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Professional Scuba Association International
Organizational Meeting Round 2
November 26-28 2004

Hal Watts, Joe Odom, Dave Crockford, Mike Ange with Joe Keiser in absentia

1. Hal gave an overview of the history of PSA for Dave to bring him up to the same speed as the previous meeting with Joe K and Mike. Essentially the history dates back to 1962 and has always been an organization that prides itself on its extended range deep diving activities. Interesting notes: the term ERDI predates Emergency Response Diving International as a much earlier PSA term for Extended Range Diving Instructor, who just so happens to teach ERDCs (extended range diving courses). The background on the student (candidate) control and the use of the slate for information tracking and narcosis awareness was also shown.

2. Dave gave his overview of how the European office works and would like to work. Much of this was in harmony/parallel with Joe K's earlier description. Dave gave an excellent outline of basic office procedures and how he works closely with Joe K to resolve issues such as instructors moving bases, contacts about difficult accounts, etc. What I continue to see here is that there is a synergy between Dave and Joe K that should also lend itself to marrying in Mike to handle his region.

3. We reviewed the points essential to a working agreement or "contract" for operation. I made my point again, that if we did not have mutual respect and trust of our basic goals, that we would fail. Dave echoed with the fact that he felt that if he had a vested interest in the company, as far as he was concerned, he did business on a handshake. Obviously for a number of reasons, we want to solidify a few items. But largely, it is out of our mutual desires to succeed that we operate. Already we have a good networking, copying of emails, etc that keeps us aware of how we are progressing and I certainly want that to continue/grow.

The basics of an agreement follow along these lines: We are agreeing to do business to promote safe diving education thru the offices of Professional Scuba Association International

- PSA International Headquarters
- Hal and Joe
- Overall support, coordination, direction and philosophy
- Maintains the Quality Assurance program
- Develops and maintains various courses, content, books, working aids
- Maintain central resource for diver and instructor numbering
- Reviews and provides certification cards for Instructor Trainers based on recommendation from Regional VP
- Provide cost lists for registrations, fees and royalties
- Credit accounts in accordance with received reports
- Provide accounting and annual profit re-investment information

Regional VP

Support the business to promote safe diving education through the offices of PSAI Americas, PSAI Europe, PSAI Asia-Pacific

Mike Ange VP PSAI Americas

Dave Crockford VP PSAI Europe

Joe Keiser VP PSAI Asia-Pacific

Regional VPs define working areas for individual members

Maintain Quality Control in respective regions

Maintain agreements with sub-regions

a. Translation of PSAI materials

b. Each sub-region provides 2 sets of all translated materials in printed form (and electronic if available – most probably the easiest). One copy must be maintained at PSA International Headquarters for QA and continuity and the Regional VP will maintain a copy to ensure compliance with appropriate sub-regional laws and convention.

c. Provide cost lists to the sub-region or individuals associated for registrations, fees, royalties, etc.

d. Process certification cards and certificates for Diver and Instructor levels

1) Instructor issuance is reported as soon as processed to HQ

2) Diver level registrations are simply monthly Excel report

Provide feedback to Headquarters to maintain communications – Hq will compile a “weekly company in review” from various communications

Pay invoices in a timely fashion per specified terms

Regional offices ensure that the proper liability release or waiver appropriate their respective countries, areas, or governmental regulations.

Term of Agreement: This agreement is based on mutual agreement and respect

Upon any termination, all materials of PSAI remain property of PSAI. PSAI has first right of refusal for any percentage value redistribution.

All agree to conduct business in a fashion and manner that is not offensive or against the principles of PSA International philosophy or the Regional VPs.

This was a fairly quick and straight forward conversation in as much as we all know who we are dealing with and I feel we are in agreement that we want to work together. Take a few minutes to review and add/change/whatever as you see necessary. Dave and Mike suggested that this is an agreement signed by all 5 of us, not just a set of separate papers. Since we are all in this together, it makes good sense to me.

4. We spent considerable time reviewing course structure and outlines. Dave has a flow chart for the “extended range side”. He is using Visio, but Dave, if you would, please forward a copy to Joe K and Mike. Thanks.

We are trying to keep a vertical line that represents depth and the various courses that fall in along the way. Good agreement and ideas, now we have a number of action items to complete.

Currently we have metric versions of the existing PSAI manuals from the previous UK rep. Dave and I will review them and I will pass an electronic copy to Joe K.

Big items on the plate:

Standards and Procedures/Instructor Guide – marry to the existing Policy and Procedures. Integrate the various other courses in with the existing deep air work. I will try to flesh this out this week and submit for your comments.

Manuals – Dave, Mike and I review metric versions for appropriate content. Modify and bring up to date – big fire under this one. As far as my “non-compete” with you know who, all manuals will simply be authored by PSA, many contributing authors, editors, etc. We will collect the royalties for further development, simple. The manuals will have a forward by Hal and I – brief history of PSA, brief bios – but something to give the candidates a sense of “community belonging”.

Priority are the basic tech courses, Deep Air, Nitrox, Adv Nitrox, Deco, Mixed Gas and CCR.

5. Reviewed crossover procedures and forms. All should have received the forms last week via email. Any changes necessary?

For business – Instructor Trainers fee is waived for cross over until 15 Feb 2005. The IT would make a bulk purchase of the various manuals, guides appropriate for his level of certification. Dave and Mike were going to look at an approximate one time cost for this package. Joe K, be sure to get your opinion in there too.

Afterwards, IT crossover and renewals are at \$150USD plus appropriate materials. Dave explained his pricing, i.e. simply taking the US price and making it in pound sterling. Joe K has previous explained his pricing also (please remind me what that was Joe!). Obviously we fully understand your prices cannot be converted US prices. Really, we do! You know what your market bears and what it takes to stay in business and I certainly want you to stay in business. Just let us know how you are doing it.

Instructor cross overs and renewals are at \$100USD plus another package price for books. We had tentatively said \$50USD, but let's take a look at the manuals.

Each cross over applicant will take a History, Philosophy and Standards Quiz. I would like to make this an annual requirement. Dave voted yes as we would be the first to have continuing documentation for quality control of instructors and would make us shine in the UK/European sector.

We also discussed IT crossover ratings and equivalencies. As previously discussed, ITs would be invited and reviewed. We want to take this chance to weed out some poor performers or risky operators.

6. Discussion went back and forth between standards and courses and priority for the next day and a half. Dave and I spent time at the stilt house getting some data together and fleshing out the battle plan for course materials. I will try to finalize some of that this week also.

7. Mike, in a moment of weakness, mentioned that we needed a marketing plan/strategy. Since he was choking on ice cream at the time, we elected him to be in charge of drawing out the basic framework, then Dave and Joe K can help fill in. Yes, Joe K, we did go to the "marble slab". Hal did say he felt it was appropriate to be "aggressive", i.e. if we have contacts, we contact them. Hal's letter is one that says he is not saying you have to leave the other organizations, just that you will find it advantageous to have additional agency certifications. Obviously the support they get will largely determine who they stick with and we want that support to be from us! We all know Mike is traveling, but I heard his computer turn on as he was driving with his wife back to NPR, so I know he was already dictating some ideas. Looking forward to seeing them.

8. Dave brought a copy of some new standards from the UK HSE, particularly in blending, etc. We will try to make our materials as regionally friendly as possible.

9. I gave Dave a copy of the NIST SP811, Mike, did you get a copy also? This outlines the official government style manual for using metric values in documents. I will pass it on to you also Joe K. It is a .pdf document that is quite esoteric, but we will pick out the bits that apply to us.

10. Dave reminded me of his point of manual style that we could not get resolved in the old way. Hereinafter, we will use Ariel font for headings that are to stand out (a harsh font) and then use Times New Roman for the text. This is an easier font on the eyes. I will try to keep things in that manner also.

11. Phone is installed for PSA International, it will be approximately 10 days before the fax line is completed as a new line needs to be added and dug thru to the house.

Phone 352 861 PSAI (7724)

Fax 352 694 PSAI (7724)

We have a separate mail box and address for PSAI – until we can commander (sp) the Orlando office!

Professional Scuba Association International

9425 NW 115th Ave

Ocala, FL 34482-1007

Website will be worked on also, some new html has been developed and should be uploaded soon.

12. Again, I think the VPs will work out the regional boundaries consistent with their good communication. Mike even mentioned that perhaps Dave needed to take Cuba, considering the legalities of US involvement.

To everyone, I am sorry if this rambles on a bit. As you know I was sick as a dog and I really hope Dave makes it home without carrying the Ocala plague. Jeannie is sorry she was sick the last day and didn't give a proper good bye, but she really wants you to know how happy she is that we are all working together and for the support you have given me.

Mike, have a safe trip to Sweden.

Stay in touch everyone – please note any changes, incorrect statements or mis-interpretations I made in this synopsis. Just send them in to me, copying everyone, heck, everyone knows I have to screw something up!

Thank you Dave for making the effort to get over here. Thanks Mike for taking time out from the holiday. Thanks Dorothy for being protective of Mike and by way of association, me. And of course, thanks to Hal and Jan for their continuing support and hospitality so we can kick this thing off right.

Joe O

Sunday, 28 November 2004

Finished at 2208 (Hal, that is 10:08PM)