

## WAVE MAKERS AWARD CRITERIA

Preferred nominations are from the voting representative of any DEMA member company. Self-nominations are not accepted. Nominations may be accepted from other sources within the diving industry.

Wave Makers nominees may be nominated in one category only. Honorees receiving the Wave Makers Award in any category are not eligible for future Wave Makers Awards or categories.

### Prerequisites

- Employed by (or owner of) current regular – Class A - Member of DEMA.
- All nominees must have made a significant volunteer contribution to DEMA. Such a contribution could include any of the following:
  - Committee participation
  - Board participation
  - Volunteer participation (DEMA Show or association)
  - Contributing to DEMA's membership growth in a demonstrable way
  - Helped a DEMA member business initiate social media advertising using the Go Dive Now campaign materials
  - Participated in at least one Go Dive Now Pool stops as an instructor or volunteer
  - Attended at least two (2) DEMA Shows during the last five years
  - Volunteered/helped with legislative initiatives
  - Participate in DEMA's Dive In Day at the Capitol (Florida)
  - Donated images/video to GDN campaign
  - Content leader for a DEMA Sponsored Seminar at DEMA Show or DEMA program.
  - Others

### Award Categories

There are three different Award Categories in which an individual may be nominated:

- Mission Award
- Industry Service Award
- Industry Growth Award

**Mission Award: Contributions to DEMA’s Mission.**

In addition to owning or being employed by a DEMA Member business (Class A), nominees are eligible in the DEMA Mission Category based on one or more of the following:

Criteria	Example Action Items
Level and amount of volunteer contribution to DEMA	<ul style="list-style-type: none"> <li>• Committee participation</li> <li>• Board participation</li> <li>• Volunteer participation (show or association)</li> <li>• Participated in at least one Go Dive Now Pool stops as a <u>volunteer</u> (unpaid) instructor</li> <li>• Volunteer (unpaid) content leader for a DEMA Sponsored Seminar at DEMA Show or DEMA program.</li> </ul>
Extent to which nominee’s activities helped grow the membership base of DEMA and the diving industry in a demonstrable way.	Active recruitment of new DEMA Members
The extent to which nominee’s activities developed and increased community awareness of DEMA programs, services and activities.	<ul style="list-style-type: none"> <li>• Helped a DEMA member business initiate social media advertising using the Go Dive Now campaign materials</li> <li>• Participated in at least one Go Dive Now Pool stops as an instructor (paid or unpaid)</li> <li>• Attended at least two (2) DEMA Shows during the last five years</li> <li>• Volunteered/helped with legislative initiatives</li> <li>• Participate in DEMA’s Dive In Day at the Capitol (Florida)</li> <li>• Donated images/video to GDN campaign</li> <li>• Content leader for a DEMA Sponsored Seminar at DEMA Show or DEMA program.</li> <li>• Others</li> </ul>
Development or effort of the individual in a leadership role with DEMA and/or the industry.	<ul style="list-style-type: none"> <li>• Committee participation</li> <li>• Board participation</li> <li>• Volunteer participation (show or association)</li> <li>• Volunteered/helped with legislative initiatives</li> <li>• Participate in DEMA’s Dive In Day at the Capitol (Florida)</li> <li>• Content leader for a DEMA Sponsored Seminar at DEMA Show or DEMA program.</li> <li>• Others</li> </ul>
The extent to which the individual connected two or more businesses in a manner that created a “collaborative advantage” for members of the diving industry	<ul style="list-style-type: none"> <li>• Helped a DEMA member business initiate social media advertising using the Go Dive Now campaign materials</li> <li>• Participated in at least one Go Dive Now Pool stops as an instructor or volunteer</li> <li>• Attended at least two (2) DEMA Shows during the last five years</li> <li>• Volunteered/helped with legislative initiatives</li> <li>• Participate in DEMA’s Dive In Day at the Capitol (Florida)</li> <li>• Donated images/video to GDN campaign</li> <li>• Content leader for a DEMA Sponsored Seminar at DEMA Show or DEMA program.</li> <li>• Others</li> </ul>

**Service Award: Providing business and community service**

In addition to owning or being employed by a DEMA member business and contributing/engaging with DEMA as stated above, to be eligible for the Service Award, nominees should have accomplished at least one of the following:

Criteria	Example Action Items
Significant achievements on behalf of the employing/owned (diving-related) organization.	<ul style="list-style-type: none"><li>• Starting a new and unique program that generates business and performs a needed service in the local area.</li><li>• Volunteering to serve on the local chamber of commerce to help make business connections to the diving business.</li></ul>
Significant service** and leadership in diving-related endeavors	Volunteering (non-paid) to work with scouting groups or other groups that use scuba and/or snorkeling to help generate interest in conservation, business, or other areas of service to the community.
Significant service** in professional, civic or charitable organizations related to the diving industry.	<ul style="list-style-type: none"><li>• Volunteering and serving in a capacity in beach or dive location clean ups.</li><li>• Working with a non-profit to generate funds for a local diving related charity.</li><li>• Involvement with environmental, social, business or other causes that benefit others.</li><li>• Raising funds through the diving industry to help the local community or a larger community.</li></ul>
**Significant service means going above and beyond the individual's job. This criterion recognizes the new professionals' desire to emphasize mission or culture fit, societal impact and other service areas.	

**Industry Growth: Participation in Educational Content, Growing the Industry:** In addition to owning or being employed by a DEMA Class A Member business and contributing to/engaging DEMA in a manner as described above, eligible nominees should have:

Criteria	Example Action Items
<p>Confirmed participation in business or service educational programs that further advance the individual in the recreational diving industry. These education programs need not be diving-industry specific, but independent confirmation of attendance and completion is required:</p>	<ul style="list-style-type: none"> <li>• Strategic Business Planning</li> <li>• Understanding Customers</li> <li>• The Legal Environment of the Diving Industry</li> <li>• Merchandising Control, Buying and Handling</li> <li>• Pricing and Selling in the Retail Environment</li> <li>• Promotions, Advertising, and Public Relations</li> <li>• Promoting Travel and Diving</li> <li>• Human Resources Management</li> <li>• Retail Information Systems</li> <li>• Using Internet, Social Networks and other Electronic Marketing Tools in the Retail Environment</li> <li>• Product Management</li> <li>• Trade show selling</li> <li>• Others that apply</li> </ul>
<p>Credentials earned</p>	<p>Although this could include a unique, specialized diving-related credential, the category calls for business or other subject areas that help grow the industry. Business topics, project management, trade show or other areas that could help grow the industry are applicable.</p>
<p>Application of information and knowledge to improve the diving industry</p>	<p>Demonstrable application of information learned that helps improve an individual business and the diving industry.</p>