



## Marketing Department News and Updates!

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### NAUI Ambassador Program

Thank you to the members who passed along ideas for this program. The fine tuning of the program is coming along quickly with the assistance of the NSG committee as well as store owner and Course Director Todd Shannon. Thank you for being my sounding board. We are working to incorporate the input we have received and hope to have an ambassador program trial up and running in the coming weeks.

Please continue to send your thoughts on this program to [bdoran@nauai.org](mailto:bdoran@nauai.org). Your input is appreciated and will help shape this new NAUI initiative.

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### NAUI Direct Promotion

Several members have let us know they have people approaching them about this promotion. This is a great opportunity to encourage divers to move into leadership roles.

This program has been running for several months and will soon end, be sure to take advantage of this program: go through your list of Master Divers and approach them about taking the next step. They save money and so do you with this Dive Master digital learning promotion.

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## Photo Library

This library will be a big boost to building the NAUI brand by providing a wide range of photos from NAUI members and divers from around the world.

Submit to the NAUI Photo Library Here > >



### NAUI Freediving Photo Winner!

The winner of the Best NAUI Freediving photo submitted was Steve Deadpool Grewell. I will be sending out an NES Advanced Diver code as a prize.

Thank you for sharing!

## The Next Photo Contest

**NEXT Contest!** Send in your best photo showing a **scuba class in action**. Go to <https://photolibrary.naui.org/> and upload a photo. Be sure to give us a brief intro with it too.

We will announce the winner in the next newsletter on May 27, 2021. The winner will receive a **NES Rescue Diver Kit!**

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## NAUI Members Worldwide

In this new section, we focus on one NAUI member's activities. Do you want to be featured or nominate someone to be showcased? **Email Bill Doran at [bdoran@nauai.org](mailto:bdoran@nauai.org) or Marketing at [marketing@nauai.org](mailto:marketing@nauai.org)**



### NAUI MENA

This edition we are looking at **NAUI Middle East and North Africa.**

You can find them on Instagram by searching the handle [nauai\\_mena](#) where you will see several postings.

Check it out here! > >

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## Join us for the next NAUI Talk

Every two weeks the NAUI Marketing department runs the NAUI Talk webinar series with guest presenters, speakers, and discussions. Each topic is an opportunity for NAUI members around the world to build and succeed in their businesses. Sessions range from 30-60 minutes, time well spent!

*Have an idea for a NAUI Talk? Email Bill at [bdoran@nauai.org](mailto:bdoran@nauai.org)*

**How to Present Yourself Professionally on Zoom!**



Our current session held on May 11, 2021 we looked at how to be professional in your online presentations as well as provide you with some tricks, tools and virtual backgrounds. Intentionally we included examples of mistakes people make. Click on the image to the left to see the video.

NAUI is active in so many places. We are pleased to promote a new NAUI Affiliate **Vortex Spring** in Florida. Please take a few minutes to check out their web site below.

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### Check out some of the most recent NAUI Talk's



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## Are you on the list?

The next session on May 25th we will feature "Attract New Divers with a Focus on Careers". Our guest speaker will discuss ways to attract new divers using this unique approach.

Feel free to invite others to join the NAUI Talk webinars, all are welcome.

[Sign Up Here!](#)

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## Where can you find NAUI?

NAUI is active in so many places. We are pleased to promote a new NAUI Affiliate **Vortex Spring** in Florida.



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## Let us help promote your events!

Email your event information to [marketing@nau.org](mailto:marketing@nau.org). Help us keep NAUI divers informed.

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## NAUI Dive Leadership Series

*HOW DO YOU USE SCUBA TO ENHANCE YOUR PERSONAL AND PROFESSIONAL GOALS? If you are interested in sharing pictures, and a few comments about how you benefit professionally as a NAUI member please fill out the link below. The Power of the Testimonial*

*Whether we are NAUI professional educators, own and operate full-service dive businesses, or are newly minted divers, we know and appreciate the power of*

*testimony. Personal testimonials likely attracted us to diving in the beginning and for those of us whose livelihoods are intertwined in the industry, these can help guide non-divers to us for training. As dive industry professionals we are thorough in our training and this reflects in the quality of certified divers of all levels that we produce. New, confident divers share their positive experience and soon your next series of classes are filled. This is the power of a testimonial. When people share their excitement and enthusiasm with others about their experience and training, our businesses grow.*

*At NAUI, we are focused on building the sport of scuba diving by producing divers at all levels that are excited to see where their passion for the sport can take them. Too often their view of the industry is so limited that they do not see the potential and opportunity that opens up with each level of certification achieved. Therein lies the role of the mentor. As professionals that have incorporated diving into our lives and livelihoods, it is our job to help show these young and enthusiastic people what opportunity awaits those willing to look. Now it is our turn to be the public testimonial for the dive industry.*

*NAUI Worldwide members represent a broad spectrum of occupations and cultures. Each of us diligently renew our dues and insurance so that we can continue to do what we love. At NAUI we are interested in collecting your personal testimonial to post to our webpage and various social media platforms. We want to see you in action, doing what you love!*

*If you can assist please contact [marketing@nau.org](mailto:marketing@nau.org).*

Rod Shroufe  
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We look forward to continuing to provide our members with ideas and tools to grow in 2021!

Yours in fun, safe diving,

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