

FITDIVER®

Performance Above and Below

A publication of ScubaFit® by Gretchen M. Ashton, CFT, SFT, SFN, NBFEE



In This Issue

ScubaFit®
B2B Year in review

Dive Center Fitness

Dive Show Fitness

ScubaFit® on
Dive Zone Radio

Our Community



Subscribe

Forward
To A Friend

ScubaFit® B2B Year In Review



ScubaFit® is recognized as the "go to" source for fitness training, nutrition and motivational wellness for diving. In 2013 this brand recognition was realized with new instructors in Florida, California, Hawaii, Virginia, Arkansas, Texas, and Phoenix. These instructors include dive masters, physical therapists, dive instructors, staff instructors, dive center owners and personal trainers.

In addition to being a PADI distinctive specialty and approved by International Sports Sciences Association, ScubaFit® is an independent certifying agency with instructors also credentialed with NAUI, SSI, NASE, PSAI, ANDI, CMAS, ERDI, DAN, NRA, AFAA, HSA, NASM and more.

Dedication to diving, fitness and safety is demonstrated by ScubaFit® dive and fitness professionals with most instructors also certified in CPR, First AID, emergency oxygen and/or EFR. Additional training disciplines and interests include functional fitness, handicapped and adaptive scuba, orthopedic and spine therapy, sign language, martial arts, crossfit, firearms safety, nutrition, and fitness therapy which includes fitness programs for more than 30 medical conditions. Instructors and trainers select the ScubaFit® Diver Course for both self improvement and for the benefit of their diving clients.

ScubaFit® continues to gain brand recognition with published fitness articles industry-wide and FitDiver® apps providing the convenience of fitness for diving workouts on mobile devices. Dive center presentations in 2013 included several locations in southern California and an average of younger divers than in years past.

The recommended ScubaFit® business model includes an MSRP which creates value when packaging the course with other specialties such as rescue diver and qualifies for PADI master scuba diver. It can be taught in one all-day session or in two or three break out sessions, workshops or fitness labs. This works especially well when a dive and fitness professional teach the course together.

Learn more about the ScubaFit® Diver Course as a specialty or business profit center, schedule a class for your dive instructors or diving clients, or register for distance learning [here](#).

Feel free to contact me in person regarding the ScubaFit® program for your business or for personal fitness for diving goals. I've included a couple of Business to Business (B2B) articles "Dive Center Fitness" and "Dive Show Fitness" from 2013. Also, check out the exciting new Dive Zone Radio Show and consider advertising to promote your business and increase exposure for the diving industry.

Gretchen M. Ashton
(760) 271-6069
gretchen@scubafit.com

Gretchen M. Ashton,

CFT, SFT, SFN, NBFEE



[About Gretchen](#)

The ScubaFit® Story

Be a ScubaFit® Instructor

What
are
you
training
for?



[Register Online](#)

Cost

\$245.00 – Fee includes all materials, teaching kit and ScubaFit® certification card.

Contact

Email gretchen@scubafit.com
or call (760) 271-6069

Approved by PADI and ISSA.

Independent certifications for diving and fitness professionals with any agency.

FitDiver® APPS

Available for purchase on [Google Play](#) or the [App Store](#)

FitDiver® Abs Mobile App



All scuba divers have wash board abs, some just have a load or two of laundry resting

on top. Whether they are visible or not, abdominals are essential in supporting the back and stabilizing the body through complex movements associated with scuba diving. Without question, a balanced abdominal strengthening program is an important component of scuba fitness and should be developed in conjunction with back strengthening and flexibility early in an exercise program. . .

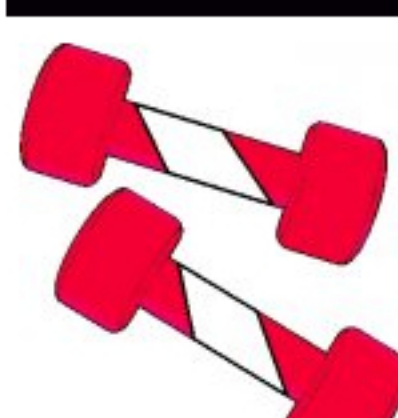
A Treasured Chest Mobile App



Navigating the waters of scuba diving may seem daunting however, these tried and true

exercises for the major muscles of the upper body are as certain as the tides to develop a Treasured Chest. The most recognized chest muscles, Pectoralis Major and Pectoralis Minor, are located in front of the ribcage, add another layer of protection to the chest cavity, and are responsible for most of the movements of the shoulders required for scuba diving activities. . .

Dive Center Fitness



Studies indicate that fit individuals are more likely to participate in recreational activities. Divers who are fit are more likely to advance their training and dive more often. The benefits of good health are profound for everyone and particularly for divers; reducing the risks associated with the underwater environment and improving diving performance. Marketing demographics show that of the top 10 recreational crossover activities most likely to try scuba diving - four are fitness activities. This means that the same folks who participate regularly in fitness are highly likely to be interested in learning to dive. In recent

years dive centers and instructors have found they need to be more creative in attracting new divers. While industry members are understandably concerned about competition with other recreational water sports activities, it is important to recognize that the same potential clients probably participate in more than one water sport, already know how to swim, are comfortable in and on the water and have the financial resources for these outdoor recreational activities. ScubaFit® surveys show that less than 30% of divers exercise. As the diving population ages existing clients and professional staff need to know how to become and remain physically fit, prevent illness and injury, and rehabilitate and manage conditions such as high blood pressure, diabetes, heart problems, and obesity. The diving and fitness industries parallel in many ways. Dive and fitness centers and their dive and fitness professionals make excellent referral networks for clients. ScubaFit® provides the tools to bridge diving and fitness for the benefit of all divers.

[Click here](#); ScubaFit® DEMA Member Spotlight

More Information: www.scubafit.com

ScubaFit® on the Radio



[Click here](#) for Podcast URL
[Click here](#) to Listen Live
[Click here](#) for the Schedule
[Click here](#) for the Website

To appear as a guest on the show and learn more about advertising opportunities, email Mark Hadrich at markh@divezoneradio.com.

Whether you're an avid scuba enthusiast or just love adventure, you'll want to listen to Dive Zone Radio every Sunday from 4:00 p.m. to 5:00 p.m. on [960 The Patriot](#).

"As a regular on Dive Zone Radio, I find the show refreshing, fun, informative and professional."

The hosts Mark Hadrich and Lew Edwards are dive instructors bringing a wealth of knowledge, experience and insight to the airways. Dr. Jeffrey M. Taffett is the regular DAN doctor.

Focused on diving, but interesting for divers and non-divers of all ages, tune in for lively discussions about dive equipment, training, the dive site of the week, contests, and giveaways, destinations and travel, health, safety and fitness, sea critters and ocean conservation.

The show creates a community of diving with a professional image for dive businesses.

Dive Show Fitness



Dive show and trade events can take a toll on the body. Walking for most visitors at dive shows is more like a shuffle with stops, starts, and a lot of standing. Vendors and exhibitors manning booths have at least one full day of setting up, carrying large awkward or heavy objects, walking long distances repetitively and then standing for hours on hard surfaces or sitting in folding chairs for days before taking everything down and carrying it away. Let's face it – it's a grind – a good grind, but a grind. Here are some fitness tips for visitors, vendors and exhibitors to help with the physical aspects of attending dive shows.

Be prepared all the time: Participate in a regular exercise program for life, diving, health and wellness.

A balanced fitness for diving program includes strength training, aerobic exercise, stretching and good nutrition.

Plan ahead: Review travel itineraries, airports, the show venue and amenities such as hotels, restaurants and fitness centers. Plan to practice the same healthy habits during the show. This means keeping a tight schedule leading up to the show so that exercise, good sleep and nutrition are a part of the routine right up to and through the event.

Take health breaks: Establish a team and set up shifts in advance with one or more others involved in the business. If you are a sole proprietor, bring a friend, family member or hire someone to help.

Dress for good health: Dress professionally but be comfortable and practical. Good shoes are imperative. Avoid clothes that are too tight or binding and that may reduce circulation. Remember that the weather outside may be very different than the temperatures inside the venue. Changes in temperature require quick and easy protective clothing.

Bring healthy lunch and snacks: To help maintain healthy eating visitors can pack a lunch, snacks and beverages and leave them in the car in a cooler. Vendors and exhibitors may be permitted to bring coolers into the event. Stay hydrated by sipping water and low calorie beverages. At lunch time take a break outside the event for 20 minutes to sit down, eat and relax.

Make good food choices: When eating out follow a healthy nutrition plan. Have fun but practice restraint and avoid high fat and fried foods, sugary drinks including coffee beverages and high calorie alcohol. Good nutrition may include supplements that boost the immune system when traveling and exposed to large crowds.

Move, walk and stretch: Take a break every couple hours to walk around for three to five minutes. Visit the restroom during the break. It is not healthy to hold it too long. Practice basic stretches especially for the low back and hamstrings. Many of these can be performed right in the booth. Visitors can take a break from the dive show shuffle by walking outside for a few minutes or sitting down for seminars and presentations. Vendors may bring and sit on an exercise ball in the booth.

Exercise anyway: It may seem impossible to fit exercise into the schedule of a dive show, but an early morning walk can set a positive tone for the entire day. Small exercise equipment such as bands and light weights can be carried in luggage for workouts on the go. Nearby fitness centers offer evening and early morning hours and a variety of group exercise classes. Spa treatments like massages are perfect for the end of a long day at the dive show. Hotel fitness centers and pools are easy access for light and therapeutic exercise to refresh and prepare for the next long day of dive show business, stretching and good nutrition.

[fit-di-ver]

a person who strives and achieves the required level of fitness in order to stay underwater for long periods of time and adapt to the elements presented.



FitDiver® is a publication of ScubaFit® by Gretchen M. Ashton, CFT, SFT, SFN, NBFEE

Copyright 2001-2014

ScubaFit • 1204 Abelia Avenue • Carlsbad, CA 92011

<http://www.fit-diver.com>

[Subscribe](#) | [Unsubscribe](#) | [Send to a Friend](#) | [Preferences](#) | [Report Spam](#)

Powered by [MyNewsletterBuilder](#)