

## **Category A4: Patrick Hammer, Scuba Emporium**

Location: Chicago, IL

Phone: (708) 226-1614

Email: [patrick@scubaemporium.com](mailto:patrick@scubaemporium.com)

Website: [www.scubaemporium.com](http://www.scubaemporium.com)



### **ISSUE STATEMENT**

What issue do I see facing the industry; some people might say there are a lot, but I think we can bring them down to just a few.

- The first issue is not attracting new blood to the industry and we have lost the appeal to diving. So, we need to make SCUBA look like a recreation that everyone wants to do. We need to express the social aspect as well as the excitement of exploring. SCUBA needs to become a trending idea not a bucket list idea. We do not want people to try SCUBA and check it off; we need them to fall in love with SCUBA. We can show divers interaction with marine life as well as on safety stops playing games on the iPad.
- The second issue that I see is, as the current store owners are getting past retirement age, they are looking to sell off the business (some have made that their retirement funds alone) and cannot find interested parties, to sell to. Some are forced to just shut down. It is time to stop saying you cannot make money in SCUBA. It is not always what we make, it is what we save and receive. We need to show the great lifestyle of a store owner.

### **EXPERIENCE**

**Owner, Vice President & Course Director, Scuba Emporium, Orland Park, IL 1974 – Current**

- Train people to become SCUBA instructors
- Train people to become SCUBA divers
- Write new training material for recreational and professional divers
- Oversee technical staff and equipment repair
- Oversee training of staff in new DAN, PADI, & EFR standards
- Also owned and managed locations in Alsip, Evergreen Park & Tinley Park, IL; FL; GA, & MI operating under the same name and, in some cases, at the same time

**Owner & President, Our World Underwater, Chicago, IL; Phoenix, AZ; Texas 1975 – 2015**

- Oversee set up and break down of show as well as volunteers
- Arrange for speakers for over 100 presentations each year
- Arrange for DAN, PADI & EFR training as well as technical training for equipment repair
- Oversee fund raising, silent auctions and photo contents

## **President & Instructor, Emergency Medical Training, Orland Park, IL 1980 – Current**

- Oversee instructor training
- Provide emergency medical training including CPR, AED, first aid and bloodborne pathogen training to non-diving corporations at their places of employment
- Provide retraining of staff and corporations

## **EDUCATION**

Attended 1972-74, University of Wisconsin-LaCrosse, LaCrosse, WI  
Focus in Psychology and Business

## **SUMMARY**

- PADI course director since 1974, eight-time award winning PADI Platinum Course Director, and PADI Elite Instructor; training over 15000 students and 3800 instructors in the United States and Caribbean. Certified to teach over 140 educations and instructor level courses
- Red Cross Instructor since 1975
- DAN Instructor and Instructor Trainer offering training in 29 educational and instructor level courses
- Author of numerous articles for Midwest Diving Magazine
- Author or co-author of over 60 PADI specialties, including over 40 Distinctive specialties and contributor to the PADI course Director Manual and PADI Public Safety Diver program
- Author of two skin diving manuals, a log book, two operations and resort training manuals, and a book on Lake Michigan wrecks
- Past member of the Aqua Lung Advisory Board, the PADI Retail Associations Board, Coral Reef Alliance Board and DEMA Board
- Instrumental in starting some of the first rescue and recovery programs in the state of Illinois
- Instrumental in starting the Ralph Erickson Foundation, which seeks to allow underprivileged individuals the chance to start a career in dive education
- Instrumental in starting the Tim Early Foundation, which has a two-fold purpose: introducing school-aged children to the world underwater, reaching over 1700 children in 2010 alone; and funding underwater-related projects in the Midwest including the sinking of the *Straits of Mackinac* and the *Buccaneer* in Lake Michigan
- 2014 DEMA Reaching Out Award
- 2016 PADI Platinum Course Director
- 2016 PADI Elite Instructor Award