionate, knowledgeable and successful as Wickline, who shares her strategies for success in the youth market during the PADI-sponsored seminar, *Training Kids: Small Divers with Big Dollars* at the DEMA Show 2007.

"Training kids is a huge part of our business," says Wickline. "We work with local schools and introduce hundreds of kids to diving each year through Discover Scuba Diving (DSD) experiences, which by the way, is a profit center, not a loss leader, for my store. For many of these kids, one DSD is all it takes and they're hooked on diving. They go on to become PADI Seal Team members and continue to climb the certification ladder from there. And, their families follow. In Zach Miller's case, his mother, father and brother joined him and are now all avid divers. In my opinion, the PADI Seal Team program is one of the greatest diver acquisition tools that PADI has!"

Divers like Miller and his family are the norm at Wickline's store, not the exception. And, although incredibly proud of Miller's accomplishment (he's been with Aquatic Realm Scuba Center every step of the way, earning his PADI Master Scuba Diver rating by the age of fifteen), Wickline says Miller won't be her only PADI Seal Team to Divemaster certification - he's simply the first. There are many more younger divers in Wickline's store eager to follow in Miller's footsteps.

Whether you're ready to expand your business to include youth programs, or simply looking to kick your existing programs up a notch, Wickline's seminar, *Training Kids: Small Divers with Big Dollars*, is full of practical information dive operators need to develop lifelong divers, such as:

- Establishing the foundation for a successful kids program
- Making DSD experiences a profit center for your business
- Increasing return on investment on your existing youth programs
- Going beyond PADI Seal Team and taking your youth programs to the next level
- Tips and tools to make your job easier

Plus, there is plenty of time for questions and answers so you can get the information you need to tailor your youth programs for lifelong success.

Training Kids: Small Divers with Big Dollars is scheduled during the DEMA Show 2007 on Friday November from 1:00 to 5:00 PM at the Rosen Centre Hotel. This program is only \$99 US and space is limited reserve your spot today by contacting Lynn Wickline at +1 937 428 9836 or emailing aquaticrealmscuba@earthlink.net