



Southern Indiana Scuba

6500 S Empire Rd
Bloomington, IN 47401
812 824-7234



Mark's Corner

RSVP REQUIRED!

Today's financial environment requires that companies, as well as individuals to find ways to save money. As a company, we are looking at best way to save so that we can give our family (customers) the best value for the dollar.

One of the largest expenses a company has is advertising. It is a catch 22. We need to advertise to get new customers, as well as keep the current ones informed, but at the same time, spending too much money on advertising is not prudent use of resources. Each of us must chose wisely when making our budgets. With this in mind, we at Southern Indiana Scuba has been looking over our expenses and identifying ways to save.

We know that our newsletter is very important in reaching our customers, but it is also a very large budget item. Since we are becoming a world of electronic communications, even the smallest organizations are changing to this media. Therefore, we at Southern Indiana Scuba have decided that we will no longer mass mail hard copies of the newsletter. It will be available online under the heading "Newsletter" and we will email PDF files to our email list.

We will continue to print a few newsletters available for pick up in the store. If you do not want an electronic newsletter, let us know and we will mail you a copy. Unless you RSVP, you will not be added to the US Mail newsletter list.

If you **have not** been receiving emails from us, we don't have your current email address. Either email us, or stop by, to let us know how you would like to receive the newsletter.

An electronic format means more newsletters more often, and it will be in color online. Southern Indiana Scuba's main goal is customer satisfaction. We feel that we can reach our customer base more efficiently and faster through electronic media.

Southern Indiana Scuba has become a Facebook member. We have one site as a group and one as a business. The business page has a link off our webpage. Become a fan and get connected with other divers and keep up on all of the happenings.



We're Still Recovering

Southern Indiana Scuba has a list of email addresses that enables us to send out announcements, e-newsletters and updates faster. Due to a system failure we may have lost your e-mail address. The best way to get back on the list is to e-mail us at:

mark@southernindianascuba.com

with the subject: email list, and he'll re-enter your email address in the list.



How about an Indiana License Plate with DAN® on it?

Southern Indiana Scuba and Divers Supply Indy are working with Divers Alert Network and the State of Indiana to get a special group plate for divers approved.

Show your support for DAN®, and the diving community by signing a petition. We need 500 people to commit to purchasing these plates.

Stop by either Southern Indiana Scuba or Divers Supply East in Indy to sign the petition. Like other special interest groups plates the fee would be a little more than normal, but \$25.00 of the fee will go to DAN as a donation and that is tax deductible for you.

Stop by soon and sign up.

Let's show our support and get our own plate too.



Tis' the Season for Holiday Shopping

It's time to think about your diver's wish list. We are sure to have that special gift that will make the season merry for them.

We have a complete line of SCUBA equipment from the smallest of items to the most complete underwater photo equipment to complete diving outfits. Diver's DON'T FORGET ABOUT OUR DIVER'S REGISTRY. It works just like any other registry. Fill out your wish list and we'll keep it in-store for your family and friends to select from.

Southern Indiana Scuba

is very proud of the men and women serving in all branches of our United States military.

We have many friends and family both scuba and personal who are serving to assure us of our freedoms. We wish them all safety, and our prayers, love and appreciation are sent their way.



We are offering a **10% Discount** on all equipment and classes for all current members of all branches of our armed forces, ID required.

CHRISTMAS PARTY OPEN HOUSE



Come share the holiday season with good friends, good food and good stories at our annual Christmas Party/ Open House. The Party begins at 10 am on Saturday, December 5th and ends at 5pm. If you have a favorite snack, please feel free to bring it to share. Also feel free to bring pictures of your trips to share with your fellow divers. Who knows? Maybe a future trip can be dreamed up.

DON'T FORGET ABOUT OUR DIVER'S REGISTRY!!!!



NEW SHOP DOG

The next time you come into the store take time to meet our newest staff member. Molly, the new shop dog, recently became a member of the Southern Indiana Scuba team as the store's mascot. She is a five year old Golden Lab. Her duties include being a watch dog and sleeping. The "watch" part means that people have to **watch out** that they do not step on her when she is sleeping. One of her past times is to "watch" the fish in our tank. She enjoys meeting people and playing with kids.



In an effort to keep up with a changing world, Southern Indiana Scuba has become a Facebook member. This is a great way to keep in touch with other divers, to exchange ideas and swap dive stories. We are listed on two different sites, a personal page and a fan page created by one of our dive instructors. The fan page has a link off our website. Become a fan and get connected with other divers and keep up on all of the happenings.

TRIP REVIEWS

**Dominican Republic/Captain Kidd
Work/Research Trip**



We had an exciting time in the Dominican Republic. Eleven of us who went stayed the first and last nights at the Hotel Palacio, the palace of their president in the 1800's. This was a beautiful hotel in the heart of Santa Domingo.
www.hotel-palacio.com/?page=history

We walked the same streets as Christopher Columbus and his crews. We saw cobblestone and buildings from that same era, of which one was the first hospital in the New World and the other one the first church of the New World. We were taken behind the scenes at the National Museum where cannon and shipwreck artifacts were in preservation.

We helped create two underwater shipwreck parks for the government and saw 300 year old wood from the Captain Kidd ship, the *Cara Merchant*. We saw a pile of cannon and anchors used as ballast in the ship.

We also saw Tiano Indian artifacts and writings and swam in a cenote used by them as a water source and ceremonies. We were present when IU made very significant discoveries this summer.

We would like to thank Indiana University, Charles Beeker, and Fritz Hanselmann for taking time to educate and allow us to assist them on their sites.

COZUMEL



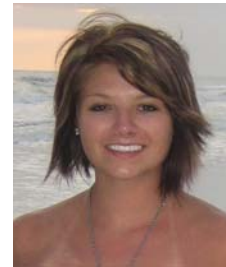
The Cozumel, Mexico trip in August was AWESOME. We had 16 divers and 5 non-divers on the trip. The group was from all over; Martinsville, Columbus, Bloomington, Indianapolis, and North Carolina.

The weather was great, sunshine every day. Diving was terrific. We dove with eagle rays, seahorses, eels, a shark ray, a frogfish and many more of our underwater friends. The Fiesta Americana Resort and Dive House staff were terrific!

We ate like kings. The food was out of this world. The rooms were nice and spacious. Turned down sheets with chocolates on our pillows.

On our last day many of us travelled to Tulum, a Mayan archaeological site on the mainland. A neat experience for the ancient history buff.

**INTRODUCING
KELLY CASTLE
OUR NEW SCUBA INSTRUCTOR**



Sales Consultant, Trip Consultant, PADI OWSI Instructor, an EFR child and adult instructor, and a EAN Specialty instructor.

Kelly started diving when she was ten years old and loved it so much that she made a goal for herself to advance as soon as she came of age for every level. She recently became an instructor this summer in St. Marteen's. Throughout her diving career she has dove several places but one of her favorites places is Saba. Not only did it have AWESOME diving, but the island was beautiful! She has a passion for diving and a love for teaching and hopes that with these two ingredients she can inspire others to find what she has found through diving: Love, Friendship and Memories that will last a life time!

P I R A T E B A Y M
A T E F C A N N O N
N O S K J Z I V E P
C F C I L B U P E R
H B U D X S H I P E
O W E D H U Q L O T
R C O L U M B U S A
N A C I N I M O D W

Can you find these words?

Water	Pirate	Columbus
Ship	Dominican	Anchor
Rescue	Republic	Kidd
	Cannon	

NEW GALILEO LUNA

Scuba Pro has announced a new addition to the state-of-the-art Galileo family of dive computers. The new Galileo is a more affordable model of the old Galileo.



A new addition to the state-of-the-art GALILEO family of computers-

LUNA enhances your dive experience providing intelligence at hand, with key features, and the ability to upgrade:

- Full-Tilt Digital Compass with Bearing Memory
- Extra large Dot-Matrix Display
- Updatable Processor that can be Reprogrammed via Infrared by the User
- EN Certification to 1082 feet (330 meters)
- User-replaceable battery with tissue loading memory
- Hoseless Gas Integration with True Remaining Bottom Time Calculation
- Plus all the UWATEC Core Technological Features for which we are renowned

Optional features which can be purchased separately:

- Predictive Multi Gas algorithm
- Exclusive POLAR Heart Rate Monitoring System

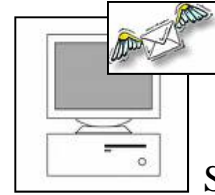
GET 100% CREDIT BACK

This sale is a Scuba Pro “stimulus package.” When a Scuba Pro package, consisting of mask, fins, snorkel, and boots, is purchased you qualify for the stimulus package. This package is activated when you purchase a Scuba Pro BCD, regulator and dive computer before January 31, 2010. Then, you will receive 100% credit of the mask, fins, boots, and snorkel purchase.



YEAR END SALE

We have bargains galore on a variety of dive gear. The sale features close-out, discontinued models, and rental gear. The close out is equipment styles and models that we will no longer carry. The discontinued models are items that the manufacturer’s no longer carry or have changed the names. At each year’s end we sell all rental gear at a real bargain. Rental gear is warranted for 90 days. All other purchases are standard factory warranties.



SERVICE DEPT GOING DIGITAL, ANNUAL REMINDERS

Southern Indiana Scuba has always prided itself in having the state of the art test equipment, up to date training, and authorized dealer parts and now our service department is going digital. This means that you will be sent an e-mail reminder when your equipment is due for repair. That is, to the folks whose e-mail address we have on file. Also, an e-mail will alert you when the repair is finished. If you wish to participate in these new digital reminders be sure we have your e-mail address on file.



MASTER Scuba Diver Challenge Card
5 Specialties for \$350



Pick any 5 PADI Specialties for only \$350*. There are many to choose from including AWARE Fish ID, Boat Diver, Coral Reef Conservation, Deep Diver, Digital UW Photography, Dive Propulsion Vehicle, Drift Diver, Dry Suit Diver, Enriched Air Diver, Equipment Specialist, Ice Diver, Multi-level Diver, Night Diver, Peak Performance Buoyancy, Project AWARE Specialist, Search & Recover, Underwater Naturalist, Underwater Navigator, Underwater Photographer, Underwater Videographer, Wreck Diver, Full Face Mask Diver, DSAT Gas Blender.

Complete 5 of any of the above specialties plus Advanced, Rescue and log 50 dives and Southern Indiana Scuba will pay for your Master Scuba Diver Rating.

**Purchase of materials and rental equipment extra*

Upcoming Classes & Events



Discover Scuba

Date	Time	Location	Inst.
Registration required, \$14.95			
Jan 9	9:00 am	SIS Owen Co YMCA	SIS Staff
Feb 3	6:00 pm	SIS Owen Co YMCA	SIS Staff
Mar 3	6:00 pm	SIS Owen Co YMCA	SIS Staff
Apr 6	6:00 pm	SIS Owen Co YMCA	SIS Staff
May 6	6:00 pm	SIS Owen Co YMCA	SIS Staff

3Week Open Water Classes

Days Monday, Tuesday, Wednesday, Thursday

Date	Time	Location	Inst.
Jan 12	7-8:30p	SIS SIS Staff	SIS Staff
Feb 9	7-8:30p	SIS SIS Staff	SIS Staff
Mar 9	7-8:30p	SIS SIS Staff	SIS Staff
Apr 13	7-8:30p	SIS SIS Staff	SIS Staff
May 11	7-8:30p	SIS SIS Staff	SIS Staff

Weekend Open Water Classes

Date Sat & Sun	Time	Location	Inst.
Jan 16 - 17	8a-4:30p	SIS	SIS Staff
Feb 20 - 21	8a-4:30p	SIS	SIS Staff
Mar 27 - 28	8a-4:30p	SIS	SIS Staff
Apr 24 - 25	8a-4:30p	SIS	SIS Staff
May 15 - 16	8a-4:30p	SIS	SIS Staff

Adventure/Advanced Open Water Diver

Date	Time	Location	Inst.
Jan 13	7-10p	SIS	SIS Staff
Feb 10	7-10p	SIS	SIS Staff
Mar 10	7-10p	SIS	SIS Staff
Apr 14	7-10p	SIS	SIS Staff
May 12	7-10p	SIS	SIS Staff

Rescue Diver

Date	Time	Location	Inst.
Jan 27th	7-10p	SIS	SIS Staff
Feb 24th	7-10p	SIS	SIS Staff
Mar 31st	7-10p	SIS	SIS Staff
Apr 28th	7-10p	SIS	SIS Staff

Divemaster

Date	Time	Loc.	Inst.
April 4th	7:00p	SIS	Mark Brooks

PADI Emergency First Response

Date	Time	Location	Inst.
Jan 20th	7-10p	SIS	SIS Staff
Feb 17	7-10p	SIS	SIS Staff
Mar 24	7-10p	SIS	SIS Staff
Apr 21st	7-10p	SIS	SIS Staff
May 26th	7-10p	SIS	SIS Staff

PADI 02

Date	Time	Location	Inst.
Jan 18th	7-10pm	SIS	Mark Brooks & SIS Staff
Feb 15th	7-10pm	SIS	Mark Brooks & SIS Staff
Mar 29th	7-10pm	SIS	Mark Brooks & SIS Staff
Apr 19th	7-10pm	SIS	Mark Brooks & SIS Staff
May 24th	7-10pm	SIS	Mark Brooks & SIS Staff

Other Classes

EAN (Nitrox) Self-paced	SIS	Anytime
Dive Propulsion Vehicle Specialty	By Appt	Anytime
Discover Full Face Mask	SIS	Call for dates & times
PADI Drysuit Diver	Self-paced	SIS Anytime

NOTE: Location and prices of classes subject to change without notice except for those enrolled in the class.

BIKE & DIVE

Bike to Key Largo, Dive and Bike Home May 15th to 23rd



Come join us on a ride in May. We will ride to Key Largo in 3 days, dive in morning, ride in the afternoon for 3 days, and then ride home in 3 days via the Deal's Gap. We ship our dive equipment to Quiescence in Key Largo, then ship our equipment home at the end. We ride about 450 to 500 miles a day. This is a lot of fun. You can enjoy two of your hobbies with friends that enjoy them also.

Bonne Terre Mines

Sam Frushour is leading another trip to Bonne Mine on January 31, 2010. If you would like to experience this very special dive location, you need to sign up RIGHT NOW. There over 10 people going this year. It is always fun and a lot of good fellowship is had with your fellow divers. A word of WARNING: DO NOT LET SAM SNOOKIER YOU IN A POOL GAME.



TRIP CALENDAR

Key Largo, FL^ March 14 - 20,
5 days of diving, 6 nights \$750.00

Key Largo, FL^ Bike & Dive May 14 - 22
5 days of diving, 6 nights \$750.00

Key Largo, FL^ Bike & Dive May 13 - 23
Dive 3 days and 4 night lodging
~\$ 585 .00pp

Cayman Brac, Brac Reef Resort June 13 - 19
7 nights, 17 dives,

Key Largo, FL^ AND DRY TORTUGAS, FL
Dive 3 days and 4 night lodging AND
Live-aboard **July 18 - 25**
~~\$1,400.00 pp

Turks & Caicos Live-aboard
Dive 7 days , 6 days of diving
Live-aboard **Sept 4 - 11**
~~\$2180.00 pp

All trips require a deposit, and a signed contract..
Some do not include airfare, see our store staff
for details.

NOTE: prices, locations, dive centers, hotels subject to
change without notice. Only those signed up for the trip at
the time of the change will be notified

FOR MORE INFORMATION:
Call (812) 824-7234, or visit us on line at
info@southernindianascuba.com
“~” approximate price
^ Dorm at Quiescence Dive Center. Upgrades can be
arranged.

(Prices do not include airfare and are subject to change with-
out notice)

Plan NOW for Brac Reef Resort in NEW DATE June 13 to 19, 2010



On June 19 -26, 2010, join us on a great and beautiful Caribbean island vacation trip. Recommended by SIS friends we'll see dive sites to remember for years. Pristine reefs, fish, seahorses, dolphins, sponges and more.

For the ultimate Cayman Islands vacation, you could do no better than Brac Reef Beach Resort on Cayman Brac. It is the top of the line when it comes to Cayman Brac accommodations. The attractions here are simple: wind-rustled palm fronds at twilight, hammocks on an untouched beach, and incredible diving and snorkeling. Brac Reef Beach Resort is a charming, family-owned getaway located on four and a half acres of milky white-sand beachfront. It is the only Cayman Islands resort to offer diving in the waters around both Cayman Brac and Little Cayman. While diving is a specialty, Brac Reef caters to divers and non-divers alike, welcoming families, small conferences, wedding and honeymoon guests and adaptive divers.

The resort offers visitors the only opportunities on the island to pamper themselves at Tropical Touch Day Spa, to log on through Cyber Beach internet access and to work out at Island Shapes Fitness Center.

There are evening activities such as movies on the beach and karaoke. Snorkeling, kayaking, fishing, tennis, beach volleyball, family swims, and biking are also offered at Brac Reef Beach Resort.

7 nights accommodation
Six days of 3 tank dives:
17 dives total
Breakfast, Lunch & Dinner
Daily
Three Drinks per evening
Transfers, taxes & service
fees
\$1735.00 per person
Standard Room

(Based on double occupancy and availability)
(Does NOT include airfare)

(Prices do not include airfare and are subject to change without notice.)