

2009

4th Quarter

Deep Blue

TD Scuba • 816-525-3487

Falling Leaves & Falling Temps

The weather's getting colder. There's a chill in the air. So, how can you pick a scuba diver out of the crowd? Here are some foolproof ways of spotting a diver in the cold weather—no matter where you may be:

- Dressed in layers of neoprene for added warmth. (This is especially noticeable if you happen to be at the mall—or anyplace else that doesn't involve water.)
- Wears stylish neoprene hat, because every good diver knows you lose body heat through your head. (Not necessarily good for the new fall hairstyles, but warm nonetheless.)
- Turns the dry suit into a work of fashion art—looks quite nice accessorized with the season's latest scarf trend.
- Moves extremities excessively, trying to maintain body warmth. This looks especially funny in crowded shopping malls and in moving vehicles.

Finally, the most telling sign that you've run across a cold scuba diver:

- Pees in his wetsuit (or snow suit or whatever he may be wearing in the cold weather) to get warm. Hopefully, he'll use this as a very last resort—as it becomes more noticeable when you are not in the water.

Welcome to fall and winter weather, divers!

Upcoming Diving

January 2010 - West Lake Okiboji, Iowa - Ice Diving!

February 13-30 – Bonaire (Sorry, it Sold Out!)

Cozumel – April 2010 – Sign up at the shop!

Hold Onto Your Snorkels...It's a SALE!

New & used
equipment up
to 50% off!

The frenzy...the adrenaline...the thrill of the hunt! Yes, you guessed it—there's a sale at TD Scuba! There are bargains galore, so hurry in to get the best deals before they're gone! You'll find wetsuits, dry suits, BDCs, and all sorts of accessories for unbelievable prices! Summer may be over, but it's never too early to start thinking about what you'll need for next year. Or for upcoming trips. Or for dry suit season. Or for swimming in the bathtub and dreaming about dive season.

Here are just a few of the deals you'll find:

New 3 mil gloves for \$10 (Can you ever really have too many gloves?)

New purple snorkels \$5 (You know you want one.)

Used & reconditioned BCDs, including SeaQuest Balance, ScubaMax J5000 & Mares Vector

Used & reconditioned regulators, including Oceanic with computer, Aqualung, Genesis GS200 & ScubaMax 1001

Used dry suits, including:

- Whites Supreme (XXL)
- Diving Concepts (XL)
- DUI (Large)
- DUI Crushed Neoprene

Wetsuits – all sizes and thicknesses

New DUI is 20% off!

Equipment service is 10% off!

Dive club members get first pick of the best deals on November 13 from 5-7!

Join us for a BBQ lunch on November 14!

It's an equipment Par-TAY!

See the last page of the newsletter for a special coupon.

Youth Diving Program

In case you haven't heard, there's a new kids program in town, and it's right here at TD Scuba. Yep, forget about selling cookies or hiking in the woods...when it comes to donning scuba gear and getting in the water, nothing will even compare!

Bring in your kids and check out the newly expanded kids program. Heck, tell everyone you know with kids. The more miniature divers we get now, the more full-grown divers we have later!

Here's what we have to offer:

- Bubblemakers - 8-10 years old (introduction to diving)
- Bubblemakers Birthday Party - 8-12 years old (have fun underwater - party size 5-8)
- Seal Team - 8-10 years old (educational, fun & beginning diving course)
- Aware KIDS - 6-120 years old (look into conservation & the aquatic world)
- Junior Open Water - 10-15 (scuba diving certification course)

Youth comes but once in a lifetime.

-Henry Wadsworth Longfellow

Yeah, you read that right—a Bubblemakers Birthday Party! You—yes you—now have the opportunity to be the coolest parent around. There's not another party in town that will compare, and you get a great value, too.

Here are just a few of the benefits of the youth program: Underwater adventure...the more you are underwater, the less trouble you can get into above water...elite group (not every kid gets to do it!)...amaze parents, teachers & friends with scuba accomplishments...build confidence and self-esteem...a sport that can be enjoyed for a lifetime...pride in their diving accomplishments...increased awareness of water safety...fitness benefits...lots of fun...make new friends...

So, come on, there's nothing to lose. And everything to gain! You could end up with a future diver who's more of a fish than you are, and then (darn it anyway), you'll have to dive even more!

Let your kiddos take the plunge! Contact TD Scuba for more info!

Local Is Good

How many times have you looked online for the perfect piece of dive equipment? Ok, fess up...we've all done it. And the really cool thing is that when your new purchase arrives in the mail, you'll probably get:

- a) something without all the parts.
- b) something with all the parts—in small little bags, with no instructions.
- c) something that has been dredged up from the bottom of the ocean and placed on ebay for any kind of a profit.
- d) something that has been broken and super-glued back together.
- e) something that has been recalled, but you can be sure the seller won't let you in on this little secret.

The list goes on and on and on. Not only can it be dangerous to shop for dive equipment online, it also takes business away from your local dive shop. True, that doesn't affect you personally, but it is pretty cool to have a dive shop down the street for all our equipment needs or for servicing or for ordering the elusive part...or even better, for planning those exotic dive trips. And if we put those shops out of business by taking our business online, then where will we go for the stuff we need to get in town?

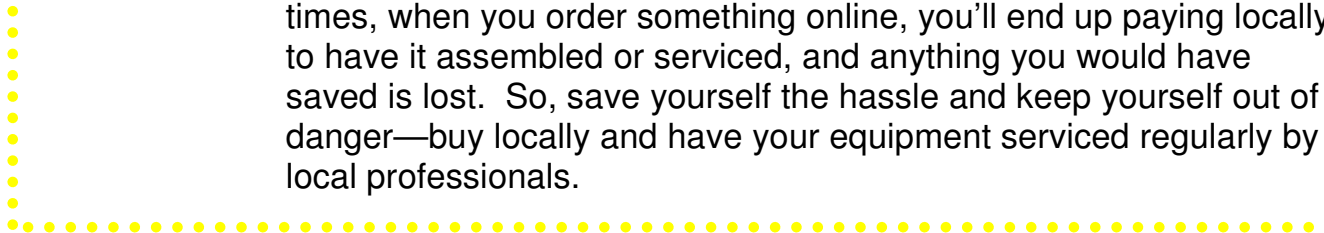
Betcha didn't know that internet sales are forcing small businesses to close their doors right here in our own community. I'm all for the convenience of internet shopping, and sometimes it's simply the best way to make a purchase, HOWEVER, when you're talking about buying equipment that you trust to keep you alive underwater, it's always a safer bet to buy from your local shop. The people there are knowledgeable about all different types and brands of equipment, and that means you can take your equipment back there to be serviced by professionals when it's needed.

Here's another fact to consider. According to a story published in the KC Star, for every \$100 dollars spent in independently-owned businesses, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, \$43 stays here. Spend it online and NOTHING comes home.

Just remember when you are shopping and considering new equipment that the best price isn't always the best value. Lots of times, when you order something online, you'll end up paying locally to have it assembled or serviced, and anything you would have saved is lost. So, save yourself the hassle and keep yourself out of danger—buy locally and have your equipment serviced regularly by local professionals.



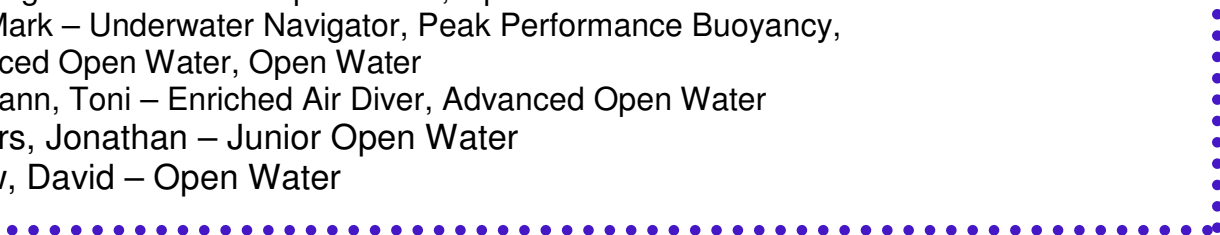
Buying from a local independently-owned business ensures that money goes back to the community.



We've got so many summer grads, it takes two pages to list 'em!

- Belke, Jacob – Rescue Diver, EFR Primary & Secondary Care
- Berry, Connor – Junior Open Water
- Berry, John – Open Water
- Berry, Kyle – Junior Open Water
- Boles, Angela – Project AWARE
- Boles, Dan – Project AWARE, Tec Rec Gas Blender, Master Scuba Diver, EFR Primary & Secondary Care, Altitude Diver, Underwater Navigator
- Boles, Steven – Open Water
- Burwell, Naomi – Open Water, Scuba Diver
- Chatman, Bess – Open Water
- Conard, Timothy – Tec Rec Gas Blender, Peak Performance
- Buoyancy, Deep Diver, Enriched Air Diver, EFR Primary & Secondary Care
- Crosslin, Dan – Open Water
- Dieleman, Ann – Open Water
- Dieleman, Michael – Open Water
- Donnelly, David – Open Water
- Donnelly, Jan – Open Water
- Dowler, James – Open Water
- Downing, Robert – Open Water
- Dyer, Evelyn – Open Water
- Ekey, Jessica – Open Water
- Gay, Bonnie – EFR-Primary & Secondary Care, Rescue Diver, Advanced Open Water, Wreck Diver
- Gay, Rickey – Project AWARE, Rescue Diver, EFR Primary & Secondary Care, Advanced Open Water
- Gonzalez, Rodrigo – Junior Open Water
- Grodsky, Rachel – Open Water
- Holt, Angela – Advanced Open Water, Open Water
- Holt, Mark – Underwater Navigator, Peak Performance Buoyancy, Advanced Open Water, Open Water
- Huisman, Toni – Enriched Air Diver, Advanced Open Water
- Hymers, Jonathan – Junior Open Water
- Jagow, David – Open Water

Congrats to everyone who completed scuba courses over the summer!





Fulfilling the urge to submerge.

TD Scuba

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Congratulations to the Grads!

- Jagow, Terry – Open Water
- Koger, Courtney – Open Water
- Lacombe, Ronald – Open Water
- Lacombe, Scott – Open Water
- Larison, Ashlyn – Junior Scuba Diver
- Luther, Kenneth – Open Water
- March, Jessica – Open Water
- March, Matt – Open Water
- Maxwell, Nicole – EFR Primary & Secondary Care
- Miller, Joy – Enriched Air Diver
- More, Lisa – EFR Primary & Secondary Care
- More, Terry – Tec Rec Gas Blender
- Morrison, Alec – Advanced Open Water
- Morrison, Gary – Advanced Open Water
- Morrow, Alison – Discover Scuba Diving
- Musselman, Tracy – Open Water
- Pastor, Nancy – Open Water
- Rasdall, Maribeth – EFR Primary & Secondary Care
- Rash, Jacob – Junior Open Water
- Rash, Travis – Junior Open Water
- Rebish-Heaton, Joseph – Advanced Open Water
- Rickard, Leonard – Open Water
- Rodriquez, Samantha – Junior Open Water
- Shideler-Rash, Barbara – Open Water
- Scholten, Cameron – Junior Open Water
- Snyder, Candice – Open Water
- Sparks, Keith – Advanced Open Water
- Sparks, Randy – Advanced Open Water
- Sutherlin, Jan – Open Water
- Thiedke, Patrick – EFR-Emergency First Response
- Thomas, Kevin – Open Water
- Westerhaus, John – Open Water
- Zeller, Bernadette – Dry Suit



We're on the Web!

See us at:
tdscuba.com

EQUIPMENT COUPON

\$100 off any in-stock BCD.

Offer good for the month of November only !

Wait there's more...If you act NOW, you will get a free whistle AND gauge clips!!

Bring this coupon to the shop and get a deal on the BCD you've been wanting.