

About You and ScubaFit LLC...

My name:

Gretchen Ashton

My job function in the company:

Owner/Member

Years in business:

3 years

About ScubaFit LLC:

The only fitness certification for diving, the ScubaFit® Diver Course, which has been approved by both dive and fitness agencies, is now available to the entire diving community. Now available industry-wide expanding the program is the natural next step for ScubaFit®. We are founded in the belief that good health and physical fitness are profoundly beneficial to dive safety by preventing and reversing illness and disease, reducing the physiological risks associated with the underwater environment, and improving overall diving performance. Fit divers are more likely to dive more often and advance their dive training. The course is co-authored with Stephen C. Mendel, a multi-agency dive instructor trainer. We believe that our collaboration provides the best knowledge, resources and experience to bridge the worlds of diving and fitness. We encourage dive instructors and fitness professionals who select this specialty course to whenever possible, enhance the teaching and learning experience by working together for the common good of all divers. All teaching status dive professionals, dive master and higher are eligible to take the course and teach it to their student divers. The course is offered both in seminars and through distance learning.



Goal(s) for 2013:

Reaching out to the diving community with a positive fitness for diving message. 1,000 ScubaFit Dive Instructor Certifications 100,000 ScubaFit Diver Certifications I am committed to and believe that through physical fitness we can influence and improve the health and longevity of the entire diving community including growing the business of diving.

Greatest achievement in 2012:

Acquiring professional liability insurance to supplement existing dive industry insurance, which allows dive professionals to teach the ScubaFit® Diver Course with responsible and affordable risk management. This also allows all dive certification agencies to recognize their instructors who have embraced a fitness lifestyle and are dedicated to sharing it with other divers.

About You, "The Professional"...

What I find most rewarding about my job:

I love people and love life. I find immense gratification in assisting, educating and motivating others in fitness, and then watching them independently move forward with their fitness lifestyle, improved health and enhanced quality of life. This equates to more diving and better enjoyment of the sport.

What I am most proud of (professionally):

My family and my clients, and their accomplishments.

Greatest piece of business advice I ever received:

"What are your three priorities for your business, for the year, for the week, for the day, for the hour? You always have to know this." Bruce E. Nichols

Where I see myself and/or business in 5 years:

Diving, exercising, inspiring others to fitness, and enjoying life. I would very much like to see fitness for diving become fully understood and accepted by the dive industry. It is mentioned at dive medicine conferences and often discussed as medical fitness to dive. I hope within the next five years to redefine fitness for diving, helping to improve the health profile of our diving community and to enhance diving performance for better diving and safer divers.

About You, "The Person"...

Favorite place to dive:

The next dive is always my favorite; a philosophy I learned from a 75-year-old diver celebrating his birthday on a dive boat. I am still exploring the world underwater.

Most memorable dive experience:

My most memorable dive experience was in 2002. My first dive trip out of the United States was to Cozumel. As a child I had been given the complete set of "The Ocean World of Jacques Cousteau", which I've read hundreds of times. When I arrived to the Palancar Reef, I felt as if a childhood dream had come true. It was already familiar to me in a deep and moving way.

Favorite quote:

"I had made the decision to take the risk, but I had forgotten to really prepare myself for taking it." Peter Vidmar

Something people would be surprised to learn about me:

Although always active in sports and outdoor recreation, I discovered the gym at age 35, began competing in power lifting at age 38, set 21 World and 21 American records, and am the second woman inducted into the AAU power lifting hall of fame.