



Fundamentally changing how people learn and dive

Teach Different

- **Enjoy the Freedom:** Teach the way that's best for your students and your situation.
- **Teach Real-World Diving:** No mandatory snorkels. No required skills that put you and your students at risk. And no out-of-date procedures that should have been abandoned in the 1970s.
- **Protect the Environment:** Our all-digital approach to diver training not only makes it possible to certify divers without cutting down a single tree, it's also more appealing to a generation of consumers raised on the Internet.
- **Save More, Make More:** You pay just one student fee per course that covers eLearning, a digital student manual, online record keeping, c-card processing and more — no hidden extras. And you tie up nothing in inventory that can easily go out of date.

Become a NASE Professional in Just Three Steps

- 1 Complete the attached Instructor application, Member and License Agreements.
- 2 Include copies of you c-cards and other documentation that show your current Teaching status and Instructor ratings with a recognized agency.
- 3 Complete our online Instructor Orientation.

Quality and Value

Your US\$349 crossover fee includes all of the following:

- Instructor registration — including all your current Specialty and Leadership Instructor ratings at no extra charge*
- Current year's member fees
- Digital copies of all current instructor and student manuals (with free updates)
- Access to the NASE eLearning program

*xTek and Cave not included

Watch this video from our online Instructor Orientation

In This Package

- Become a NASE Dive Center
- Learn Green, Dive Blue
- No Remedial Mask Clearing
- Diver Training Myths
- Dollars and Sense
- Instructor Applications
- Dive Center Application





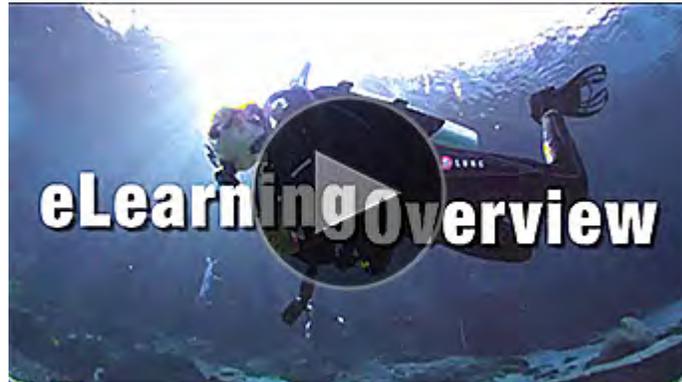
Fundamentally changing how people learn and dive

Become a NASE Dive Center

- No annual fee for Dive Center membership
- Preferred pricing on all materials
- Free listing on NASEworldwide.org — links directly to your website
- In-store point-of-purchase display for NASE branded items
- Website widget for NASE eLearning

See Dive Center Application for requirements and other details

Watch this video from our online Instructor Orientation



LEARN GREEN

Save Time and Money and
Increase Your Training Margins

NASE Worldwide is committed to reducing its impact on the environment by moving to a 100% digital diver education system.

- Virtual Record Keeping
- Comprehensive eLearning
- Digital Textbooks
- Virtual C Cards
- *No additional fees!



DIVE BLUE

WWW.DIVENASE.COM 888.903.NASE (6273)

Watch this video from our online Instructor Orientation



About the National Academy of Scuba Educators

Today's NASE has evolved from its background and experience in commercial diver development and is made up of professionals from all areas of diving including technical, professional, cave and recreational.

NASE Doesn't Offer a Remedial Mask Clearing Course, Either...

The number one complaint among dive operators is that new divers *can't* control buoyancy. And no wonder! The typical scuba student spends up to 90 percent of his time in the water *standing, sitting or kneeling* on the bottom. How can he ever learn buoyancy control doing that?

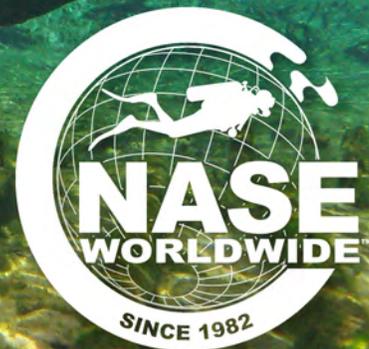
The situation is so bad some agencies offer remedial buoyancy control courses to try to help new divers fix problems that never should have been allowed to happen in the first place. That's just plain wrong.

NASE doesn't offer a remedial buoyancy control course any more than we offer a remedial regulator recovery or mask clearing course. To us, buoyancy control is not a "skill" to be demonstrated by doing fin pivots in open water. Controlling buoyancy is at the heart of everything we teach, right from the start.

Find out how easily you can fix one of the biggest problems in diver training. Visit www.ScubaNASE.com/buoyancy. And be sure to visit us at DEMA, booth 1583, for a special opportunity for dive professionals.

www.NASEworldwide.org

*Make it Real
Make it Thorough
Make it Fun*



Read this article from our training blog

The screenshot shows a web browser displaying the NASE Worldwide Diver Training Blog. The page features a header with the NASE logo and the slogan "Make it Real, Make it Thorough, Make it Fun". The main content area displays the article title "NASE Doesn't Offer a Remedial Mask Clearing Course, Either..." with a sub-headline "The number one complaint among dive operators is that new divers can't control buoyancy. And no wonder! The typical scuba student spends up to 90 percent of his time in the water standing, sitting or kneeling on the bottom. How can he ever learn buoyancy control doing that?". Below the article text, there is a "Recent Posts" sidebar with several links to other blog entries. The page also includes a search bar and a "Home" link.



Common Myths in Diver Training

Myth If you are not with the 800 pound gorilla, you will lose business.

Fact Only you can determine your unique selling advantage. Is it cost, quality or convenience? You can only offer two.

Myth Only one agency is recognized worldwide, and students will have difficulty using certification cards issued by other agencies.

Fact There are over 30 scuba training agencies worldwide, many of which you have not heard about. A diver's C card is like a high school diploma, but a log book is the resume.

Myth Adding more dives and lots of skills will make my students better divers.

Fact This is propagated by agencies stuck in the 1970's. Methods for teaching, educational materials, and equipment have all come a long way since then.

Myth eLearning is a shortcut to training and students need to undergo death by power point or else they will be terrible divers. It makes the instructor do nothing more than check off skills.

Fact Studies have proved that eLearning has a better retention rate than traditional learning. It will actually increase student contact time thus help you develop lifelong divers. If you are just checking off skills, it may be time to rethink your affiliation.

Myth My agency must be part of the WRSTC and certified as compliant with International Organization for Standardization (ISO) standards for Recreational Diving Services.

Fact NASE Worldwide and its partners in member countries exceed the minimum standard set forth. We are not members simply due to our choice not to require snorkels in training. NASE Worldwide is working with the International Organization for Standardization (ISO) to have its U.S. courses recognized since its international training is ISO compliant.

Myth The largest diver training agency is also the most respected and has the most sought after scuba credentials in the world.

Fact This was true at one time in history (remember Blockbuster?) but we are now in a smaller and more competitive arena that is undergoing a major change.

Myth The management at my training agency is on the cutting edge of diving, is active, and has broad experience in all areas of diving.

Fact Most have never dived and certainly do not dive on their days off.

Dollars and Sense of Your Training Business

Diver training, in comparison with other profit centers, should generate the highest profit margin: Why?

- You can't get "certified" online
- No one trains divers as well as you do

(But you can lose new customers because your training is inconvenient, outdated or just plain boring!)

NASE Worldwide offers a totally virtual solution to providing training materials and instant access to elearning.

Eliminate stocking inventory and tying up cash; maximize cash flow.

Best profit margins on training materials

Open Water Diver elearning course

MSRP \$129 and includes:
eLearning course and e-book
Certification Card

Digital Certification Card
Virtual Student Record File

Dealer pricing from \$49 Retail Margin of 67%

Advanced Open Water Diver elearning course

MSRP \$119 and includes:
eLearning course and e-book
Certification Card

Digital Certification Card
Virtual Student Record File

Dealer pricing from \$42 Retail Margin of 66%

Nitrox Diver I eLearning course

MSRP \$99 and includes:
eLearning course and e-book
Certification Card

Digital Certification Card
Virtual Student Record File

Dealer pricing from \$42 Retail Margin of 66%

