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**Biosketch:**

Keith received his first open water certification in 1976 and has been diving ever since. In 2003 Keith completed his NAUI Instructor certification and has continued his dive profession education currently is teaching technical and instructor courses in addition to recreational scuba diving. In 2007 Keith opened his first brick and mortar scuba business and became a NAUI Course Director. In 2011 Keith sold the business which continues to operate today.

Keith currently had been active in NAUI and NSG and currently serves as Chairman of the NAUI Membership Committee and NSG Board of directors.

Keith retired in April 2017 as President and CEO of Superior Plus Energy Services (TSE:SPB) a Canadian company which entered the US Energy Sector in 2009. Keith lead a team that rapidly grew the business organically and through acquisition to a 1.8 billion USD revenue business, employing 1000+, and spanning 11 states throughout the Northeast United States. Prior to Superior Keith served in various senior leadership and management positions with Sunoco Inc.

Keith, throughout his executive career focused on strategic planning and operations. Keith has been active in industry associations having served on the National Propane Gas Association Board of Directors and the National Oil Research Alliance Board of Directors.

Keith entered the US ARMY in October 1976 and Retired in October 2000. Keith was commission as an Infantry Officer and throughout his military career served in many command and staff positions. Keith's final assignment before retiring was Commander, 1/127 Armor Battalion.

**Position Statement:**

NAUI is continuously changing and has been since its inception. NAUI was the pioneer of many of the innovative programs that are common place in the dive industry today from EANx to CCR and has a prestigious list of members that lead the organization. NAUI is in its next evolution of change. NAUI is a worldwide organization in a global economy with members located across the globe. The places and languages we are teaching is expanding and NAUI must expand its role to regain leadership in the dive industry. NAUI must develop programs that cross cultural barriers and focus on industry involvement, education and safety.

NAUI in the last 3 years has made great strides to return as an industry leader. NAUI's partnership with DAN for first aid and Performance Free Diving International for free diving is a first for the industry and shows our commitment to uphold the highest standards in education through best in class partnerships. We received ISO rating which is required in many countries to teach scuba

and reintroduced the ICUE this year at the Long Beach Scuba Show. The NAUI Board voted to join world organizations like the European Underwater Federation and the World Recreational Scuba Training Council (WRSTC) reestablishing. The NAUI Board must continue to be internationally focused and pursue membership in these type organizations. NAUI must continue to assist the service centers and evolve into a single NAUI worldwide, continuing our legacy as a leader in underwater education.

### **Answers to BoD Questions:**

1.

(A) I don't believe that industry professionals understand how prestigious and beneficial it is to belong to a scuba membership organization and divers don't understand the differences between the organizations. We need a marketing strategy to promote and highlight that NAUI members are committed to the highest standards, the same as other professional organizations and being a member of NAUI is not just being granted a certification to teach scuba but rather membership in a professional association of like focuses professionals. If we compare being a scuba professional and belonging to NAUI the same as we view an attorney belonging to the local Bar Association, or a Surgeon being a member of the AMA, membership in NAUI represents to the public that the professional has met stringent competency requirements, has agreed to practice within a set of guidelines established by the organization and their conduct is subject to review by their peers. This is the differentiator that we can capitalize on.

(B) The 2nd half of this question is a more difficult to answer as the marketing to and the instruction of divers is a decision left to the individual instructors. Ultimately member instructors must want to teach this segment of divers. NAUI in recent years changed its age standards based on member input to allow members to reach potential divers at a younger age. As an Instructor, I worked with Boy Scout troops preparing for Sea Base and with local YMCA's running summer scuba camp programs, this was a lucrative part of our business. I know other instructors focus on teaching college scuba programs and others that have worked with a variety of youth organizations. There is an opportunity for the NAUI BOD and training department to organize a sub-committee of instructors who have shown expertise in this area to develop a continuing education program to assist instructors who want to teach young adults but do not have the skills necessary to reach them. We have data to identify those instructors we just need to reach out to them.

Continuing education beyond scuba certification is an opportunity to increase the number of young divers that continue to become dive professional. This group communicates heavily through electronic media and NAUI needs to engage in direct marketing to reach them immediately after they complete their certification program. This is the opportunity to introduce the advantages of continuing their dive educations and the "why NAUI". Working with our affiliates and dive destination partners we need to promote internships and employment opportunities focusing on college students and young adults. We need to increase the number of ITC scholarships presented to divers that have continued their scuba education in their teens and early 20's.

2. NAUI must be active for members to be active. We need to make NAUI more to its members than just a certifying agency and the NAUI board as representatives of the members needs to lead and guide this. I believe that many of our members view NAUI as just another certifying agency,

that NSG headquarters is NAUI and that NAUI's mission is to provide the required business items necessary to teach and certify students.

NAUI members need to be polled to identify the issues that are impacting them. We need to expand our use of (sub) committees, reaching out to members with subject matter expertise focused on these areas. Only a small percentage of our membership is going to volunteer but my experience is when asked they are willing to assist.

We must create opportunities for members to interact with each other both in social and educational programs. NAUI needs to hold ICUE's and sponsor member dive events at NAUI dive destinations worldwide. NAUI members need to be recruited to plan and facilitate events. Area representatives and service centers should invite and encourage members to attend.

3. I currently serve NAUI as Chairman of the Membership Committee and Chairman of the NAUI Services Group Board of Directors. I will bring to the NAUI board an understanding of NAUI worldwide, its organization and structure, its capabilities and limitations and the roles of NAUI and NSG as leaders in the dive industry.

From my corporate experience having served as President and CEO of a public corporation as well as my operations and planning experience I acquired while serving in operation and command assignments in the Army. I bring strategic planning, implementation and fiscal management skills. To allow our service provider NSG to support us, The NAUI BOD needs to provide a short and long term strategic plan that supports the vision and growth objectives. Long term fiscal and strategic planning are two significant areas the board must address in the coming year and I possess skills and experience to help develop those.

I have served on two energy industry association board of directors, both organizations have very active participation by their members. We achieved this by developing committees focused on industry issues and education programs. We developed member lead scholarship foundations, benchmarking programs and member get togethers in conjunction with open board meetings to encourage involvement.

Lastly, I am fortunate that at this point in my life I have the time to serve the organization worldwide and help lead NAUI into the future.