



## The Captains orders

### “Setting the Right Course!”

Being the best comes at a cost, it is a commitment that not only means providing the very best in quality both in equipment and in training, but willing to sacrifice the idea of the “fast buck.” It also means making access easy for the customer, while being fair and open regarding pricing (no hidden fees or costs).

A good job is rarely a fast or rushed job. In 2010 and 2011, the public was clear about Atlantis Divers. We have the best most thorough and professional dive training staff. The scuba equipment sold at Atlantis Divers is not only top of the line but tested before leaving our facility. Our customers are matched to the right dive gear for them and NOT SOLD on just what the dive shop wants them to purchase. Our service center is the most equipped and complete service center with the highest trained technicians around. Customers from Europe to Texas trust us with their life support service needs, along with a list of Police, Fire, Rescue teams and public safety divers from across the country.

The price paid for our commitment to superior service and quality, while providing the very best product to the dive community, is speed. While in many cases the Dive Industry has jumped on what I call the “faster, cheaper, oh wait, you said nothing of quality“ band wagon, Atlantis Divers has stood firm to provide the very best customer service with competitive prices. We consistently strive for 100% customer retention and do not believe in running our business by relying on an assembly line of new customers - we simply are not interested in just getting them in the door, taking their money and moving on. We view every customer as family with whom we can share the love and adventure of diving.

Again the price...in 2010 we saw the service center’s workload double and 2011 is no different. All of the Atlantis service technicians are homegrown from the apprentice level and the one order I give them is “Never compromise, never take short cuts, and imagine a loved one of yours is the diver. Take your time and do the job right. We are to be the best; the other guy can be the fastest.”

In 2010, we also saw the number of students enrolled in Open Water double and the Advanced classes are no exception. No SCUBA training center in Virginia actively teaches the number of classes and levels

of training Atlantis Divers offers, along with weekend and weeknight options for customer convenience for many of our scuba and emergency medical training courses. All the Instructors and Divemasters currently teaching at Atlantis Divers were homegrown. All the Instructors started with us at the Open Water Level and have followed our philosophy of excellence at every level. While some shops still offer the “quick Certification Card,” Atlantis Divers is the only shop to provide the maximum amount of time for training. Open Water alone consists of ten hours in the classroom, ten hours of pool and up to five open water dives. I only have one main directive for the teaching staff – “Never compromise, never take short cuts, and imagine a loved one of yours is the diver. Take your time and do the job right. We are to be the best; the other guy can be the fastest.”

The demands on the retail side of the dive industry have sky rocketed in 2010 and 2011. And the Atlantis staff has met the call. While some shops are manned with “part-timers” with virtually no real dive experience or professional dive shop experience, Atlantis is yet again a cut above the rest. Each and every day, Atlantis has an experienced and certified Divemaster, Assistant Instructor or Instructor on-site that day. We continue to match internet pricing without compromising quality. EVERY piece of life support is inspected and assembled in our service center and signed off personally by one of our technicians. At every step of the way, from the point of purchase, dealer prep and then into the customer’s hands, each service technicians, sales technician and Instructor is saying “I would let a loved one dive this. “ I have only one main directive for the retail operation - “Never compromise, never take short cuts, and imagine a loved one of yours is the diver. Take your time and do the job right. We are to be the best; the other guy can be the fastest.”

With all of this I constantly hear, “bring on more staff and you will be faster.”

My answer is “NO WAY.” Every new staff member, no matter how highly certified, comes in as a “Deck Hand” and must prove they are good enough to work for the best. Many local shops currently employ people who at first applied to or have worked for Atlantis. Most didn’t meet the standards of Atlantis or refused the commitment necessary to be the best. At Atlantis Divers, the priorities of the staff are much much different. Customer and diver safety is our primary concern. For example, while you can get your Divemaster certification in some shops in less than two weeks, it is a minimum of 6 months at Atlantis, most likely a year. To be an Atlantis Instructor, well, all I can tell you is don’t bother looking the requirements or standards online, the agency training requirements don’t even come close to what Atlantis Divers Instructors have achieved.

The best is often hard to find and once you have found it, the best is difficult to obtain. Well, our customers do find us and it is my job and main concern to make the best accessible to all.

To help with the demand for Atlantis Divers services, we have begun training 4 new apprentices in the service center, 6 more Divemasters, 4 more Instructors. It will take time to get them fully trained and some may not make it as we only accept the very best candidates. Again, I only have one main directive when it comes to training new staff, “Never compromise, never take short cuts, and imagine a loved one of yours is the diver. Take your time and do the job right. We are to be the best; the other guy can be the fastest.”

Thank you for your dive business and joining the Atlantis family.

Safe diving!

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