

ABOUT THE REACHING OUT AWARD

DEMA's Reaching Out Award, first awarded in 1989, recognizes individuals who have made a significant contribution to the sport of diving by "reaching out" in improve the sport and industry for everyone. Most that have been recognized were pioneers who helped develop techniques related to their special areas of expertise. Their contributions have been made in such areas as photography, training, manufacturing, publishing, travel, retail, safety, exploration and science.



DEMA's Reaching Out Award recipients constitute the industry's HALL OF FAME. They are the heroes of our industry. Some have greater name recognition than others, but each, in their own way, is as important to the development of diving as any other. To become a member of DEMA's Hall Of Fame is an extraordinary achievement and is available only to those who truly deserve to be recognized for their outstanding efforts and contribution to diving.

DEMA'S HALL OF FAME, PAST REACHING OUT AWARD RECIPIENTS

• 1989

Jacques-Yves Cousteau, Exploration & Invention
Dr. Glen Egstrom, Education
Jack McKenney, Entertainment
Stan Waterman, Entertainment

• 1990

E.R. Cross, Education
T.A. "Mike" Kelly, Industry Growth
Bill & Bob Meistrell, Manufacturing
Al Tillman, Training

• 1991

John Cronin, Training
Sam Davison Jr., Manufacturing
Dr. Sylvia Earle, Science
Arnold Post, Retail
James Stewart, Science

• 1992

Dick Bonin, Manufacturing
Ralph Erickson, Training
Michael Kevorkian, Education & Retail
Frank Scalli, Training

• 1993

Scott Carpenter, Research & Science
Eugenie Clark, Research & Science
Zale Parry, Entertainment

• 1994

Jim Auxier, Publishing
Chuck Blakeslee, Publishing
Lloyd Bridges, Entertainment
Jean-Michel Cousteau, Exploration & Research

• 1995

Robert Gray, Industry Growth

• 1996

John McAniff, Education
Bev Morgan, Manufacturing
Fred Weiss, Manufacturing

• 1997

Joe Dorsey, Retail
Dr. Hans Hass, Entertainment
Paul Tzimoulis, Education & Photography

• 1998

John Gaffney, Training
Bob Clark, Training
Captain Don Stewart, Travel

• 1999

Clive Cussler, Entertainment & Science
Al Giddings, Entertainment
Howard Hall, Entertainment
Ron Merker, Education & Retail

• 2000

Cathy Church, Photography
Bob Hollis, Manufacturing
Gordon Shearer, Manufacturing

• 2001

Ike Brigham, Manufacturing
James Cahill, Retail
David Taylor, Science

• 2002

Ron Kipp, Travel
Charlie Jehle, Manufacturing
Jon Hardy, Education
Dr. Peter Bennett, Education

• 2003

Jim Church, Education & Photography
Ed Christini, Training
Jean Gallagher, Education

• 2004

Dick Long, Manufacturing
Drew Richardson, Training

• 2005

Nick Icorn, Training
Neal Watson, Travel

• 2006

Paul Humann, Education
John Nesbit, Training

• 2007

David Doubilet, Photography
Robert Soto, Travel

• 2008

Clement Lee, Travel
Marty Snyderman, Photography

• 2009

Bill High, Education & Safety
Michael Lang, Education & Science

• 2010

Dr. A. José Jones, Education
Chuck Nicklin, Entertainment

• 2011

Fraser Bathgate, Education
Peter Hughes, Travel

• 2012

Dan Orr, Education & Safety
Dick Rutkowski, Education & Safety

• 2013

Stuart Cove, Conservation & Entertainment
Dr. Lee H. Somers, Education & Science

• 2014

Patrick Hammer, Education & Retail
Alese & Morton Pechter, Photography

• 2015

Jim Gatacre, Education & Training
Dr. Richard Vann, Science & Research

• 2016

Lad Akins, Conservation & Science
Leslie Leaney, Education & Industry Growth

REACHING OUT AWARD NOMINATION GUIDELINES

Please keep the following guidelines in mind when submitting your Reaching Out Award nomination and supporting documentation/facts:

- The individual should have been active in the diving industry for a minimum of 10 years.
- The individual should have made a **significant contribution*** to the sport of Scuba Diving.
- Nominee should have continuously supported the diving industry in a positive manner which reflects agreement with DEMA's mission.
- Nominees whose writings, actions and efforts (including those efforts to earn a living) do not reflect positively on the diving industry may be precluded from consideration. Consideration can include Nominees' participation as a key plaintiff in opposition to the diving industry or its members, acting as a plaintiff's expert witness against members of the industry or prosecution of members of the industry and DEMA Members in particular.
- Consideration is given to the Nominees' actions in support of DEMA. Preference is given to those nominees who have, by their actions and words, supported the trade association.
- Self-nominations for the Reaching Out Award may not be considered.
- While nominations received from family members are not necessarily precluded from consideration, preferred nominators are business colleagues.
- Other guidelines may also apply.

***Generally, a significant contribution:**

- Refers to an individual who has "reached out" to the sport of diving and aided in the development, promotion, or safety of recreational diving in a manner that has had a positive impact on the overall sport. The contribution may be made in the areas of education, science, travel, retailing, photography, publishing, manufacturing, environmental issues, promotion, entertainment, medicine or other aspect of recreational diving.
- Contributions made on a local level, while important, may not meet the standard of impact on the entire sport of diving.
- Personal achievements, awards, etc. while important, may not represent a significant contribution as outlined. They may, however, have been awarded for a significant contribution.

The final recipients of the Reaching Out Award are selected on an annual basis at the sole discretion of the DEMA Board of Directors. Each application will be examined for authenticity and merit, using the above guidelines. Any contradiction or false statement will disqualify the applicant.

2017 REACHING OUT AWARD NOMINATION FORM

Section 1: Nominator Contact Information:

Name:

Company (if applicable):

Title:

Address:

City:

State:

Zip:

Country:

Phone:

Fax:

E-mail:

Website:

Section 2: Nominee Profile:

Official Name (if chosen this will be used on the actual Award):

Company (if applicable):

Title:

Address:

City:

State:

Zip:

Country:

Phone:

Fax:

E-mail:

Website:

Number of years involved in the diving industry:

Significant Contribution Categories – Please select ***no more than 2*** per nominee:

- | | | |
|--|--|--------------------------------------|
| <input type="checkbox"/> Conservation | <input type="checkbox"/> Photography | <input type="checkbox"/> Safety |
| <input type="checkbox"/> Education | <input type="checkbox"/> Publishing | <input type="checkbox"/> Science |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Training |
| <input type="checkbox"/> Exploration | <input type="checkbox"/> Research | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Industry Growth | <input type="checkbox"/> Retail | <input type="checkbox"/> Videography |
| <input type="checkbox"/> Other: | | |

Section 3: Supplemental Material – Please submit the following documents along with your nomination form:

- Minimum one (1) page outline of your candidate's significant contribution(s) to the overall sport of scuba diving including a summary of how this contribution has improved the industry/sport for everyone.
- Minimum one (1) page biography outlining nominee's dive industry career, contributions, achievements and awards in the diving industry.
- High Resolution Photograph of the Nominee (headshot preferred). If sending your nomination via email please include this image as an attachment.
- Supportive documents for the individual's contributions and achievements (i.e. press releases, articles, etc.).

- **Nominations must be received by 4:30 p.m. Pacific Time on Wednesday, May 31, 2017 and should be submitted via e-mail to roa@dema.org.**
- **If you have any questions please contact us at (858) 616-6408 or roa@dema.org.**