

ScubaJam Virginia 2011 Report November 1, 2011



(ScubaJam 2011 Patch Design)

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Executive Summary

ScubaJam Virginia was established in 2010 as an annual weekend event of SCUBA diving where young, certified divers can enjoy diving activities with friends and family. Certified divers from any youth group are encouraged to participate, including Boy Scouts of America (BSA), Girl Scouts - USA (GSUSA), Venturing Crews, 4-H, Church groups and other organized programs for young people.

For the second consecutive year, ScubaJam Virginia (SJVA) was held over Labor Day Weekend (September 2-5, 2011) at Lake Rawlings in Rawlings, Virginia. In total, 6 troops/crews registered consisting of 33 youth and 21 adult crew leaders with participants traveling from Virginia, North Carolina and the greater Washington D.C. area. Participation from youths was close in number to last year; however, we saw tremendous growth in our adult volunteers. An estimated 30 volunteers were actively involved in the planning and execution of ScubaJam Virginia 2011, which ensured a safe environment for all participants.



SJVA received tremendous backing from the greater diving community through adult participation and supervision, as well as sponsorships from dive shops and manufacturing companies. We received cash sponsorships from 16 entities and 13 dive shops and raised \$4,350 compared to last year of 15 entities, 12 shops and \$3,300 raised.

The diving business demonstrated their enthusiasm for young divers with 13 dive shops and 14 dive equipment manufacturers supporting the event through in kind donations, sponsorship and participation. No participant went away without a prize of some kind. Prizes awarded valued approximately \$5000 including \$1250 in continuing education certificates for demonstration of excellent diving skills during scheduled events.

The next ScubaJam Virginia is scheduled for Labor Day weekend, August 31st – September 3rd 2012. Our goal is to continue to grow the program in answer to the growing interest in young divers around the region. In the coming year we aim to continue to strengthen infrastructure, expand the activities we offer, and increase participation on all levels. In order to be successful in our goal, we encourage our sponsors, volunteers, and participants to extend their involvement in ScubaJam by joining us next year.

2011 Officers

Name	Position
Chip Earle	Chairman
Malena Sharkey	Vice-Chairman
Alyssa Engiles	Secretary
John Engiles	Treasurer
Mike Engiles	Programs & Events
Priscilla Joyner	Executive Director

Acknowledgements

ScubaJam Virginia would like to bestow our greatest appreciation to all of our Sponsors. Without the support of regional Dive Shops and Industry Manufacturers, we could not have succeeded and we thank you for your meaningful contributions.

In addition, we thank several key people who contributed to the planning and smooth running of this year's event including Errol Duplessis and all the staff at Lake Rawlings for hosting ScubaJam, Jim McNeil and the staff at The Dive Shop, Richmond for hosting our monthly meetings, Courtney Thompson for designing this year's T-shirt and Patch, Tom Burns of Otter Adventures for his initiative and enthusiasm, and Steve and Judy Ford for their participation and support. In addition, many thanks go out to Bob Minnick, Ed Kosewicz, Joe Dubose, John Dawson, Peyton & Bobbie Williams, Randy Seelye and Chuck Burkett for their enthusiasm, support and participation.



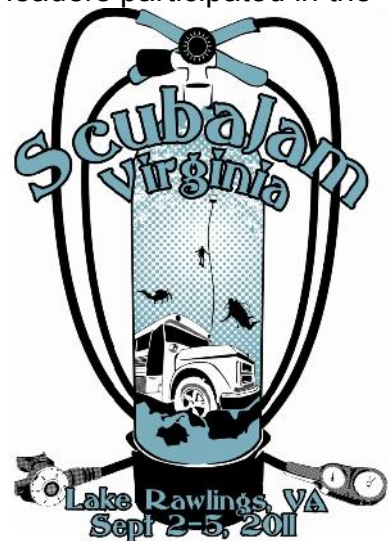
Introduction

For the second consecutive year, ScubaJam Virginia (SJVA) was held over Labor Day Weekend (September 2-5, 2011) at Lake Rawlings in Rawlings, Virginia. Similar to last year, participants were required to register with their Scout Troop or Venturing Crew or to sign on to one of the participating BSA Troops or Venturing Crews. The event itself was open to boys and girls ages 11-20.

In total, 6 groups registered for a total of 33 youth participating from Virginia, North Carolina and the greater Washington D.C. area. Participation from youths was very close in number to last year; however, we saw tremendous growth in our adult volunteers and sponsorship.

Including crew leaders and volunteers, approximately 84 people were actively involved in ScubaJam Virginia 2011. Twenty-one adult crew leaders participated in the event. In addition, approximately 30 volunteers participated in a variety of formats including Divemasters, Event Stewards, and ad hoc volunteers, all of which ensured ScubaJam provided a safe, enjoyable environment above and below water.

Registration opened on Friday when the bulk of participants arrived. All young participants received a welcome packet (see appendix) at registration which included a carry all bag, industry advertisements and promos, key chains, cozy's, and other door prizes. In addition, each participant received a ScubaJam Virginia 2011 Patch and T-shirt designed by Courtney Thompson.



Some groups were able to get in an afternoon dive taking advantage of 4 days of available diving and unlimited air fills provided with their admission.

Overview of Programs & Events

Saturday morning opened with an orientation dive for crews to complete on their own. This gave everyone a chance to check their gear and hone their skills for the upcoming events. Divers participated as buddy pairs in 2 events Saturday afternoon – Underwater Archaeology and Buoyancy Challenge.

Underwater Archeology was designed and hosted by Isabel Mack, of the Institute of Maritime History. Participants learned how to map an archeological site on land first, followed by a live session where they mapped a site underwater. Participants were evaluated on accuracy of mapping, buoyancy skills and teamwork. The most skillful buddy pair each received a continuing education scholarship for \$125.

Buoyancy Challenge was created by Bob Minnick and staff from Chesapeake Bay Diving Center. The challenge consisted of several stations where judges graded each participant on their buoyancy skills both individually and as a buddy team. There was the traditional diamond course beginning with a hovering station that tested the divers on how well they could maintain their mid-body within a set marker. Then came the Limbo challenge. Divers operating as a buddy team had to swim between two bars that with each pass got smaller. The most points were awarded to the team that was able to clear the bars at the narrowest distance.



Finally, the balloon challenge. The buddy team was tasked to blow up a balloon while at depth which is no easy task for any diver. After filling the balloon and then tying it closed the buddy pair had to ascend together at a rate not faster than 30 feet per minute while keeping control of the balloon. The winner was the pair that surfaced together with the largest diameter balloon measured at the surface without it busting from the air expansion.

In between scheduled scuba diving activities, two demonstrations were given to engage young divers in land-based activities. At lunch time Mark Johnson gave a demo on Ocean Reefs full face mask and communication unit. After learning about the benefits of using full face masks, young divers lined up to give these cool masks a try!



Courtesy of Ocean Reef, everyone received a keychain for participating. Other aspects of Marks demo included an introduction to neoprene dry suits courtesy of Comfort Zone Scuba. This was another crowd pleaser with divers as they watched their friends demonstrate the great seal of this suit while it expand to 3 times its size with forced air.

The final demo of the day was an after dark session on "What to do with your underwater photos" presented by Bob Minnick of Chesapeake Bay Diving Center. SeaLife provided 3 cameras, including two DC1200

Elites and one SL330 Mini Under Water Cameras, giving young divers the opportunity to document their friends. Photos taken by ScubaJam participants throughout the day were used to demonstrate how to get the best quality pictures underwater. After the event, all photos were posted on ScubaJam Virginia's Facebook page for all to see.

Sunday started with a Search and Recovery Challenge and Project Aware demonstration followed by a lunch break before the final activity, the Scavenger Hunt. Peyton Williams hosted the Project Aware demo where participants discussed water conservation issues and completed a water test on Lake Rawlings. As expected, the water quality was excellent! Each participant received a Project Aware pin or gift card set donated by Project Aware.

Search & Recovery: This challenge was created by Mike Meenahan and consisted of three parts. First, divers had to demonstrate making two basic knots routinely used in lifting objects; the bowline and half hitch. Using a "U" pattern, divers practiced their navigation skills by locating an object submerged in the lake after which they were directed to the lifting station. At the lifting station two different objects were waiting, as were judges to see if the knots tied at the surface could be duplicated underwater by the youthful divers. Then the successful teams lifted the object, controlling the object's buoyancy and their own, to move it about and resettle it on the bottom.

Scavenger Hunt: Steve Ford and his team from Patriot Scuba created an awesome underwater event this year. Each troop was given an opportunity to go for the gold and ferret treasure chips from all the artifacts throughout the lake to see who could collect the most. After each wave of participants, Rangers restocked the chips so that ensuing divers would have the same opportunity.

Rather than being a race, divers were rewarded by how close they were to the planned dive time of 30 minutes. Additionally, the Rangers stationed throughout the course awarded bonus chips to divers and buddy teams exhibiting good diving habits including buoyancy, not touching objects other than the chips, not disturbing the bottom in their quest, staying together as a buddy team and other good diving practices. The winners were those with the most chips and stayed closest to their dive plan.



Awards Ceremony

The final scheduled event for ScubaJam was the Awards Ceremony immediately following the weenie roast. Participants pulled up a lawn chair or sat on the back of a

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flatbed truck hoping to win one of the great prizes. Key rings of all kinds were handed out to kids as they ate their hotdogs and watermelon, anxiously waiting to hear who would win the raffle. Each time a diver participated in an event, they were able to enter their name into the raffle. Those that participated most had the best odds of winning. First prize for the raffle was a trip on Blackbeard's Cruises. Second and third prizes were \$250 CE Scholarships followed by all the great in kind donations given by sponsoring manufacturers including dive knives, bags, masks, snorkels, lights, fins, fin straps and a wide variety of dive gear accessories.



ScubaJam is designed for young certified divers to enjoy diving; however, that didn't stop a small number of non-divers from joining in the weekend activities. To encourage non-divers to expand their interests underwater, each non-diver was awarded a complimentary mask and snorkel. Literally, no participant went away without a great gift!

Sponsorship

ScubaJam Virginia encourages youth to continue to learn and grow as a SCUBA diver which is why we offer Continuing Education (CE) Scholarships. This scholarship is awarded as a certificate which entitles the awardee to receive a reimbursement for instruction and materials for any continuing education scuba course provided by any qualified instructor or dive shop, worldwide! This is made possible by the wonderful support received from Dive Shops and Industry Sponsors.

In total, \$1250 was awarded in CE scholarships to participating young divers. Six CE Scholarships for \$125 were given to young divers for demonstrating excellence in diving while participating in planned activities. In addition, all young participants were entered into a raffle each time they participated in an event. At the awards ceremony, raffle tickets were drawn for various prizes including two CE Scholarships for \$250.

Participating and Sponsoring Dive Shops (alphabetically)

Atlantis Divers	Rawlings Quarry Diving Company
Blue Planet Dive Shop	The Dive Shop Fairfax
Carolina Dive Center	The Dive Shop Richmond
Chesapeake Bay Diving Center	The Scuba Shack
Dive Connections	Virginia Scuba
Gypsy Divers	Woodbridge Scuba
Patriot Scuba	

Manufacturer Sponsors (alphabetically)

500 PSI	Henderson
Akona	Innovative Scuba Concepts
Aqua Lung	Mares
Blackbeards	PADI
Cramer Decker	Princeton Tec
Comfort Zone Scuba	Pioneer Research
Dive Rite	SeaLife
Dive The Cooper	Sherwood
Genesis	SSI



Financial Report

Income Statement

Funding Sources

Sponsorships	\$4,350	
Registration Fees	\$3,857	
Total Sources		\$8,207

Expenses

Quarry Fees	\$2,480	
T-Shirts, Hats, Patches	\$2,850	
Administration	\$1,830	
Scholarship	\$1,250	
Total Expenses		\$8,410

Net Funding Surplus (Deficit) (\$ 203)

Balance Sheet

Assets

Checking	\$1,283	
Accounts Receivable	\$ 700	
Total Assets		\$1,983

Liabilities

Account Payable	\$ 80	
Scholarship Liability	\$1,500	
Total Liabilities		\$1,580

Equity

Funding Surplus 2010	\$ 606	
Funding Deficit 2011	(\$ 203)	
Fund Surplus Carry Forward		\$ 403

Achievements

1. Successfully hosted a scuba diving event for young divers including participation from over 80 certified scuba divers, 13 dive shops, and 15 industry entities.
2. Increased financial support for the dive industry stakeholders.
3. Increased in number of groups attending
4. Increased in number of volunteers
5. Improved infrastructure of online information sites (website and Facebook). We now have over 360 Facebook "friends", and growing.
6. Improved print resources including brochures and POP display materials for use in dive shops.
7. Improved human resources to effect enhanced reach out to both dive shops and organized youth groups
8. Awarded \$1,250 in Continuing Education Certificates designed to encourage young divers to grow in the SCUBA world.

Plans for 2012

Our overall goal is to continue to grow the program in answer to the growing interest in young divers around the region. The next ScubaJam Virginia is scheduled for Labor Day weekend, August 31st – September 3rd 2012.

Adult volunteers are very important, allowing us to ensure a safe and enjoyable experience for youth divers and brings new ideas into the development of the program. We aim to expand our volunteer group by creating subcommittees to assist with the various tasks on event day. In addition, renewing sponsorship from the Diving Community is vital to the continuation of this event as we develop and grow in the early years.

In the coming year we aim to continue to improve infrastructure within the committee (January - April) and strengthen our advertising (April - August). In order to be successful in our goal, we encourage our sponsors, volunteers, and participants to extend their involvement in ScubaJam through greater participation. As a suggestion, here are three areas which any and all divers can help:

- 1) spread the word about ScubaJam at youth group meetings
- 2) contribute your ideas to next year's program by attending our monthly meetings, and

3) become a committee member.

Specific objectives for the coming year:

1. Double youth participation through expanded advertising and early promotion through dive shops.
2. Streamline registration process. Online registration.
3. Improve Marketing. We have already posted the dates and early registration deadline for next year on our webpage and FB. We are actively incorporating feedback given by participants after the event and actively implementing strategies to make next year the best year yet.

Conclusion

We have enjoyed putting this event together and look forward to it occurring for many years into the future. The controlling element will be the enthusiasm that we receive from the young people attending and particularly as that enthusiasm is expressed in the number of those participating.

We truly believe next year will be the best year yet!

Respectfully Submitted on behalf of the Committee,

Chip Earle – Chairman
Malena Sharkey – Vice Chairman
Alyssa Engiles – Secretary
John Engiles – Treasurer
Mike Engiles – Programs & Events
Priscilla Joyner – Executive Director

Welcome Packet Contents
(Alphabetical order by company name)

AQUALUNG

2011 catalog
Suunto diving instruments catalog

BIG BLUE

2011 Brochure

COMFORT ZONE

Promotion coupon

DAN

Ear Injury Brochure
Membership Brochure
Health & Fitness Brochure
DAN sticker & Luggage Name Tag

HENDERSON

Sip Cover
Henderson Key Chain (zipper pull)
Mouse pad

MARES

Fin Key Chain

OCEAN REEF

Full face mask brochure
Promo coupon

PADI

PADI Blue carry bag
PADI DVD
PADI Open Water Promo Cards
PADI Luggage Name Tags
Seafood WATCH Sustainable Seafood Guide – National Jan 2011
Seafood WATCH Sustainable Seafood Guide – Sushi Jan 2010
Project Aware: Stickers, Foundation Brochures, Ways to Protect the Environment Brochures

SSI

OWD Brochure & Con Ed Brochure
Dive flag sticker
Pens
Temporary tattoo

2011 Event Program

Friday: Registration, Camp Set Up,

- 8:30 pm Cracker Barrel

Saturday:

- 8:00 – 12:00 pm Each unit do an Orientation Dive on their own and SCUBA Merit Badge
- 12:00 – 1:00 pm LUNCH (on own)
- 12:30 – 1:30 pm Dry Suit, Full Face Mask & Comms Demo by Mark Johnson
- 2:00 – 5:00 pm Buoyancy Challenge by Bob Minnick
- 2:00 – 5:00 pm Underwater Archeology by Isabel Mack
- 5:30 – 7:00 pm DINNER (on own)
- 7:30 – 9:00 pm Night Dive with Peyton Williams
- 9:30 – 10:30 pm Review of Photos from the Day... "What to do with Your Photos" by Bob Minnick

Sunday:

- 8:30 am Interfaith Service at each Unit
- 9:00 – 11:30 am Search & Recovery by Mike Meenahan
- 9:00 – 11:30 am Project AWARE demo by Peyton Williams
- 12:00 – 1:00 pm LUNCH (on own)
- 1:30 – 4:00 pm Scavenger Hunt by Steve Ford
- 6:00 pm ScubaJam Weenie Roast & Awards Ceremony
 - Hot Dogs provided by ScubaJam
 - Awards
 - Door Prizes
- 4:00 – 9:00 pm Night Dive (on own)

Monday:

- 8:00- 4:00 pm Open diving, camp breakdown, departure