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## Ed Christini—Biography

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My diving career began in 1974 when I was certified as an open water diver. In 1976 I became an instructor and in 1978 a dive shop owner. I began working with Scuba Schools International in 1984 as the sales manager and in 1992 became President. I have been instrumental to the ongoing success of SSI and directed many aspects of SSI's training and marketing programs.



I am directly responsible for building SSI's international business and market presence, co-developing SSI Instructor Programs, SSI Training Standards and the SSI Recognition System. I consulted on the SSI Open Water Diver Program, SSI Menu-based Specialty Programs, SSI Total DiveLog System, and the SSI Diver and Dive Leader Programs.

In early 2004 I stepped down as President of SSI but still maintain an Advisory to Top Management role. I am a Platinum Pro 5000 Diver and in 2003 received the coveted "Reaching Out Award", presented by DEMA to recognize my lifetime of contributions to the diving industry and the sport of scuba diving. I currently serve on the Board of Directors for the Recreational Scuba Training Council and have previously served on the DEMA Board of Directors.

Because of my 30-year involvement in the diving industry in both the training and retail areas, my experience and insight would be an asset for the entire industry and can be most efficiently accessed through my involvement as a DEMA board member. It would be an honor and challenge to serve again on the DEMA Board for 2005.

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## Resume

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### Edward Christini

<b>Experience</b>	1992 – 2004	Concepts Systems, Inc. dba Scuba Schools International
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Fort Collins, CO

### **President**

- Consulted a merger between NASDS and SSI December 31, 1998.
- Combined effort grew sales 62.5% in 2001.
- Combined association grew from 260 to 453 U.S. dealers.
- Co-developed semi-annual employee training to increase productivity and TEAM atmosphere.
- Co-implemented daily, weekly, monthly and annual sales goals, through an income and expense budget.
- Co-implemented Professional Sales Training to increase territory sales.
- Co-Installed a service program like the auto industry uses for the Quick Lube oil change market for servicing life support equipment for the diving industry.
- Co-developed consistent sales and marketing tools to create a consistent message for all Regional Sales Representatives.
- Co-author of Risk Awareness series for the industry.
- Consultant to the Scuba Rangers "Way Cool Kids Program."
- Consultant to the First Home Study CPR/First Aid Program.
- Consultant to the 2002 SSI Open Water Diver Program.
- Added a new international position to grow international business.
- Platinum Pro 5000 1994.
- Board of Director for the RSTC (Recreational Scuba Training Council.)
- American National Standards Institute Vice Chairman.
- DEMA Board of Directors.
- Co-developed all Instructor Programs.

1989 –1992     Concepts Systems, Inc. dba Scuba Schools International  
Fort Collins, CO

### **Vice President**

- Increased worldwide distribution to 21 Regional Centers and distribution in 80 countries.
- Increased US dealer base by 25%.
- Consultant to the 1990 SSI Open Water Diver Program.
- Consultant to the 1990 SSI Menu-based Specialty Programs.
- Consultant to the 1990 SSI Total DIVELOG System.
- Consultant to the 1990 SSI Diver and Dive Leader Programs.
- Co-developed new sales and marketing tools.
- Board of Director for the RSTC (Recreational Scuba Training Council) .
- American National Standards Institute Vice Chairman.
- Co-developed all Instructor Programs.

1987 –1989     Concepts Systems, Inc. dba Scuba Schools International  
Fort Collins, CO

### **Executive Director**

- Developed the SSI International Market 19 Regional Centers – 1989.
  - Increased US dealer base by 25%.
  - Earned SSI Instructor Evaluator rating – 1987.
  - Board of Director for the RSTC (Recreational Scuba Training Council).
  - American National Standards Institute Vice Chairman.
- Co-developed all Instructor Programs.

1984–1987     Concepts Systems, Inc. dba Scuba Schools International  
Fort Collins, CO

### **Sales Manager**

- Industry Standards Committee.
- American National Standards Institute Vice Chairman.
- Board of Director for the RSTC (Recreational Scuba Training Council).
- American National Standards Institute Vice Chairman.
- Co-developed SSI Training Standards.
- Co-developed SSI Recognition System.

<b>Education</b>	1970–1978                      Marshall's Ethan Allen Gallery                      Mansfield, OH <ul style="list-style-type: none"> <li>• Interior Design School .</li> <li>• Turned interest to retail sport diving industry and instructor training.</li> </ul>
<b>Business &amp; Community</b>	Member of DEMA (Diving Equipment and Marketing Association), Member of the RSTC (Recreational Scuba Training Council) .
<b>Interests</b>	Scuba diving and relaxing on the beach.