



New Video on Dry Suit Diving Released by Hammerhead Video™

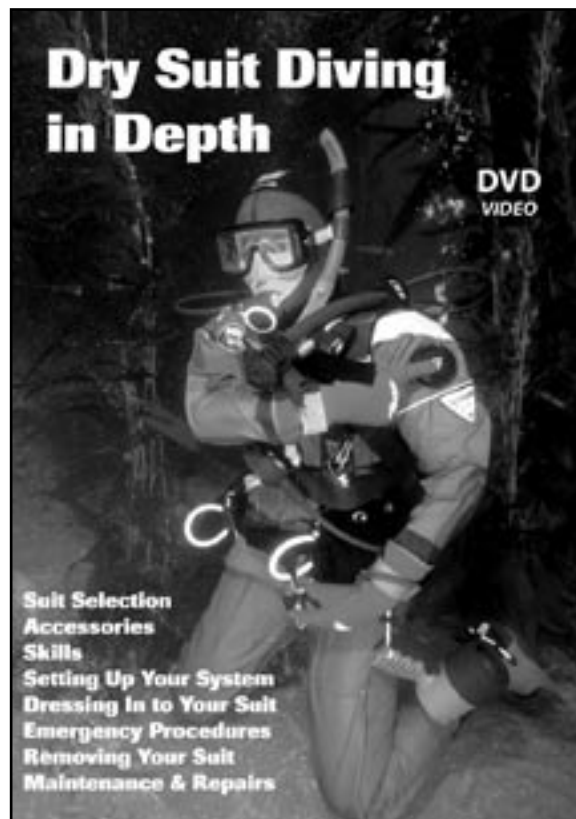
Dry Suit Diving in Depth is the latest video on DVD released by Hammerhead Video™ of Ventura. The 46-minute program is the most complete video on dry suit diving and far exceeds the information provided in most of the dry suit videos produced by the majority of diver training agencies.

Filmed in the cool waters off California's Northern Channel Islands, and on the wreck of the *Yukon* off San Diego, the program clearly shows every aspect of dry suit diving. Included in the program are the following segments:

- Selecting a dry suit
- Dry suit accessories
- Preparing your suit for diving
- Donning techniques
- Diving skills
- Emergency procedures
- Removal techniques
- Maintenance and simple repairs

The program features suits from Diving Concepts, Inc., Diving Unlimited International, O'Neill, Poseidon Systems, and Trelleborg-Viking. It also covers a wide range of accessories including fins, gloves, hoods, and more from companies like Force Fins. Vessels providing dive support included the Truth Aquatics fleet and the *Lois Ann* off San Diego.

Like most DVDs, the program includes a scene selection menu, so you can review only the skills you want to watch for a quick refresher. The program goes into much greater detail than most other dry suit videos. The DVD is an NTSC video, but can also be played on most computers equipped with DVD drives.



The new Dry Suit Diving in Depth DVD is available now!

Dry Suit Diving DVD
Canadian Report
Mini-B and Hilton
What MMC Can Do
Recommended Reading

Kristine Barsky produced the video, assisted with the camera work, and appeared in many of the scenes of the program. The program was produced over a ten month period including writing, filming, and editing. Steve Barsky wrote the script, and shot and edited the film. Steve also programmed the DVD and created the artwork for the case and front of the disk.

Dry Suit Diving in Depth is the third video produced by Hammerhead Video™ and is a partner to the book, *Dry Suit Diving, third edition*. Both items can be purchased through any dive store or can be ordered direct on line at Hammerhead Press' website at www.hammerheadpress.com. The DVD has a suggested retail price of \$17.95 and is shipped shrink-wrapped, in a standard DVD case.

Canadian Report



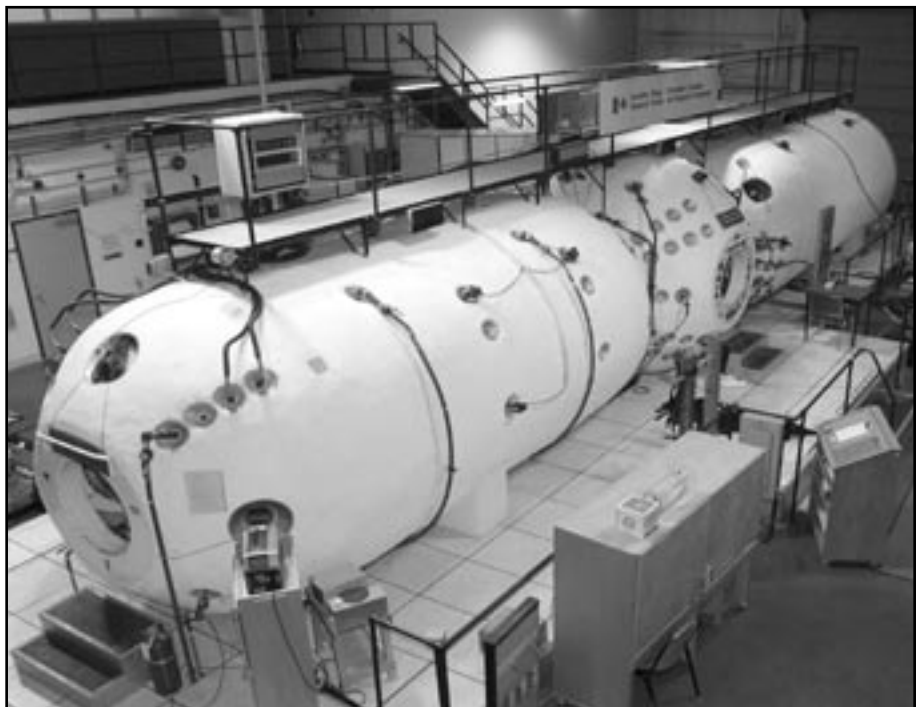
The control panel for the saturation complex at DRDC Toronto is impressive.

to low temperatures to simulate the harsh Canadian underwater environment.

A range of issues facing the Canadian Navy today involve diving operations that must be conducted in polluted water. When most people think of Canada, they think of crystal clear streams and clean offshore waters. The reality is that many of the ports where Canadian military vessels must dock are quite polluted. Each time a vessel docks, Navy divers must conduct a hull search to ensure the safety of the ship and its crew. In order to face these challenges, the Canadian Navy divers realize they must take special precautions.

At the request of the Canadian Navy, Steve Barsky, author of *Diving In High-Risk Environments*, presented a two-day workshop on polluted water diving, as well as a presentation on the investigation of diving accidents, at the Canadian Experimental Diving Unit. The program was attended by more than a dozen Navy divers from all parts of Canada. Barsky assisted the divers with a review of current Navy protocols and the development of plans for the future.

From DRDC in Toronto, it was a short trip to Hamilton, where law enforcement divers from all over the world joined together to attend the International Police Diving Symposium, hosted by Rick Rozoski. Approximately 200 public safety divers from as far away as New Zealand and Europe attended this program. At this conference, presentations were given by the Houston Police Department, the Naval Sea Systems Command, and the Toronto Police Service. Barsky was also asked to speak, and was one of the few non-law enforcement speakers invited to present a paper at this conference.



The saturation complex at the DRDC facility in Toronto, Canada has extensive deep diving capability.

Dry Suit DVD from page 1...

For information on how to promote your product or service with a DVD of your own, contact Steve Barsky at Marine Marketing and Consulting at 805-985-4644 or email smb@marinemkt.com to get a free quote. We would also be happy to send you a free copy of the DVD so you can see the quality of our work. Just give us a call and we'll send one right out to you!

Mini-B Brings Diving to Hilton Worldwide Resorts

The Mini-B Shallow Water Scuba system is a unique diving package that puts the simplicity back into scuba diving. It is designed for the person who wants to try diving and wants the least amount of hassle possible. This self-contained package is lightweight and combines a tank, regulator, instrument console, and BC into one streamlined unit.

The Mini-B brings scuba diving "lite" to the masses. Just as some people don't want to commit to boat ownership, but will buy a Jet-ski, the Mini-B makes diving accessible to people who don't want to invest in the expense or bulk of a standard scuba package. In today's world, this type of system makes sense for many people.

Mini-B recently entered into an agreement with Hilton Resorts to bring diving to their more than 40 resort locations worldwide. This includes their hotels in such great diving locations as Tobago, Sharm El Sheikh, Mauritius, and Dahab.

One of the keys to making the Mini-B/Hilton agreement work is the on-line training offered through a branded web site prepared for Mini-B by Dan Nafe of Scuba-Training.net. Since diving with the Mini-B is designed for short duration, shallow water dives under optimal conditions, training in the use of dive computers, information on nitrogen narcosis, and similar topics is virtually eliminated. Students can complete the entire academic portion of their training for the Mini-B at home, so they can complete the waterwork for their course and spend their time diving when they get to the resort.

For more information on the Mini-B Shallow Water Scuba System see their web site at www.mini-b.com. To learn how Scuba-Training.net can design an on-line educational training system for your dealers or consumers, contact Dan Nafe at 772-299-0057 or Steve Barsky at 805-985-4644.



The Mini-B System is compact and lightweight.

What can Marine Marketing and Consulting do for you?

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Steve Barsky

Marine Marketing and Consulting and Steve Barsky can provide a wider range of services for you and your company than any ordinary advertising agency, technical writer, or video production house. Give us a call for a free quote on your next project!

Marine Marketing and Consulting

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Recommended Marketing Reading List

The following are just a few of the books we have in our marketing library that we have found worthwhile reading. If you have a specific information need, call Steve Barsky at (805) 985-4644 for recommendations on other titles.

Barhydt, James. *The Complete Book of Product Publicity*. Amacom, 1987

Grove, Andy. *Only the Paranoid Survive*. Doubleday, 1996.

Groves, Robert et al. *Telephone Survey Methodology*. John Wiley & Sons, 1988.

Maxwell, John. *The 21 Irrefutable Laws of Leadership*. Thomas Nelson Publishers. 1998

Menin, Ben and Benning, Arthur. *The Power of Point of Purchase Advertising*. Amacom, 1992.

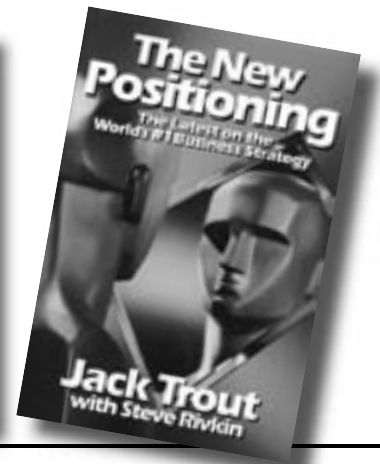
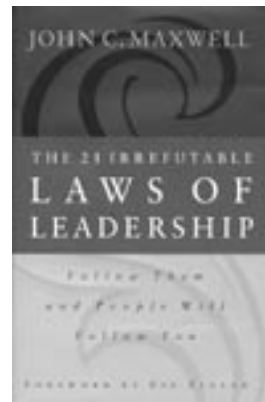
Pope, Jeffrey. *Practical Marketing Research*. Amacom, 1993.

Ritchie, Karen. *Marketing to Generation X*. Lexington Books, 1995.

Steiner, George. *Strategic Planning: What Every Manager Must Know*. The Free Press/MacMillan, 1979.

Stanley, Thomas. *Networking with the Affluent and their Advisors*. Irwin Professional Publishing, 1993.

Trout, Jack and Rivkin, Steve. *The New Positioning: The Latest on the World's #1 Business Strategy*. McGraw-Hill, 1996



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