

If you are nominating yourself check here and skip to the next section.

Nominator's Contact Information

Name: Kim Sheckler

Company (if applicable): Saint Brendan Corp. Title: Vice President

Address: P.O. Box 11231

City: Torrance State: CA Zip: 90510 Country: USA

Phone: 310-792-2333 Fax: 310-792-2336

E-mail: Mail@saintbrendan.com Website: www.saintbrendan.com

Nominee's Contact Information

Name: Dale Sheckler

Company (if applicable): Saint Brendan Corp. Title: President

Address: P.O. Box 11231

City: Torrance State: CA Zip: 90510 Country: USA

Phone: 310-792-2333 Fax: 310-792-2336

E-mail: dale@saintbrendan.com Website: www.saintbrendan.com

of years involved in the diving industry: 20 years

***Along with this application the following documents are required:**

- Minimum 1 Page Biography outlining nominee's career, achievements and involvement in the diving industry.
- Supportive Documents for the individual's accomplishments
- Picture

**YOUR APPLICATION MUST BE RECEIVED AT THE DEMA OFFICE NO LATER THAN
Friday, April 16th, 2004 BY 5:00 PM, PACIFIC STANDARD TIME.**

You can submit your nomination via mail, fax or e-mail to:

DEMA Reaching Out Awards
3750 Convoy St., Ste. 310
San Diego, CA 92111-3741
Fax: (858) 616-6495
E-mail: nrussell@dema.org

If you have any questions regarding this application or the Reaching Out Award please contact Nicole Russell, DEMA Association Coordinator at (858) 616-6408 x108 or send an e-mail to nrussell@dema.org.

Dale Sheckler
P.O.Box 11231
Torrance, CA 90510
Phone 310-792-2333
Fax 310-792-2336
Dale@saintbrendan.com



California native Dale Sheckler has been an active diver for over thirty years. He has been a professional diver since 1977; first as a marine biological specimen collector, then as a commercial oil field diver, and currently as Editor of *California Diving News*, the only publication dedicated to California scuba diving.

He has logged thousands of dives in his lifetime including underwater work in South America, the Gulf of Mexico, Persian Gulf, Africa, Caribbean, Sea of Cortez, and, of course, California. His deepest dive was to 400 feet off the coast of Venezuela.

Dale has authored and co-authored with his wife, Kim, several diving relating books including *The Diving and Snorkeling Guide to the Channel Islands* (Lonely Planet Publishing), *Southern California's Best Beach Dives* (Saint Brendan), and *Successful Underwater Hunting and Gathering - California Edition* (Saint Brendan).

Articles to his credit in *California Diving News* number in the hundreds and his underwater photo library is comprised of thousands of images from around the globe. In addition to his heavy experience with *California Diving News*, Dale has had articles and photographs also published in diving and non-diving magazines as well as several newspapers.

Dale is producer of the annual diving Southern California *SCUBA Show* conventions, the largest expo of its type in the Western U.S.

Additional media exposure for Dale has come through a weekly live radio show that aired in 1999 as well as numerous appearances on television and in videos as an authority of California diving and diving in general.

In addition to the many projects listed above, Dale has served the diving community in many ways including:

- A member of the Executive Board for Catalina Conservancy Divers, "volunteer divers working to protect, conserve and restore Catalina Island's underwater environment."
- A board member for the annual "Chamber Day", the largest fundraiser for the Catalina Hyperbaric Chamber.
- Past board member for the Greater Los Angeles Council of Divers. Serving the diving community in Southern California, protecting divers interests through legislation, safety and training, conservation and competition.
- A major supporter of the annual Avalon Underwater Cleanup. A fundraiser for the Catalina Hyperbaric Chamber and Catalina Conservancy Divers.
- Dale is a regular guest speaker to dive clubs across Southern California on a variety of subjects ranging from marine life to safety techniques to photography.

Dale recently was honored with induction into the California Wreck Divers Hall of Fame. He along with his wife, Kim, was presented with the prestigious Jon Hardy Award at the recent Catalina Cleanup.

Dale continues to make his vocation his avocation, as he is frequently seen diving the local waters near his home with his wife, Kim and children.

Nicole Russell

From: Saint Brendan general mail [mail@saintbrendan.com]
Sent: Thursday, April 15, 2004 12:12 PM
To: Nicole Russell
Subject: Re: Final Notice: DEMA ROA Nominations Due Friday

In addition to the nomination for Dale Sheckler I forgot to add some information.

Along with his wife Kim, Dale Sheckler received the following awards:
€ 2003 recipient of the Catalina Conservancy Divers "Scuba Service Award"
€ 2004 recipient of the "Nick Icorn Diving Heritage Award" from the Historical Diving Society
€ 2004 recipient of the "Jon Hardy award" presented at the Catalina Island Cleanup.

Thank you for your consideration.

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Kim Sheckler
Saint Brendan Corporation
P.O. Box 11231 Torrance, CA 90510
310-792-2333, fax 310-792-2336
mail@saintbrendan.com

Saint Brendan Corporation parent company of:

California Diving News

The Only Publication Dedicated to California Scuba Diving - Since 1984

SCUBA Show 2004

The Diving Event of Year□, May 22-23, 2004 at the Long Beach Convention Center

See us on the web at : <http://www.saintbrendan.com>

From: "Nicole Russell" <nrussell@dema.org>

Date: Thu, 15 Apr 2004 09:29:44 -0700

To: <info@dema.org>

Subject: Final Notice: DEMA ROA Nominations Due Friday

Final Notice: DEADLINE to RECEIVE REACHING OUT AWARD NOMINATIONS is HERE!!!

Nominations for 2004's Reaching Out Awards are due **tomorrow!** To nominate an

individual you must fill out the nomination form and submit it, along with supporting documents, to DEMA **no later than 5:00 pm PST, April 16, 2004.**

You can download the application online at www.dema.org/displaycommon.cfm?an=4 <<http://www.dema.org/displaycommon.cfm?an=4>> or contact DEMA at (800) 862-DIVE (3483), (858) 616-6408 or info@dema.org to request an application.

The Reaching Out Award was first presented in 1989 to recognize individuals who have made a significant contribution to the sport of diving by 'reaching out' in some special way to improve the sport for everyone. A significant contribution refers to an individual who has aided in the development, promotion or safety of scuba diving in the areas of education, science, travel, retailing, photography, publishing, manufacturing, environmental issues or recreational diving on an industry-wide level.

Since its inception the Reaching Out Award has become more than recognition of these individual achievements, it has become the industry's HALL OF FAME. These are the leaders and heroes of our sport.

We Hope to See YOU at DEMA Show 2004 (for trade professionals only), October 13-16, Houston, TX

DEMA, The Diving Equipment & Marketing Association
3750 Convoy St., Ste. 310, San Diego, CA 92111-3741
Phone: (858) 616-6408 Toll Free: (800) 862-3483

info@dema.org www.dema.org

The Diving Equipment & Marketing Association is a global, non-profit organization. DEMA's mission is to promote sustainable growth in recreational diving and snorkeling while protecting the underwater environment. For information please contact Nicole Russell, DEMA Association Coordinator at (858) 616-6408 or nrussell@dema.org.

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Thank you-