



PADI® Retailer
Association
**Membership
Standards**



PADI Retailer Association Membership Standards

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PADI Retailer Association Membership Standards

The PADI Retailer Association (PRA) is a membership organization consisting of professional retail dive stores where key ingredients, known as “the Three Es”, come together to meet the needs of dive consumers. Education (PADI courses), Equipment (sales, service and rental) and Experience (travel and/or local dive activities) must be offered, supported by the PADI educational system, PADI instructional materials and established business standards. The criteria in this standards document apply to all levels of PRA Membership and have been formulated to help ensure that consumers visiting PADI Member dive stores receive consistent, quality instruction and services. The member stores, in turn, are strongly backed by PADI, with business tools and programs, marketing and strategic assistance, business education, exclusive insurance programs and other such business support, specifically designed to foster their success in the dive marketplace.

The PADI Retailer Association has several membership classifications:

- ◆ **PADI Dive Center.** This is the first level of membership for full-service, retail dive stores that join PRA and meet PRA Membership standards.
- ◆ **PADI 5 Star Dive Center.** This rating is awarded to progressive PADI Dive Centers that provide a full range of PADI diver education programs, equipment selection and dive experience opportunities, while actively promoting aquatic environmental awareness.
- ◆ **PADI 5 Star Instructor Development Center (IDC).** PADI 5 Star Dive Centers that qualify to conduct PADI Instructor-level training can apply for this rating.
- ◆ **PADI 5 Star Career Development Center (CDC).** This award is given to PADI 5 Star IDCs that conduct additional instructor-level training and meet requirements for assisting dive leaders in reaching their professional goals.

The Benefits of PADI Retailer Association Membership

Standing behind its firm belief that successful retailers better represent diving to the general public and are in a position to offer more creative, enjoyable opportunities to their customers, thus benefiting the entire dive industry, the PADI Retailer Association has committed considerable resources and support staff to providing member stores with diving’s strongest, most valuable benefit package. This broad array of business support services and programs has been designed specifically for retail dive stores and is offered exclusively to PRA Members.

PRA Member Benefits, by Member Category

NOTE: Specific benefits vary by membership level, geographic location and PADI Office affiliation. This is not a complete list of benefits offered by each PADI office; some listed benefits may not be available at all PADI offices. Your PADI Office can provide a detailed list of benefits available in your area.

PADI Retailer Association Membership Benefits

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	Dive Center	Five Star Dive Center	Five Star Instructor Development Center	Five Star Career Development Center
Licensed right to use PADI-related names and logos to advertise and promote PADI-related services, certifications and products.	X	X	X	X
Listing in the Dive Center and Resort Member Directory at padi.com and access to other PADI website services (banner ads, etc).	X	X	X	X
Free link from padi.com to member Dive Center website and access to banner ads.	X	X	X	X
Discounts on purchases of PADI-related products.	X	X	X	X
The dive business name printed on all PADI-related certification and course completion cards issued by the business.	X	X	X	X
Access to on-line certification card processing.	X	X	X	X
Access to on-line verification of diver certification information and professional member credentials, 24 hours per day, 7 days per week.	X	X	X	X
Access to the industry's largest staff of regional managers, sales consultants, and training consultants.	X	X	X	X
Free marketing to DSD participants by PADI to incent participant to convert to Open Water Diver certification.	X	X	X	X
Virtual Classrooms access and eLearning student enrollments for all PADI International Resort and Retailer Association member levels.	X	X	X	X
The industry's most aggressive new diver acquisition marketing efforts, including non-endemic advertising campaigns.	X	X	X	X
Access to the industry's only true Quality Management oversight, supporting training program consistency at the international, national and regional levels.	X	X	X	X
Subscription to <i>The Undersea Journal</i> - PADI's magazine for dive professionals, which includes articles and features on diver education, retail business education, travel, industry news, science and the environment.	X	X	X	X
Discounted advertising rates in <i>The Undersea Journal</i> and, where applicable, consumer dive magazines.	X	X	X	X
Access to the Job Placement Information Service at padi.com.	X	X	X	X
Dive store management and staff access to PADI-sponsored seminars, including Business of Diving programs and PADI DEMA Show seminars.	X	X	X	X
Retail education materials for sales staff and management training.	X	X	X	X

<p>PADI Retailer Association Membership Benefits</p> <p>page 2</p>	Dive Center	Five Star Dive Center	Five Star Instructor Development Center	Five Star Career Development Center
Ability to purchase PADI-related products, including consumer brochures, certification wall displays, dive store shopping bags, tank inspection decals and other merchandise designed to display PADI-related brands in the dive operation.	X	X	X	X
Access to PADI cooperative advertising and marketing programs.	X	X	X	X
Access to prequalified consumer lead lists generated by PADI promotional programs.	X	X	X	X
Inclusion in all PADI diver acquisition and continuing education marketing campaigns, including free in-store promotional materials.	X	X	X	X
Marketing support through PADI's placement of advertising in consumer dive magazines.	X	X	X	X
Participation in PADI surveys and forums.	X	X	X	X
Market research data, including dive consumer statistics, dive traveler survey conclusions and other statistical information.	X	X	X	X
Free consultation with PADI representatives regarding business, retail, educational and risk management concerns.	X	X	X	X
Access to diving's most complete insurance programs, designed exclusively for PADI-member Dive Centers, Dive Resort Operators, Dive Boats and Recreational Facilities.	X	X	X	X
Exclusive Five Star Dive Center designation in the PADI Dive Center and Resort Member Directory at the PADI website.		X	X	X
The business name and address printed on specially designed PADI certification cards. Increased discount on purchases of PADI-related products.		X	X	X
Regular PADI-related program certification reports.		X	X	X
Licensed right to use Five Star Dive Center promotional materials in advertising.		X	X	X
Exclusive Five Star Dive Center products, including certification wall displays, brochures and personalized tank inspection decals.		X	X	X
Ability to offer and conduct PADI Instructor Development Courses.			X	X
Receive the Five Star Instructor Development Center designation in the PADI Dive Center and Resort Member Directory at the PADI website.			X	X

PADI Retailer Association Membership Benefits

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	Dive Center	Five Star Dive Center	Five Star Instructor Development Center	Five Star Career Development Center
Free listing of the store's Instructor Development Courses and instructor-level continuing education courses in a special section at the PADI website.			X	X
Licensed right to use Five Star Instructor Development Center promotional materials in advertising.			X	X
Prequalified PADI Instructor Development candidate leads generated by PADI promotional programs.			X	X
Exclusive products designed specifically for use by PADI Five Star IDCs.			X	X
Receive the PADI Five Star Career Development Center designation in the PADI Dive Center and Resort Member Directory at the PADI website.				X
Exclusive PADI credentials and recognition materials for career development program graduates.				X
Licensed right to use the PADI Five Star Career Development Center logo in advertisements.				X
Free advertisements in <i>The Undersea Journal</i> (as determined by number of instructor candidates trained.)				X

PADI Dive Center Membership

PADI Dive Centers are professional businesses that engage in the retail sale of recreational scuba diving equipment and instruction. PADI Dive Centers demonstrate a commitment to the PADI system of diver education by offering PADI certification courses and experience programs. Other services they provide include recreational scuba equipment rental and repair, compressed air sales, recreational scuba diving and snorkeling activities, and travel opportunities.

PADI Dive Center Benefits

PADI Dive Center membership provides valuable benefits designed to support the dive centers' business activities. See Benefits Chart, pages 2-4, for current benefits list.

Requirements*

To qualify for and maintain annual membership as a PADI Dive Center, the business must:

1. Be a retail store located in an area zoned for business (if applicable), with a publicly accessible storefront. The store must also maintain established business hours of at least 20 hours per week (or as comparable with other full-time retail stores in the local market) during the operating season and is to have a professional image consistent with or better than the norm for retail businesses in the marketplace.
2. Have, as its main activity, the retail sale of recreational scuba diving equipment, recreational scuba diving instruction and recreational scuba diving experiences such as dive travel or tours.
3. Comply with local laws regarding business licensure and any relevant local laws or standards regarding service provision.
4. Sign and adhere to the most current version of the PADI International Resort and Retailer Associations Membership and License Agreements.
5. Agree to uphold the PADI Ethical Requirements as listed in the General Standards and Procedures Section of the PADI *Instructor Manual*.

Regarding recreational scuba diving and snorkeling instruction:

6. Provide PADI-related programs throughout the operating season; PADI programs must have equal or better representation if the dive center also offers nonPADI programs.
7. Ensure PADI and nonPADI certification courses and experience programs are conducted by a certified dive instructor in current teaching status. NonPADI dive instructors must be members of a recognized certification organization.
8. Use PADI-related training materials as designed when conducting PADI-related courses and programs.
9. Ensure that students and leadership-level course candidates have a personal set of current materials for study and use during the course and for reference afterward, according to the PADI *Instructor Manual*. If the materials are not available in a language understood by the student, the standard does not apply.

* Retailer Association Members located in a European Union country are required to comply with all relevant parts of EN14467 - Recreational diving services - Requirements for recreational scuba diving service providers. To obtain copies of this standard go to <http://www.cenorm.be>.

10. Provide adequate classroom facilities and confined water sites for instruction. Classrooms and confined water sites are to be within a reasonable distance of the dive center. Confined water sites are to be protected and provide adequate space to meet instructional performance requirements. Risk assessments must be conducted as required by local standards for service provision.
11. Provide modern dive equipment for instruction and for rent to students and certified divers as described in the PADI *Instructor Manual*. *In some areas, such as the European Union, this may be required by local standards for service provision.*

Regarding equipment sales and service:

12. Offer for sale and stock, a selection of scuba and snorkeling equipment that includes (as a minimum) masks, fins, snorkels, BCDs, regulators, scuba cylinders, depth gauges, submersible pressure gauges, dive computers and exposure protection.
13. Offer service and equipment repair, including scuba cylinder visual inspections.
14. Maintain and inspect the rental cylinders and valves in accordance with all local laws governing scuba cylinder maintenance. If no local laws exist, the cylinders must be visually inspected at least once a year and maintained according to manufacturer recommendations.
15. Offer compressed air service. Compressed air must meet any local scuba diving air quality and testing standards or, if no local standards exist, the compressed air must meet the Compressed Gas Association (CGA), Table 1, Level E Standards for Scuba Diving Air:

Oxygen 20-22%	Carbon monoxide 10 ppm (maximum)
Carbon dioxide 1000 ppm (maximum)	Oil (mist and vapor) 5 mg/cubic meter (maximum)
No pronounced odor	Total hydrocarbon content 25 ppm (maximum)

16. Agree to sell, rent or provide compressed air for scuba purposes only to certified divers and student divers in training under a professional scuba instructor, unless prohibited by local law. If the business offers enriched air or other mixed gas services, it agrees to provide enriched air or other mixed gases only to divers certified in their use or student divers in training under a qualified enriched air or mixed gas instructor. If other types of gas services or blending are offered, the business must ensure these gases meet federal, local and industry requirements for both filling and storage and that the staff is trained to blend such gases using appropriate, accepted methods and equipment according to dive community practice and any regulations that may apply. Oxygen must be medical (USP) or aviator grade. Operators need to meet local information provision requirements prior to providing this service.

Regarding recreational scuba diving/snorkeling activities:

17. Require proof of recreational scuba certification by all divers participating in noninstructional recreational scuba dives.
18. Ensure that a certified and renewed divemaster, assistant instructor or scuba instructor is present and supervising all snorkeling or recreational scuba diving tours offered by the dive business.
19. Have a first aid kit available at any supervised snorkeling or recreational scuba diving activity and have an oxygen unit with an adequate supply of oxygen (unless prohibited by local law) available during any supervised recreational scuba

- diving activity, including on board dive boats operated by the Dive Center.
20. Complete risk assessments as required by local standards for service provision.
 21. Comply with local laws regarding providing clients with specific risk assessment conduct and emergency procedure documentation. It is recommended that the management ensure all staff members are fully aware of their responsibilities where local laws dictate specific actions to be taken when providing dive services to clients.
 22. Submit an Incident Report Form to the appropriate PADI Office any time the staff witnesses or is involved in a dive incident that could lead to an injury, as outlined in the PADI *Instructor Manual*.

Regarding boat operation and safety equipment:

23. Have a boat captain or vessel operator trained in safe boat operation and comply with local boat captain certification or licensing requirements and laws.
24. Ensure that owned or operated dive boats comply with local laws regarding boat safety equipment on vessels for hire. If no local law exists, all dive boats must have at least one fire extinguisher, one personal flotation device (PFD) for every passenger and a flare or emergency signaling device.
25. Display a recognized dive flag when anyone is in the water.
26. Ensure all dive boats operated by the dive center follow an established diver and passenger accountability procedure.

PADI 5 Star Dive Center Membership

PADI 5 Star Dive Center membership is awarded, on an annual basis, to progressive PADI Dive Centers that provide a full range of PADI diver education programs, equipment selection and experience opportunities, while actively promoting aquatic environmental awareness. These businesses excel in providing quality service to divers, present a professional image and actively promote the benefits of recreational scuba diving snorkeling, dive travel, and environmental awareness. PADI 5 Star members' appearance and performance compares favorably with and typically exceeds the quality of dive businesses in the area, and exceeds the standard for other dive businesses in the market.

PADI 5 Star Dive Centers promote the benefits of safe recreational scuba diving and snorkeling while embracing the PADI system of diver education, offering regular continuing education programs to ensure divers have the opportunity to advance their skills and knowledge. PADI 5 Star Dive Centers are active in the community, are committed to providing customer satisfaction with the dive experience, education, safety, and environmental awareness.

PADI 5 Star Dive Center Benefits

PADI 5 Star Dive Center Membership includes all PADI Dive Center benefits, plus provides valuable additional benefits designed specifically for PADI 5 Star Dive Centers. See Benefits Chart, pages 2-4, for current benefits list.

Prerequisites

To apply for PADI 5 Star Dive Center status, PADI Dive Centers must meet the following prerequisites:

1. Meet all PADI Dive Center requirements; applicants must have no open or verified PADI Quality Assurance violations in the last six months. (Ongoing requirement.)

2. Portray a professional image consistent with or better than the retail business standard in the marketplace, and exceed the standard for other dive centers in the market. The business must be open for at least 25 hours per week (or hours as comparable with other full-time retail stores in the local marketplace) during the operating season. (Ongoing requirement.)
3. Have issued at least 150 PADI certifications that meet the following requirements:
 - ◆ minimum fifty Advanced Open Water Diver (or higher) certifications.
 - ◆ ten Rescue Diver certifications.
 - ◆ five Master Scuba Diver certifications (each component is to have been completed at the business).
 - ◆ five Divemaster or Assistant Instructor certifications.
 - ◆ five percent, or a minimum of 10, Project AWARE certifications.

NOTE: Discover Scuba Diving participant registration credit (five registrations earns credit equivalent to one open water diver certification) and PADI Open Water Diver student referrals (two referrals issued earns credit equivalent to one open water diver certification) may count toward this requirement.

For PADI Dive Centers who wish to apply for PADI 5 Star status, but do not meet the above prerequisites, please contact your local International Resort and Retailer Association office for further information on how you may qualify.

Requirements

To qualify for and maintain annual membership, PADI 5 Star Dive Centers must:

1. Continue to meet all PADI Dive Center prerequisites and membership requirements, as well as maintaining all 5 Star Dive Center pre-requisites noted as “Ongoing” requirements.
2. Ensure that all full-service dive operations in a multi-location operation are current International Resort and Retailer Association members and that they maintain requirements 3, 4 and 5 below.
3. Exclusively issue and advertise only PADI certifications for recreational diver courses and introductory programs. Exceptions may include specialty certifications issued for training activities outside the PADI System (including DSAT TecRec Courses) of diver education, such as technical diving, students referred from other certification organizations for completion of entry-level training, and pool demonstration or “try diving” programs in swimming pools with maximum depths less than 1.2 metres/4.0 feet. Members must receive prior written approval from their PADI Office to offer these courses or programs.
4. Refrain from conducting, sponsoring or advertising any nonPADI recreational scuba instructor training programs.
5. Use the complete PADI System of diver education, both at the instructor and consumer level, exclusively, as designed. Student divers must use and study with all relevant PADI materials if available in a language they understand.
6. Conduct at least the following PADI courses during each year: PADI Advanced Open Water Diver, Rescue Diver, five different Specialties, and Divemaster and/or Assistant Instructor.
7. Ensure at least 30 percent of total student certifications (or a minimum of 100) are issued for courses above the PADI Open Water Diver level.
8. Issue at least two PADI Divemaster or PADI Assistant Instructor certifications per year.

9. Sponsor or conduct at least one public event promoting the benefits of recreational scuba diving, snorkeling or environmental awareness, annually.
10. Sponsor or conduct at least one program promoting public or diver safety as a community service, annually.
11. Display information supporting the Project AWARE philosophy, including Project AWARE brochures, poster and decals.
12. Sponsor or conduct at least one of the following: Peak Performance Buoyancy clinic or course, PADI Underwater Naturalist Specialty Course or Project AWARE Specialty Course, annually.
13. Distribute regular communication pieces to recruit and retain customers.
14. Ensure that any owned dive boats use permanent mooring buoys or practice responsible anchoring techniques.

PADI 5 Star Instructor Development Center Membership

Overview

PADI 5 Star Instructor Development Centers (5 Star IDCs) are Dive Centers that meet all 5 Star Dive Center standards, plus offer PADI instructor-level training. 5 Star IDCs have at least one PADI Course Director on staff and are committed to offering instructor development programs and continuing education opportunities to dive professionals. By offering PADI instructor-level training, PADI 5 Star IDCs take on the responsibility of developing qualified PADI Instructors – benefiting PADI Members, dive consumers and the dive industry as a whole.

PADI 5 Star Instructor Development Center Benefits

PADI 5 Star Instructor Development Center Membership includes all PADI Dive Center and PADI 5 Star Dive Center benefits, plus provides an array of valuable additional benefits exclusively designed for PADI 5 Star Instructor Development Centers. See Benefits Chart, pages 2-4, for most current benefits list.

Prerequisites

To apply for PADI 5 Star Instructor Development Center status, PADI 5 Star Dive Centers must meet the following prerequisites:

1. The business must have been a renewed PADI 5 Star Dive Center for at least six months or meet all other PADI 5 Star Instructor Development Center prerequisites and requirements and have successfully attended an appropriate PADI Business of Instructor Development support program as specified by its local PADI office.
2. The business must have issued at least one PADI Assistant Instructor certification.

Requirements

To qualify for and maintain annual membership, PADI 5 Star Instructor Development Centers must:

1. Continue to meet all PADI Dive Center and PADI 5 Star Dive Center membership requirements.
2. Have a renewed, teaching status PADI Course Director on staff (full-time, part-time, or independent contractor) to conduct all PADI Instructor Development Courses, Instructor Orientation Courses and other PADI instructor-level training.
3. Conduct at least 5 PADI instructor-level courses or programs per year, including a minimum of one complete PADI Instructor Development Course. These 5 courses or programs may include any combination of the following: PADI Instructor Development Course, the Open Water Scuba Instructor component of the Instructor Development Course, Instructor Development Course Staff Instructor course, Instructor-level Specialty course, Emergency First Response Instructor course, Status Update or Open Water Scuba Instructor Upgrade.
4. Adhere to all PADI *Course Director Manual* requirements applying to PADI 5 Star Instructor Development Centers conducting Instructor Development Courses or Open Water Scuba Instructor courses. A PADI *Course Director Manual* must be available for reference in the PADI 5 Star Instructor Development Center.

PADI 5 Star Career Development Center Award

Overview

The PADI 5 Star Career Development Center (CDC) award is given to PADI 5 Star Instructor Development Centers (IDC) that dedicate their businesses to professional development beyond regular instructor training. These businesses offer vocational-oriented continuing education training to prepare individuals for dive industry careers and provide job placement services within the dive industry. PADI Members and the dive industry at large benefit from the PADI 5 Star Career Development Centers' commitment to professional development and excellence, and their unique ability to provide qualified candidates to fill industry employment needs.

PADI 5 Star Career Development Center Benefits

PADI 5 Star Career Development Center (CDC) status benefits include all PADI Dive Center, PADI 5 Star Dive Center and PADI 5 Star Instructor Development Center benefits, plus provides an array of valuable additional benefits exclusively designed to assist PADI 5 Star Career Development Centers. See Benefits Chart, pages 2-4, for most current benefits list.

Prerequisites

To apply for the PADI 5 Star Career Development Center Award, PADI 5 Star Instructor Development Centers must meet the following prerequisites:

1. Meet all PADI 5 Star Instructor Development Center prerequisites and requirements and be a renewed PADI 5 Star Instructor Development Center.
2. Have two actively teaching, renewed teaching status PADI Course Directors on staff, of which at least one must be locally available full time and exclusively affiliated with the CDC for all training activities. These Course

Directors are to conduct and coordinate all PADI instructor-level training. Each Course Director must train, at a minimum, 10 PADI Instructor-level candidates each year or must be present for at least 30 percent of the facilities operating hours. (Ongoing requirement.)

3. Have offered and conducted a complete career development curriculum for at least one year. The curriculum is to be at least six weeks long and include:
 - ◆ Emergency First Response provider-level courses, the PADI Rescue Diver course, the PADI Divemaster course, the PADI Assistant Instructor course, the PADI Instructor Development Course, PADI Specialty Instructor and Emergency First Response Instructor training.
 - ◆ Pre- or post-IDC instructor level courses equivalent to a minimum of 20 training days. These courses must include skills and knowledge relevant to the retail dive store or dive resort environment. Examples include: PADI Specialty Instructor training, Emergency First Response Instructor training, dive store retailing, sales training, dive equipment repair and service, tank inspection, marketing, accounting, personnel management, boat handling and maintenance, seamanship, compressor maintenance and oxygen instructor training. (Ongoing requirement.)
4. Have a course catalog outlining the six-week career development curriculum. (Ongoing requirement.)
5. Have trained a minimum of 60 PADI Instructor candidates within the past 48 months.
6. Offer a full-time graduate placement assistance service. (Ongoing requirement.)
7. Offer financial assistance opportunities, if allowed by local law. (Ongoing requirement.)
8. Have attended a PADI Business of Instructor Development program during the previous 12 months. (Ongoing requirement.)

Requirements

To qualify for and maintain the annual PADI 5 Star Career Development Center Award, PADI 5 Star Instructor Development Centers must:

1. Continue to meet all PADI 5 Star Instructor Development Center membership requirements, well as maintaining all 5 Star Career Development Center pre-requisites noted as “Ongoing” requirements.
2. Annually issue at least 60 instructor certifications (including Assistant Instructor, Emergency First Response Instructor, PADI Specialty Instructor and instructor-level career development programs), 15 of which must be Instructor Development Course or Open Water Scuba Instructor component of the Instructor Development Course certificates of completion.
3. Provide all PADI 5 Star Career Development Center candidates with their own sets of PADI materials specific to the courses in which they participate.

Instructor Exam Scheduling Consideration

PADI 5 Star Career Development Center program candidates (or candidates enrolled in five PADI 5 Star Career Development Center pre- or post-Instructor Development Course courses) successfully completing a PADI Instructor Development Course conducted by the PADI 5 Star Career Development Center may attend a PADI Instructor Examination if they have been certified divers for

at least six months, have logged at least 60 dives (as documented in a logbook) and are certified PADI Assistant Instructors.

PADI 5 Star Career Development Center graduates successfully completing an Instructor Examination may have their completed paperwork evaluated by PADI for possible PADI Open Water Scuba Instructor certification when they meet the 100 logged dive requirement. All PADI 5 Star Career Development Center Instructor Exam graduates are certified as PADI Instructors only when a PADI Office processes the graduate registration packets and Instructor Exam forms. Newly certified instructors must meet insurance requirements and receive certification verification from their PADI Office prior to achieving Teaching status or teaching PADI courses.

Important Note: PADI Open Water Scuba Instructor certification requires candidates meet the minimum experience criteria of being a certified diver for at least six months and having at least 100 logged dives.

Application Procedures and General Guidelines

Application Procedures

To apply for any level of PADI Retailer Association membership, the appropriate application must be completed and submitted with proper application fees and documentation, including any photographs or video and PADI field representative reports, as specified. The PADI Retailer Association will review applications and either approve them or notify the applicant of any deficient prerequisites or requirements.

PADI reserves the right to deny PADI Retailer Association membership, or any specific level of membership, for actions or portrayals, in PADI's sole opinion, that may be detrimental to the PADI organization. PADI Retailer Association membership, or any specific level of membership, is granted at the sole discretion of PADI based upon its unilateral determination of several criteria. This includes, but is not limited to, whether acceptance and continuation of membership or membership level is in the best interest of the PADI organization. Meeting minimum PADI Retailer Association membership requirements does not guarantee acceptance. PADI Retailer Association membership, at any level, may be revoked at any time.

Renewal Requirements

PADI Retailer Association membership runs from 1 January through 31 December. To renew, PADI Retailer Association members must agree to abide by the terms and conditions of the current PADI Membership and License Agreement, provide current contact information and submit the appropriate renewal form and annual membership fee. Renewing PADI Retailer Association members must also report any quality assurance actions taken during the previous year. The PADI Quality Management Committee will review these reports as part of the renewal process, and failure to disclose these actions may result in membership revocation.

Inability to meet the applicable annual membership requirements may result in a one year review status with all benefits maintained. Inability to meet the annual requirements while in review status, however, may result in a membership level change.

Nonrenewal of a particular level of membership results in the loss of the associated benefits, including the ability for the store to advertise itself as having attained that level of PADI Retailer Association membership. Not renewing at least at the PADI Dive Center level results in the loss of all PADI Retailer Association benefits and member status. A non-member dive store may not represent itself as a PADI Dive Center and does not have the right to use or display any PADI-owned or PADI-related names or marks.

Additional Requirements

(Please refer to the referenced number in the respective standard for exact requirement)

PADI Retailer Association

Dive Center

Requirements:

1. Maintain established business hours of at least 20 hours per week (or as comparable with other full-time retail stores in the local market) during the operating season
8. Use PADI-related training materials as designed when conducting PADI-related courses and programs.
9. Ensure that students and leadership-level course candidates have a personal set of current materials for study and use during the course and for reference afterward
16. If other types of gas services or blending are offered, the business must ensure these gases meet federal, local and industry requirements for both filling and storage and that the staff is trained to blend such gases using appropriate, accepted methods and equipment according to dive community practice and any regulations that may apply. Oxygen must be medical (USP) or aviator grade.

5 Star Dive Center

Prerequisites:

2. Professional image must exceed the standard for other dive centers in the market.
2. Be open for at least 25 hours per week (or as comparable with other full-time retail stores in the local marketplace) during the operating season
3. Have issued at least 150 PADI certifications, including:
 - at least fifty Advanced Open Water Diver (or higher) certifications.
 - ten Rescue Diver certifications.
 - five Master Scuba Diver certifications (each component is to have been completed at the business).
 - five Divemaster certifications.
 - five percent of the total, or a minimum of 10, Project AWARE certifications.

Requirements:

7. To the requirement of at least 30 percent of total student certifications (are issued for courses above the PADI Open Water Diver level, a minimum of 100 has been added as an option.
8. Issue at least two PADI Divemaster or PADI Assistant Instructor certifications per year

5 Star Instructor Development Center

Prerequisites:

1. To the requirement of being a renewed PADI 5 Star Dive Center for at least six months, the option of “meet all other PADI 5 Star Instructor Development Center prerequisites and requirements and have successfully attended a PADI Business of Instructor Development support program” has been added
2. Have issued at least one PADI Assistant Instructor certification.

Requirements:

3. Conduct at least 5 PADI instructor-level courses or programs per year, including a minimum of one complete PADI Instructor Development Course.

5 Star Career Development Center

Prerequisites:

2. One of the Course Directors on staff must be locally available full time and exclusively affiliated with the CDC for all training activities.
2. Each Course Director must train, at a minimum, 10 PADI Instructor-level candidates each year or must be present for at least 30 percent of the facility’s operating hours.
3. Have offered and conducted a complete career development curriculum “for at least one year.”
5. Have trained a minimum of 60 PADI Instructor candidates “within the past 48 months.”
8. Attended a PADI Business of Instructor Development program during the previous 12 months (also an annual requirement).

PADI International Resort Association

Dive Resort

Requirements:

1. Maintain established business hours of at least 20 hours per week (or as comparable with other full-time retail stores in the local market) during the operating season.
1. Have a professional image consistent with or better than the norm for resort dive businesses in the marketplace.
2. Recreational scuba diving instruction, tours and equipment rental must now be the main activity

8. Use PADI-related training materials as designed when conducting PADI-related courses and programs.
9. Ensure that students and leadership-level course candidates have a personal set of current materials for study and use during the course and for reference afterward
16. If other types of gas services or blending are offered, the business must ensure these gases meet federal, local and industry requirements for both filling and storage and that the staff is trained to blend such gases using appropriate, accepted methods and equipment according to dive community practice and any regulations that may apply. Oxygen must be medical (USP) or aviator grade.

5 Star Dive Resort (formerly Gold Palm Resort)

Prerequisite:

2. Professional image must exceed the standard for other dive operations in the market.
2. Be open for at least 25 hours per week (or as comparable with other full-time dive resort operations in the local marketplace) during the operating season.
5. Have issued or registered at least 150 PADI certifications or experience program participants, including:
 - at least ten Advanced Open Water Diver (or higher) certifications.
 - three Rescue Diver certifications.
 - three Divemaster certifications.
 - twenty-five Specialty course certifications spanning at least five specialty courses.
 - five percent of the total, or a minimum of 10, Project AWARE certifications.

Requirements:

3. Issue only PADI certifications for recreational diver courses and introductory programs. Exceptions may include: . . . upon request of the customer . . . from other certification organizations. But must still “exclusively promote and advertise only PADI certifications” except for training activities outside the PADI System.
6. Conduct at least the following PADI courses during each year: PADI Advanced Open Water Diver, Rescue Diver, five different Specialties, and Divemaster and/or Assistant Instructor.
7. Ensure at least 30 percent of total student certifications (or a minimum of 100) are issued for courses above the PADI Open Water Diver level.
8. Issue at least two PADI Divemaster or PADI Assistant Instructor certifications per year
13. Distribute regular communication pieces to recruit and retain customers.

5 Star Instructor Development Dive Resort

Prerequisite:

1. To the requirement of being a renewed PADI 5 Star Dive Resort for at least six months, the option of “meet all other PADI 5 Star Instructor Development Dive Resort prerequisites and requirements and have successfully attended a PADI Business of Instructor Development support program” has been added
2. Have issued at least one PADI Assistant Instructor certification.

Requirements:

3. Conduct at least 5 PADI instructor-level courses or programs per year, including a minimum of one complete PADI Instructor Development Course.

5 Star Career Development Center

Prerequisites:

2. One of the Course Directors on staff must be locally available full time and exclusively affiliated with the CDC for all training activities.
2. Each Course Director must train, at a minimum, 10 PADI Instructor-level candidates each year or must be present for at least 30 percent of the facility’s operating hours.
3. Have offered and conducted a complete career development curriculum “for at least one year.”
5. Have trained a minimum of 60 PADI Instructor candidates “within the past 48 months.”
8. Attended a PADI Business of Instructor Development program during the previous 12 months (also an annual requirement).

Dive Boat

Requirements:

1. Recreational scuba diving trips or snorkeling excursions must now be the main activity
3. Meet all the Dive Resort requirements; now must offer PADI courses, have equipment available for rent and instruction and offer air fills.

Recreational Facility

Requirements:

2. Recreational scuba diving instruction, tours and/or equipment rental must now be the main activity
3. Meet all the Dive Resort requirements; now must offer PADI courses, have equipment available for rent and instruction and offer air fills.

PADI Retail Association Standards Checklist

PADI Dive Center

Requirements

- A publicly accessible storefront.
- Business hours of at least 20 hours per week.
- A professional image consistent with or better than the norm for retail businesses in the marketplace.
- As its main activity, the retail sales of recreational scuba diving equipment, recreational scuba diving instruction and recreational scuba diving experiences.
- Comply with local laws regarding business licensure.

Regarding recreational scuba diving and snorkeling instruction:

- Provide PADI-related programs throughout the operating season.
- PADI programs must have equal or better representation.
- Certification courses and experience programs are conducted by a certified dive instructor in current teaching status.
- Use PADI related training materials as designed.
- Students have a personal set of current materials.
- Adequate classroom facilities and confined water within a reasonable distance of the dive center.
- Confined water sites protected and provide adequate space.
- Modern dive equipment for instruction and for rent.

Regarding equipment sales and service:

- Offer for sale and stock, a selection of scuba and snorkeling equipment.
- Offer service and equipment repair, including scuba cylinder visual inspections.
- Maintain and inspect the rental cylinders and valves.
- Offer compressed air services.
- Sell, rent or provide compressed air, enriched air or other mixed gases only to certified divers and student divers in training.

Regarding recreational scuba diving / snorkeling activities:

- Require proof of certification for non-instructional scuba dives.
- A certified and renewed divemaster, assistant instructor or scuba instructor is present and supervising all snorkeling or scuba tours
- First aid kit and oxygen unit available at any supervised diving activity.
- Comply with local laws regarding risk assessment conduct and emergency procedure documentation.

Regarding boat operation and safety equipment:

- Comply with local boat captain certification or licensing requirements and laws.
- Owned or operated dive boats comply with local laws regarding boat safety equipment.
- Display a recognized dive flag when anyone is in the water.
- Dive boats follow an established diver and passenger accountability procedure.

PADI 5 Star Dive Center

Prerequisites

- No open or verified PADI Quality Assurance violations in the last six months.
- Portray a professional image consistent with or better than the retail business standard in the marketplace, and exceed the standard for other dive centers in the market.
- Be open for at least 25 hours per week.
- Issued at least 150 PADI certifications.
 - Fifty Advanced Open Water Diver (or higher)
 - Ten Rescue Diver
 - Five Master Scuba Diver
 - Five Divemaster or Assistant Instructor
 - Five percent, or a minimum of 10, Project AWARE certifications

Requirements

- All full-service dive operations in a multi-location operation are current members.
- Exclusively issue and advertise only PADI certifications.

- Reframe from conducting, sponsoring or advertising any nonpaid recreational scuba instructor training programs.
- Use the complete PADI System of diver education.
- Conduct PADI Advanced Open Water Diver, Rescue Diver, five different Specialties, and Divemaster and/or Assistant Instructor each year.
- At least 30 percent of total student certifications (or a minimum of 100) are issued above the PADI Open Water Diver level.
- Issue at least two PADI Divemaster or PADI Assistant Instructor certifications per year.
- Sponsor or conduct at least one public event promoting scuba diving, snorkeling or environmental awareness, annually.
- Sponsor or conduct at least one program promoting public or diver safety annually.
- Display information supporting Project AWARE.
- Conduct at least one of the following: Peak Performance Buoyancy clinic or course, PADI Underwater Naturalist Specialty course or Project AWARE Specialty course, annually.
- Regular communication pieces to recruit and retain customers.
- Use permanent mooring buoys or practice responsible anchoring techniques.

PADI 5 Star Instructor Development Center

Prerequisites

- PADI 5 Star Dive Center for at least six months.
- Issued at least one PADI Assistant Instructor certification.

Requirements

- PADI Course Director on staff.
- Conduct at least 5 PADI Instructor level courses or programs per year, including a minimum of one complete PADI Instructor Development Course.
- Adhere to all PADI Course Director Manual requirements and Course Director Manual must be available for reference.

PADI 5 Star Career Development Center Award

Prerequisites

- Have two PADI Course Directors on staff.
- One Course Director must be locally available full time and exclusively affiliated with the CDC for all training activities.
- Each Course Director must train, at a minimum, 10 PADI Instructor-level candidates each year or must be present for at least 30 percent of the facility's operating hours.
- Offered and conducted a complete career development curriculum for at least one year.
- Curriculum included:
 - Emergency First Response
 - PADI Rescue Diver
 - PADI Divemaster
 - PADI Assistant Instructor
 - PADI Instructor Development Course
 - PADI Specialty Instructor
 - Emergency First Response Instructor training
 - Pre - or post – IDC instructor level courses equivalent to a minimum of 20 training days.
 - Include skills and knowledge relevant to the retail dive store or dive resort environment.
- Have a course catalog outlining the curriculum.
- Have trained a minimum of 60 PADI Instructor candidates within the past 48 months.
- Offer a full-time graduate placement assistance service.
- Offer financial assistance opportunities.
- Have attended a PADI Business of Instructor Development program during the previous 12 months.

Requirements

- Annually issue at least 60 instructor certification.
- Provide all candidates with their own set of PADI materials.

Professional Image Evaluation Form

PADI International Resort & Retailer Associations

Email: irra@padi.com • Web: padi.com
 30151 Tomas • Rancho Santa Margarita • CA 92688
 + 1 949 858 7234 • 800 729 7234 (U.S. and Canada) Fax: +1 949 858 1266



Check one: ___ Dive Center ___ Dive Resort ___ 5 Star Dive Center ___ 5 Star Dive Resort
 Store/Resort Name: _____ PADI Member No: S-_____

This form is used to rate the professional image membership requirement for PADI Dive Centers, Dive Resorts, 5 Star Dive Centers and 5 Star Dive Resorts. Using the Professional Image Guidelines, indicate the rating for each area:

1= Satisfactory, 2=Needs Improvement, 3=Unsatisfactory, 4=Not Applicable

1. Overall Exterior Appearance

- | | 1 | 2 | 3 | 4 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Easily identified from street | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Exterior inviting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Well lighted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Parking lot and sidewalk clean and well-lit | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Appropriate Signage | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Clean, well-displayed windows | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Operational hours posted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

2. Overall Interior Appearance

- | | 1 | 2 | 3 | 4 |
|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Appealing atmosphere and décor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Dive lifestyle evident | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Layout/Traffic flow | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Departments clearly defined | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Well stocked/Good variety | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Displays neat and clean | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Adequately lit | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. Signage | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. Products well labeled | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. Appropriate member decal displayed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. PADI training representation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| m. Project AWARE materials displayed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

3. Washrooms/Changing Rooms

- | | 1 | 2 | 3 | 4 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Mirror | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Private | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Washrooms stocked with tissue, soap & towels | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Changing rooms have seating & garment hook | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

4. Classroom

- | | 1 | 2 | 3 | 4 |
|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. State-of-the-art media | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Teaching tools and aids | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Conducive to learning | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

5. Instructional/Rental Equipment

- | | 1 | 2 | 3 | 4 |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Area is clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Modern equipment for hire | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Equipment is neat and clean | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Proper maintenance records | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

6. Repair Department

- | | 1 | 2 | 3 | 4 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Factory authorized repair technician | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Adequate tools for repairs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Tank inspection equipment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

7. Compressor and Air Fill Station

- | | 1 | 2 | 3 | 4 |
|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Appropriately located | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Current test certificate displayed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

8. Confined Water / Pool

- | | 1 | 2 | 3 | 4 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Clean | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Organized/Safe | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Rules clearly displayed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Changing/locker rooms private, neat & clean | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Pool equipment marked and well maintained | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Equipment rinse area clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

9. Confined Water / Pool

- | | 1 | 2 | 3 | 4 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Clean | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Organized/Safe | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Rules clearly displayed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Changing/locker rooms private, neat & clean | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Pool equipment marked and well maintained | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Equipment rinse area clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

10. Employees

- | | 1 | 2 | 3 | 4 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Clean, well groomed in appearance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Professionally dressed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Easily identifiable/Uniform/Name tag | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Courteous to customers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Knowledgeable | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Customers greeted by staff upon entry | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Service issues handled directly and promptly | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

11. Diver Training

- | | 1 | 2 | 3 | 4 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Schedules posted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Flexible classes, group and private | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Student/Course counseling sessions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Continuing education displays and promotion | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Use of PADI-related training materials | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Personal set of materials per student | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

12. Activities Offered

- | | 1 | 2 | 3 | 4 |
|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Travel schedule posted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Weekend & local destinations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Warm-water destinations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Social activities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

12. Activities Offered (cont.)

- | | 1 | 2 | 3 | 4 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| e. Organized nondiving events | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Annual calendar of all activities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Communications - newsletter and e-mail | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Community involvement | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

13. Website

- | | 1 | 2 | 3 | 4 |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Inviting & informative | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Easy to navigate/Organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Current/Updated regularly | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. eLearning promoted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Links active & accurate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Shopping cart | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

14. Hotel Facility/Accommodations

- | | 1 | 2 | 3 | 4 |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Neat, clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Friendly staff | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Scuba friendly | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Rinse area available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Equipment storage available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

15. Dive Vessel(s)

- | | 1 | 2 | 3 | 4 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Clean and organized | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Fire extinguisher | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Personal flotation devices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Emergency signal devices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Dive flag | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Diver/passenger accountability procedure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Notes: _____

I verify that this evaluation is true and correct based on my observation:

_____ Date (day/month/year)

Facility Owner/Manager (Please Print)_____
Facility Owner/Manager (Signature)_____
PADI Americas Representative (Please Print)_____
PADI Americas Representative (Signature)

PADI International Resort & Retail Associations Professional Image Evaluation Form Guidelines

Benefits

What is the value of an evaluation of your business? The most important answer is to view your facility through the eyes of your customer. Other reasons to conduct regular facility evaluations include:

- Identify overlooked problem areas
- Compare your facility to similar businesses
- Provide better customer service
- Identify areas that are working well

Use of the Professional Image Evaluation Form, in conjunction with the International Resort and Retailer Associations Membership Checklist, provides a comprehensive analysis of the physical appearance of the business as part of "professional image" as referenced in Requirement #1 of both the Dive Center and Dive Resort and Prerequisite #2 of the 5 Star Dive Center and 5 Star Dive Resort Membership Standards. The following guidelines have been developed to offer clarification to the various Professional Image Evaluation Form criteria and assist with the fair evaluation of the public image your business portrays.

You are encouraged to make regular use of the Professional Image Evaluation Form as a self-assessment tool. Use all of the categories for a thorough and comprehensive analysis or to target specific areas of your business that you want to focus on. Encourage your staff to participate and be sure to solicit customer feedback in the form of store opinion surveys.

General

How does the operation's appearance compare with quality diving and nondiving retailers and/or resorts in the local area?

For Five Star evaluation – does the appearance exceed the local norm for dive businesses?

Overall Exterior Appearance

Easily identified as a dive business; inviting – clean, uncluttered and organized – windows clean – parking area, sidewalks, and other exterior areas are swept clean, free of trash, freshly painted, etc; well lit and lights well maintained. Signage professionally prepared and consistent with the marketplace; conveys the correct image. Window displays are clean and organized, not sun bleached and promote diving lifestyle. Consistent operational hours are posted and the facility maintains those hours.

Overall Interior Appearance

Attractive and portrays the dive lifestyle; clean and organized – vacuumed, dusted, free of pronounced odors; easy to move around in (traffic flow) with departments well defined for quick identification and frequently sought items strategically located. Well stocked with complete selection of equipment including accessories to meet customer needs and encourage repeat business. Displays invite customers interaction; modern configuration (avoid the use of nails or screws to hang products); organized, clean and not crowded or unkempt. Adequately lit with all light fixtures operational. Signage is consistent in font and color, professionally prepared and appropriate for the décor. Product information and price easily identified; add-on/complementary product information provided. Appropriate PADI member decal displayed and membership promoted. PADI courses and educational materials displayed and promoted, including eLearning. **For Five Star evaluation** - Project AWARE materials (posters and brochures) displayed and accessible to customers.

Washrooms & Changing Rooms

Clean, neat and free of pronounced odor. Washrooms stocked with toilet tissue, soap and clean towels. Changing rooms have shelf, bench or chair for seating and garment hook to keep clothes neat, clean and dry.

Classroom

Modern audiovisual technology used (LCD projector/television, computer-based presentations). Clean and organized – vacuumed/swept, dusted, and generally free of clutter. Layout is conducive to learning (away from distractions); set up for easy viewing of the instructional materials; comfortable and appropriate seating and effective lighting. Signage/displays promote diving lifestyle, continuing education, equipment ownership, dive activities/travel. Teaching aids and materials are present to conduct courses according to PADI standards.

Instructional/Rental Equipment

Area is clean and organized. Modern equipment that reflects current products sold. Appearance – clean, free of damage (rips, tears); replaced regularly. Properly maintained – regular cleaning and maintenance policy; service records maintained.

Repair Department

Clean and organized – items easy to find; tagging and logging system used. Proper tools including any manufacturer specialty tools and visual tank inspection equipment present.

Compressor and Air Fill Station

Fill station location convenient for customers convenience and is set up for customer safety; area is clean and free of debris and oil; well ventilated. Current analysis certificate displayed.

Confined Water/Pool

Adequate for scuba education. Inviting and clean in appearance; clean and organized; rules clearly displayed. Clean and neat changing rooms available. Safety equipment is easily assessable. Equipment rinse area available; clean and organized.

Employees

Appearance – clean and well groomed; reflect the professionalism of the business. Dressed appropriately for the locale; clean clothing with no holes. Easily identified by uniform or name tag. Customer Interactions - customers treated with respect and courtesy, and greeted upon entry. Knowledgeable about the products and services offered; service issues handled directly and promptly.

Diver Training

In-store schedules current and regularly updated. Flexible class schedule providing a variety of options including elearning. Continuing education displays and promotion present throughout the business. Con-ed counseling sessions promoted and scheduled. PADI training materials used as designed, including a personal set of materials for each student.

Activities

Travel and local diving schedule current and updated regularly. Scheduled activities promote the diving lifestyle, and include social events, nondiving events and community involvement. Regular customer communications (mailings, newsletters, email).

Website

Inviting & informative – promotes diving lifestyle using tools such as video and images. Easy to navigate; quick to load and intuitive in design. Information current and updated regularly. PADI membership rating promoted. Links are active & accurate. Includes eCommerce capabilities (eLearning sign-up, shopping cart, etc).

Hotel Facility/Accommodations

Rooms are neat, clean and organized, with proper security. Friendly staff that reflect the professionalism of the business; clean and neatly dressed. Property is scuba friendly and easily accommodates divers and their equipment; rinse area for cleaning and drying equipment; equipment storage for customer use.

Dive Vessel(s)

Clean and organized – decks and passenger areas are clear of debris; tanks and other equipment properly secured. Emergency and safety equipment available and in proper working condition (fire extinguisher, one personal flotation device per passenger, first aid kit, emergency oxygen, emergency signal devices, etc). Proper sized dive flag used when divers/snorkelers is in the water. Diver and passenger accountability procedure and system used.