



Barry Moore, NAUI 6790

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Biosketch:

- NAUI Instructor and director of university scuba programs since 1982.
- Trained and certified ~8,000 divers and 24 NAUI Instructors, exclusively NAUI.
- Faculty in WSU School of the Environment teaching/researching aquatic ecology
- 2012 recipient of prestigious Technical Excellence Award by North American Lake Management Society (NALMS) for lake restoration.
- Recipient: NAUI's Outstanding Service/Continuing Service Awards 2010/2014 NAUI Environmental Enrichment Award (2015) for contributions to freshwater resource protection and student training.
- Officer/Director numerous environmental organizations such as NALMS and Washington Lake Protection Association.
- Served NAUI Election Committee 2013/2014; NAUI Planning Committee 2016-

Position Statement:

NAUI and the dive industry are at a crucial stage. Worldwide, I've encountered divers trained with minimum pool time and who never mastered challenging diving skills. Such 'divers' typically experience open water as a struggle, neither having fun nor appreciating the magical underwater world. They do not become lifelong divers essential to the long-term health of our industry. To me, this is how and why the diving industry has declined for many years. It is time for the industry as a whole to re-embrace NAUI quality education as the standard, not just as a niche market. Our recent strategic alliances with DAN and PFI are excellent steps in that direction; NAUI has unique opportunities to continue momentum initiated over the past few years. NAUI's commitment to quality is truly the only pathway for leading Scuba back to a trajectory of sustained growth.

Along with our quality commitments, we should embrace new communication styles and technologies, actively seeking to increase participation of young people in Scuba and freediving. Again, NAUI has moved in this direction; we should increase the diversity and reach of our outreach. Well-trained students not only expand our community; they provide our best hope for future generations of highly skilled and educated DIVERS to sustain the industry, enhance NAUI's leadership in Quality Education, and to provide advocates for protecting our precious water resources.

As a steadfast believer in NAUI's core values of instructional freedom, 'loved-one' concept, and democratic organization, I see the BOD's central role is ensuring commitment to those values as changes in standards, technologies, and teaching methods are implemented, insuring that NAUI continues to be the Definition of Diving. NAUI has unique opportunities to continue momentum initiated over the past few years. NAUI's commitment to quality is truly the only pathway for leading Scuba back to trajectory of sustained growth.

Answers to BoD Questions:

1. Indeed, I believe "commoditization" of scuba instruction has been central to declining diver numbers. So how do we compete without getting crushed by online elephants (i.e. Amazons)? We offer QUALITY PERSONAL SERVICE. NAUI's core values are essential for members to *provide high quality instruction that serves our students' individual learning needs*. NAUI has long been the Quality Difference, has renewed that emphasis with recent initiatives, and to me is uniquely poised to lead the dive training industry.

Having taught in university settings throughout my NAUI career, I have had to constantly adjust to changing generations of young people and communication styles. I've succeeded in providing safe, challenging, and engaging courses, with high student participation. Common themes for *today's* students are environmental awareness, a sense of adventure seeking, as well as embrace of technology and digital communications. This provides great synergies for using online products (eLearning) to streamline instruction permitting *increased focus* on essential dive skills. Students' first openwater dives must be positive experiences for these people to become true DIVERS. The NAUI web site must be the priority #ONE; I would like to see a NAUI app for dive logs that can refer to potential instructors/facilities.

Another idea would be a modularized 'plug-in' style app that individual instructors could incorporate video sharing functionality into their own courses. For most instructors, computer tech is secondary. NAUI's product offerings should help streamline interfacing with potential and new students without detracting from instruction.

2. We all have limited time resources; members need to see benefits to their bottom line in participating. Central concerns to most members are access to quality teaching products at reasonable cost, quality customer service when ordering materials, and quality standards that provide freedom to properly train divers. For years, these items were not always properly addressed, sometimes creating resentment and apathy. We have truly made great progress in recent years to restore member trust in NAUI, lowering costs, and upgrading training materials. Improvements must continue and we will see concurrent increased participation in voting and committee work. The BOD must strive to reach out to increase the diversity and numbers of committee participation.

For dive shows/events, we should tie NAUI seminars with reeducation opportunities, such as IT requal, to leverage staff resources and actively recruit instructors. Dive shows/events provide tremendous opportunities to recruit new divers and engage contacts. Members and NAUI facilities should be encouraged to actively market courses/dive equipment/services, not just 'wave the flag'.

NAUI Instructors are great innovators; many creative ideas for new approaches have come “bottoms-up”. The old ITC model taught by a community of instructors is still relevant; we need to find new ways to promote interactions and collective learning, including better online opportunities.

For me, a major trend associated with commoditization of dive instruction has been the export of openwater training abroad. Just as the “Shop Local” and “Eat Local” movements, we need to re-embrace and emphasize DIVE LOCAL. Divers who dive locally build skills and competency. Again, these are the divers who buy their own equipment, seek continued education, and truly sustain an industry.

3. I take particular pride in listening and in striving to make informed decisions. As a director, I pledge listen to member concerns and to seek solutions through a spirit of cooperation, mutual respect, and transparency. My entire teaching career has been governed by commitment to the NAUI core, and with the help of NAUI members WORLDWIDE I will strive to restore NAUI as the Quality Leader in diving education.

Directing university scuba programs has required balancing budgetary, academic, and diverse student demands. I have excellent organizational skills for managing large groups and budgets. My work involves wide ranges of people and organizations, with contrasting world-views and agendas. I've been very successful in finding means to find common ground to move forward.

For the past 35 years, I have operated my personal scuba business, Clearwater Scuba LLC, providing scuba instruction, equipment rentals and sales, environmental consulting services, and light construction/inspection diving operations. I know the challenges of sustaining a viable dive business and would be most happy to share my insights as well as to learn from all my NAUI colleagues.

I very much understand that management and delegation are essential to success in large organizations. In this regard, the role of NAUI's BOD is not to interfere with NAUI/NSG daily operations, but rather is to set goals and oversight in guiding NAUI/NSG staff to provide the best service possible to our members. As a BOD member it would be my personal goal to see that NAUI upholds its core principles and educational mission and provides the greatest opportunity for all Members to succeed in their Scuba endeavors and to grow the NAUI family.