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Biosketch:

I have been most fortunate to spend my life in both the alpine ski and dive industries. I began diving in the sixties and was teaching by 1972. In 1990 I proudly became a NAUI Instructor and in a few years achieved Course Director status and an early participant in NAUI Technical Operations. For more than three decades, I owned and operated a multi-boat scuba live aboard and outfitter operation.

In 2016 I was elected to the Board of Directors of NAUI for a one year term. This year of discovery has allowed me to better grasp the workings of the board.

My work experience covers many years and spans the globe; Canada, U.S.A, Carib, Europe, Asia and currently the South Pacific. I remain active to this day teaching diving at every level from novice to mixed gas leadership level.

Corporately, I have been a professional administrator and entrepreneur as an owner of a North American sport hardware and apparel distribution group, and also as owner of a four seasons apparel retail store. My past Board of Directors experience, including for our purposes with two national sport teaching and coaching agencies, has provided extensive exposure to organizational matters involving risk management, strategic and annual business planning, governance and brand management. I have also had the privilege of senior management positions in large organizations, from managing a \$30M budget and all programs for a sport distributor as well as being general manager of a four seasons resort with close to a thousand employees. I am an excellent multilingual communicator, having trained and directed individuals and groups in sales, marketing, administration and various technical sport activities.

Position Statement:

NAUI is unique among the training agencies in as it is “owned” by the members. The BOD comes from and is elected by the rank and file. It hence becomes incumbent on the BOD to always be representative of the membership. Past activities seemed to identify a gap in this area that the current BOD has been working hard to alleviate.

NAUI’s mission is to promote, through quality education, the techniques necessary for the general public to participate safely in underwater activities. Our focus must never shift from this mission. No organization can achieve anything unless it is healthy enough to function. In the case of a corporation health is based on financial stability.

NAUI has a long and glorious history, history is good, we can cherish it, learn from it, but we can’t live by it. NAUI must adjust to the ever changing realities of our world and stake itself as the true

leader and innovator. It is for the BOD to steer, not implement, actions so that innovative changes to better serve our mission and members can take place.

My goal is to position NAUI as THE PARAMOUNT LEADING DIVE TRAINING AGENCY.

Answers to BoD Questions:

1. The trend toward a commodity view of diving is really very disturbing. The ill-informed potential diving student in many cases views all dive courses as pretty much equal, a commodity to allow one to see the underwater world. Unfortunately they see it as the chicken/potatoes syndrome, they are all the same. Did not the KFC draw us in with “11 secret herbs and spices”. What exactly makes a Purdue Chicken any better? Are Jaffa oranges really blessed? These are all commodities that have stood out.

WE MUST CREATE A BRAND MYSTIQUE.

Yes our BOD and committees can brain storm for ideas but this is “preaching to the converted” we are all dive professionals committed to NAUI. We are not those masses who we want to get. What we need is a vision/value generated from the target market.

In my opinion, the most efficient and cost efficient way to do this is to engage an outside firm specializing in this type of research. A firm whose business is identifying consumer thought patterns and proposing strategies going forward to fulfill NAUI’s requirements (new vision). NAUI membership can look at this as either an expense, or, as I see it, a crucial investment to insure that going forward, NAUI is positioned as the industry leader, by targeting the proper pool of possible new students and outpacing the other agencies in our objective of being the industry benchmark.

As far as the specific market of young divers, this is even truer! We are all of a mature age, we can fool ourselves we understand younger people but that is an illusion. As in the above a research firm can be asked to help find a unique aspect of NAUI to take us out of the commodity game and at the same time clue us in to the younger market’s desires.

Our main business is teaching and hence we need to be at the forefront. To be perfectly honest we are probably not professional pedagogues. True we all have taught diving for decades but much is “same old same old” and we may just have had a too narrow vision. Hence, it would seem to me only logical to engage specialists in this field on a consulting basis. There exist firms and individuals that specialize in this type of analysis and are the ones best placed to do this type of work.

- 1) Evaluate our own courses and teaching methods.
- 2) Do an impartial professional competitive analysis of our 2-3 biggest competitors.
- 3) Design or modify our course on an ongoing basis to ensure they are the best.

I want us to think out of the box and since we are in the box this just might not be possible.

2. Many members already active and participating in NAUI events and functions have found the personal motivation to do so. For those who are not engaged all too often we believe that “build it and they will come” but that is a faltering dream.

Fundamentally man is an economic animal, always engaged in a pursuit of maximum gain for minimum expenditure and faced with balances of inconvenience.

When considering any engagement the average person will ask; what will it cost me (financially, time wise and lost opportunity) and what is in it for me?

Location and time are always of the essence. There must be novelty!!! When we ask members to be involved it must be NEW AND NOT YET SEEN. Especially for the veteran member the “NEW RED” concept will not draw them in nor will the word UPDATE!

Hence we must incorporate: convenient, new and exciting, with a tangible (from their POV) reward.

Perhaps it is the time to recognize our members and quantify their efforts and action. We have never been very good at measuring what members do, we never really keep track of PDU's although we required them. Our competitors keep track of certs or even number of dives made and we do nothing. Perhaps we could establish a “loyalty points system”. If we want “engagement” then we need to quantify the efforts. Perhaps something as basic as one point per hour of committee work or simple attendance at a NAUI function.

Ultimately we would valorize these points in some way either with prestige or tangible reward.

I am not reinventing the wheel, loyalty programs exist in every segment of society and they do work to pull persons in, the result will be positive for NAUI and the individual members.

3. As a dive professional and one who makes his living solely out of diving, I am in most often and close contact with those members in a similar situation. I have had the good fortune to have worked all over the world. Most recently I have not been mired in one place for a longtime and have travelled and worked extensively in many places in Asia/Pacific (an expanding market): PNG, Micronesia, Thailand, Fiji, Philippines and had close contact with Australia, New Zealand, Macao, China.

Simply by my presence, understanding and contact I can help instructor first join and then support NAUI.

I continue to spend the vast majority of my career in the resort context. This allows me a great deal of contact with many NAUI members from all over the world as they travel. I have proven that NAUI can prevail and be the reference in any resort, replacing the agency there or simply establishing NAUI as NUMBER ONE. I have done it in the South Pacific so I know it can happen and I can show how it can happen.

Ultimately it is my strong belief that this is a unique training agency, it is the property of the members and it is my obligation to be concerned for their betterment. Members that feel that they are important and their interests are looked after will be much more engaged. My support and hence constituency is worldwide, I have been endorsed from every region and know that in the last election my votes came truly internationally. Members everywhere know that when I speak I do so for all members everywhere being taken into consideration.