

Blogging About Bubbles



**How To Get Published
or Document
Your Trips
– A 13-Step,
Real-Time
Workshop**

By Gil Zeimer

Blogging About Bubbles

Over the next 45 minutes, everyone will learn something from this presentation as I:

- **Present my experiences as an advertising, travel writer, and scuba storyteller**
- **Share where I've been published**
- **Provide 13 specific tips that can help you**
- **Recap them on a slide**
- **Host a brief headline brainstorming segment**
- **Answer questions at the end: Please use the chat**

Blogging About Bubbles

Raise Your Hand:

Divers?

Photographers? Videographers?

Wannabe Bloggers?

Social Media Enthusiasts?

Curious About Writing?

A Bit About Me...





My Writing Credentials

- 49 Years as an Advertising Writer
- Awards: 5 CLIO Nominations & 20 Other Accolades
- >8,000 projects created as a writer/storyteller

My Writing History, Part 1: 17 Years in Global Ad Agencies

The logo for BBDO, featuring the letters "BBDO" in a bold, red, sans-serif font.The logo for Bozell, featuring the word "Bozell" in a black, serif font.The logo for GREY, featuring the word "GREY" in a bold, orange, sans-serif font.The logo for FSA, featuring the letters "FSA" in a bold, black, sans-serif font, followed by a green dot.

Between 1989 & 1995, laid off 3 times.

My Writing History, Part 2: 30 Years as a Prolific Freelancer

- **Hundreds of Print Ads, Brochures, Newsletters, Social Media Posts and Websites**
- **Thousands of Scripts and Blogs**
- **Some Samples**

I Started Travel Writing in 1975

– Shore Tour Brochures (Sitmar Cruises)



A Few Early Highlights...

**My first two :60 radio commercials
were nominated for CLIO awards.**

**My career's been pretty much
downhill ever since...**

1981: Grand Cayman Resort Course



Viz: 150-200'
Water Temp: 82



**Moved to
Dallas 1982:**

**Girlfriend
dumped me.**

**Created
"Gil Bob".**

**Bought 2
condos.**



1985: PADI Open Water Certification



Viz: 2-10'

Water Temp: 60

A Bit About Me...



NCUPS

Northern California Underwater Photographic Society
WWW.NCUPS.ORG

10+ years

HOME MEMBERSHIP MEETINGS TRIPS PARTIES PHOTOS VIDEOS NEWSLETTERS COMMUNITY CONTACT

MARIN Scuba Club



We dive. We dine.
We photo. We party.
Join us.



Great White Shark in Guadalupe, Mexico. Photo by Virginia Bria.

10+ years

A Turning Point: Editorial Writing

My 1st Freelance Article: Adweek Magazine, 1989

The Diary of an Unemployed Ad Man

By John D.

Editor's Note: The ADWEEK Salary Survey revealed that 14.1% of the nation's advertising employee base was unemployed during the past year. Our editors wanted to know what it's like to be part of that statistic in today's advertising world. We located a senior copywriter in a major agency who was laid off sometime in the last year and asked him to chronicle his difficulties in finding work. Let's call him John D., a pseudonym. John D. is one of a growing number of ad people who are laid off, merged out or forced out of a business whose major institutions are constantly changing as shareholders and principals of major agencies seek to cash in on their equity, and clients become ever more fickle about issues of compensation, budgets and agency representation. Here in the first of a two-part series is John D.'s own story of the emotional and psychological roller coaster that being unemployed in advertising has become.

Week No. 1. It happened mid-morning on a Wednesday. My creative director walked into my office, closed the door, and dropped The Bomb. He said I was being let go. Basically, it was a budget cut because of decreased billings from a major client. He mentioned some other reasons but I wasn't listening closely anymore. I was feeling the pain, the waves of nausea, of remorse, of guilt, of fear, of reality. My paycheck was going to stop. My security blanket was disappearing. My whole life was being turned into turmoil because of a financial decision beyond my control.

The next thing I did was stumble into the personnel director's office to hear about my severance benefits. I got the usual after three years: Two weeks' pay and a week's vacation. I could continue my medical benefits. I'd be mailed my profit-sharing check within three months. I told her I would clean out my office that weekend when I could have some time there alone.

Then, I went to lunch and never came back.

But afterwards I felt slighted and cheated. I couldn't go around, office to office, and say good-bye to my friends.

The first night, I felt the real fear of my situation. My family pledged their undying support. My girlfriend vowed the same, as did several friends.

The next day, I applied for unemployment insurance, read some want ads, and tried to chill out. According to friends who'd been laid off, I knew I'd be out of work for at least a month, possibly six months or more. I had

enough in the bank to survive for three months, and thought I could generate enough income through freelance ad writing to stay above water in the weeks ahead.

To end the week, I started calling my network of friends at agencies all over town, and tried to set up some interviews for the coming week as I updated my resume. The main problem I'd have, I thought, was selling myself aggressively to potential clients and agencies. After 17 years in agencies, and a handful of awards, I'd suddenly become a commodity that needed marketing and salesmanship.

Week No. 2. I began the week by watching a videotape at a headhunter's office on interviewing techniques. Although filled with common-sense advice such as, "Don't lie," "Don't bad-mouth your former employer," etc., it also taught me the basic "Do's." I then dropped off my portfolio at an agency where I'd once worked. Even though I'd spent seven years there, this agency had a "drop-off" policy for portfolios. I hate that. It's so impersonal.

Anyway, I soon realized that I needed my portfolio back to put together some kind of self-promotion piece to accompany my resume to the dozens of places I was soliciting for work. But my portfolio was stuck at that

agency, so I was in limbo all week.

After a few calls, I was told that the creative director would see my book on Friday. Lesson No. 1: The creative director resigned Friday. He never did see my book, and I lost my first week of time.

Lesson No. 2: The next night, my girlfriend started to pull away. She said that the "chemistry wasn't there anymore," that she wanted to start dating others and gave me other lame excuses. I tried to fight it, but the situation was, "Beyond my control." I wonder if my new psychological state had affected her, or if she just wanted out. I rationalized: If she can't stand by me now through this crisis, she's not worth my time.

Week No. 3. I picked up my portfolio Monday. No one there ever had the time to see it. That really ticked me off, since I'd once worked there for so long.

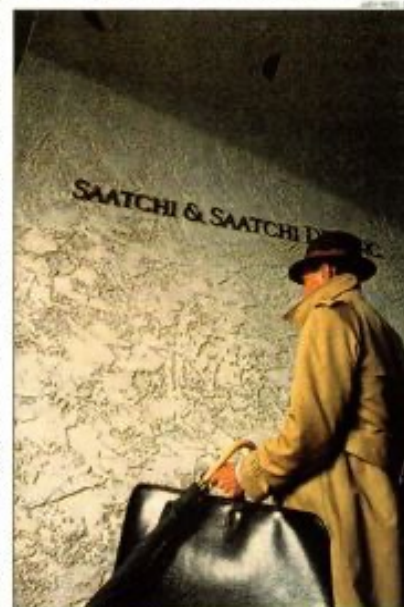
Now I could start putting together something to hook potential interviewers, to mail to possible freelance clients, and to link my name with some of my work. It took all week, but I finally got a four-color promotional piece put together and had color copies made to send to the masses.

I also had my first four in-person interviews. They were all informational. No job openings, no job offers. But the very first interview, with an old friend, becomes the most important one I'll have over these months. He gave me great feedback. He told me, "You won't have any trouble getting a job. It's just a matter of time." These were very reassuring words to hear after what I'd been through so far.

The week ended with a mailing blitz of my promo piece and resume. It worked instantly! I got a call late Friday to see a marketing company on Monday for a freelance writing assignment.

Week No. 4. Finally, things were beginning to happen. My first freelance job was a quick turnaround ad—headlines in a few hours on Monday, and body copy by Wednesday. Despite the pressure, it felt great to focus my thinking on my craft with a real deadline facing me rather than the open-ended self-imposed deadline of being re-employed.

I had three interviews Tuesday, all in the morning, and one each on Wednesday and Thursday. On Friday, I finally got back to the first agency where no one had had the time to see my book, and got a promise someone would review it by Monday morning. Just a promise from an anonymous voice, but it's an emotional victory equal to any I've had so far.



The search for a new job can seem endless.

My “Scuba Writer” Credentials

- 30+ Years as a Travel & Scuba Writer
- Over 300 Articles and Newsletters Published
- About 1/3 contacted me through SEO keywords on my website



“Blogging for Bubbles” Guidelines

- Create enticing headlines/captions for articles/images
- Write well-crafted copy with a strong lede
- Keep detailed logbooks to tell intriguing stories



Step #1: Be Thick-Skinned



**You're going to have to stomach a LOT of rejection.
Bounce back from the rejections; celebrate the wins.**

Step #2: Be Bold

First Scuba Article: *Scuba Times*

November/December 1994

“So, You Can’t Make The Reef”

Lede: “I became the poster child for Murphy’s Law at Australia’s Great Barrier Reef. I assumed the world’s largest living thing would be easy to visit. I assumed wrong. Four of my five planned dive days were cancelled.”



I became the poster child for Murphy’s Law at Australia’s Great Barrier Reef. I assumed the world’s largest living thing would be easy to visit.

I assumed wrong. Four of my five planned dive days were canceled.

Though the GBR is about half the size of Texas, its remote location off the coast of Far North Queensland makes it tough to get to during a short vacation. In fact, many visitors just don’t devote enough time to getting there and back. It’s a day’s round-trip journey by a fleet of boats from Cairns or Port Douglas. And it’s over 1,200 air miles from Sydney.

Here are a few options I discovered for divers who just can’t get under the waves because of bad weather, bad timing or a badly-planned travel budget. Starting in Cairns and moving south, you can:

- Cruise daily from Cairns or Port Douglas to Fitzroy Island, Green Island, Moore Reef and Outer Reef.

- Take a 4-wheel-drive safari through the Daintree World Heritage — the world’s oldest tropical rainforest — 30 miles north of Port Douglas.

- Experience a Daintree River Cruise to view crocodiles and mangrove swamps.

- Stroll through Port Douglas’s Rainforest Habitat, with elevated walkways to view 66 species of tropical birds, kangaroos and crocodiles.

- Ride the sugar cane train from Kuranda, just north of Cairns, shop at an Aboriginal artifacts store, and view a Noctarium to see Australia’s animals in a nocturnal rainforest setting.

- From Sydney, journey 50 miles east to the Blue Mountains — “Australia’s Grand Canyon with trees.”

- Pet kangaroos and cuddle koalas in the Australian Wildlife Park, Wonderland Sydney.

- Visit Sydney Harbor Oceanarium and the open ocean tank (sharks and rays).

Step #2: Be Bold

Nothing to do with travel... yet. But it has everything to do with me. We'll revisit this moment in a while.

WALT DISNEY, ME & CREATIVITY

by Gil on July 13, 2010 in Zeimer's Zlog



I met Walt Disney as a kid in Disneyland in March 1956. Here's the proof — I'm on the right, my twin brother is on the left and our sister is in the middle.

Our father saw him about 20

yards away in front of the Disneyland Hotel, walked up to him and said, "Mr. D? Dan Zeimer. Would you mind taking a picture with my kids? We're big fans." Walt was very gracious and even signed an autograph. The photo and signature are framed and hanging on my office wall.

**In Dallas in 1985,
I wrote this ad concept
for a new business
pitch. Only published
on my website in 2000,
but it's Ranked #2
of "Best Porsche
Print Ads Ever"! by
Autoevolution.com**



Step #4: Be Aware of What Editors Like

Dive Travel: Winter 1996

“My Dive Buddy Wears Diapers”

Baby makes a splash

Lede: “My dive buddy prefers warm water. So do I. Every evening, we gather our gear, approach the dive site, and take the plunge.”

CALENDAR

November 23
Guam,
Micronesia



Burn some of those holiday calories at the 25th Turkey Trot. Spend your Thanksgiving holiday in Guam at the 25th Turkey Trot 3.5-mile Run. The Guam Running Club is sponsoring this special event for those who are looking to escape those relative-saturated Thanksgiving traditions. For more information, contact: Guam Visitor's Bureau (800) UIS-3-GUAM

December 5
Papua New
Guinea



Photo Technique Seminar
Hone your photo techniques in beautiful Papua New Guinea. Renowned underwater film maker and scuba legend Stan Waterman invites you to join him in Papua New Guinea aboard the deluxe live-aboard Golden Dawn for an intensive photo technique seminar. Runs from December 5-15; cost \$2750. Contact: Reef & Rainforest (800) 794-9RNR for more info!

THE MENACE OF SHARKS

How dangerous are they really?

Many more people die in Australia and the U.S. from bee stings than from shark attacks. Drowning is 1,000 times more likely in the U.S. (including Hawaii) than shark attack. The following is a table of fatal incidents during the 1980-1990 decade in Australia.

Shark attack	1
Crocodile attack	0.7
Lightning strike	1.7
Bee sting	1.8
Drowning	306
Car accident	2,979

Source: Dangerous Marine Creatures, Best Publishing Company



Cl. Zeman

MY DIVE BUDDY WEARS DIAPERS

Baby makes a splash

My dive buddy prefers warm water. So do I. Every evening around 8 pm, we gather our gear, approach the dive site and take the plunge. Her dive conditions: Water temperature, 90°; Depth, 6 inches; Bottom time, 30 minutes; Swells, 1-2 inches. Actually, my dive buddy is only 18 months old. Sara doesn't dive in the bathtub.

But that's okay...since she was born, I don't dive either.

As I sit by the side of the tub squirting her with the toys, getting drenched by her splashes, and trying to wash her hair without also washing mine—my mind drifts off to times when I was under equally warm waters, in far-away Belize, Grand Cayman, Maui, the Great Barrier Reef

or the Bahamas.

During those dives, Sara wasn't my dive buddy yet. In those carefree days before her birth, I could plan a diving vacation without worrying about her extremely regimented schedule.

I could dive before what is now her breakfast time, during her afternoon nap, during her evening meal, and during her post-dinner bath. Her mother and I could stroll down a quiet beach, and go swimming or snorkeling without worrying about what Sara was doing right then. We could pack our luggage, dive and photo gear without also having to tote her car seat, her stroller, her portable crib, her toys and dolls, her books and tapes, her cassette player, her clothes and her all-important diaper bag.

But those times have definitely changed. Our daughter is now our family's sun, and our world revolves around hers, 24 hours a day, 7 days a week, 365 days a year.

Friends and relatives warned us that our lives would change dramatically when our daughter was born, so we were somewhat prepared. But the truth is, everything changed so much, it's a never-ending adjustment process.

I know I won't be able to take Sara on a warm-water vacation for at least another year and a half—when she's about three. Then, could I take her and my wife on a dive boat without someone getting sick? Would they be willing to sit in a hotel and wait patiently for me while I selfishly reacquaint myself with my favorite sport of diving. Who knows? It's so far away, we haven't discussed it yet.

But I do know this: I wouldn't trade my early evening dives with my daughter for anything. Especially when she points at me and says, “Doggie!”

—Gil Zeimer

Step #4: Be Aware of What Editors Like

Dive Travel: Spring 1996

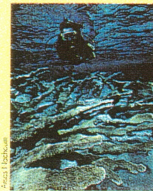
“Waterlogged Proposal”

Taking the plunge into marriage

Lede: “I tried to propose
to my wife underwater.
She almost drowned.”

CALENDAR

September 30-
October 7, 1996
The Bahamas



Divers from Boston's New England Aquarium are collecting fish in the Bahamas this fall aboard the R/V Coral Reef II. You can join them for this trip, traveling throughout the Bahamas and Bimini.

Trip fees: \$2295 for non-Aquarium members.
Holly Martel-Bourbon
Senior Diver/Aquarist
(617) 973-5248

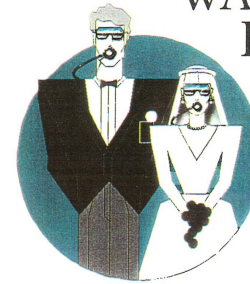
June 1996
Bikini Atoll



This famous atoll in the Marshall Islands will be open to divers for the first time in 50 years. Between the months of April and November, 12 divers per week will be permitted to explore the historic shipwrecks of Bikini Lagoon. With this limited access, the Bikinians will be able to evaluate visitor's effect on the lagoon's environment and the area's economic status.
Central Pacific Dive Expeditions
(800) U-GO-DIVE
Fax: (714) 851-3111
E-mail: cpde@aol.com

WATERLOGGED PROPOSAL

*Taking the plunge
into marriage*



because she loved swimming and snorkeling, she also had some reservations. “What if I don’t like breathing through that mouthpiece

to ask, “Are you O.K.?” She’d nod and give me the signal.

When we reached our depth of 30 feet, I’d planned to ask again how she was doing. Next, I’d write on my slate, “How much air do you have left?”

She’d scrawl in the amount.

Then, I’d take a few big gulps of air and write, “Ellen, will you marry me?”

I’d be able to see her eyes brighten inside her mask. I’d see the corners of her mouth smile around her regulator . . . and she’d write, “Yes, oh yes, my dearest!”

We’d embrace. I’d have someone take our photo. We’d finish the dive, and go topside to start planning the wedding.

That was my dive plan. However, every experienced diver knows that even the best plans are subject to change. During Ellen’s resort course, she felt extremely claustrophobic trying to breathe in the hotel pool. Several times, she stood up, took the regulator out of her mouth and gasped for breath. The instructors reassured her everything was fine. But she hated it.

Fearful that I’d now reject her, Ellen sobbed on my shoulder. I comforted her. “Well,” I thought, “let’s move to Proposal Plan B.”

The next day, we strolled along those miles of secluded beach and I popped the question. We were married seven months later in San Francisco, a half-mile from the Pacific Ocean.

—by Gil Zeimer

I tried to propose to my wife underwater. She almost drowned.

While planning the moment—the commitment many men fear most—I thought this would be a romantic way to tie the knot. Certainly, it would be a more intimate memory than the electronic message you often see on stadium scoreboards—“Ellen, will you marry me? Gil”. After all, can you imagine how embarrassing it would be if she turned the guy down in front of 35,000 people?

So when the moment arrived four years ago to transform my girlfriend into my fiancée, I wanted a smaller, more private venue.

The first step was choosing a vacation site. We opted for a new dive resort along a quiet 10-mile strip of sand on Providenciales in the Turks and Caicos. Though it was only a half-mile from the bustling Club Med Turquoise, it was a world apart. Serene and romantic, it was perfect for a surprise underwater proposal.

There was just one small detail. My girlfriend wasn’t a certified diver.

With some hesitation, she enrolled in a resort course. Though she thought she’d enjoy diving

thing? How disappointed will you be? Will you resent me?”

Naturally, I couldn’t share just how disappointed I’d be. I couldn’t say. “Look! You’ve got to like it! I’m gonna ask you to marry me down there!”

I couldn’t share my dream: We’d descend slowly along the anchor line. Every few feet, I’d use my hand signals

What is a fish?

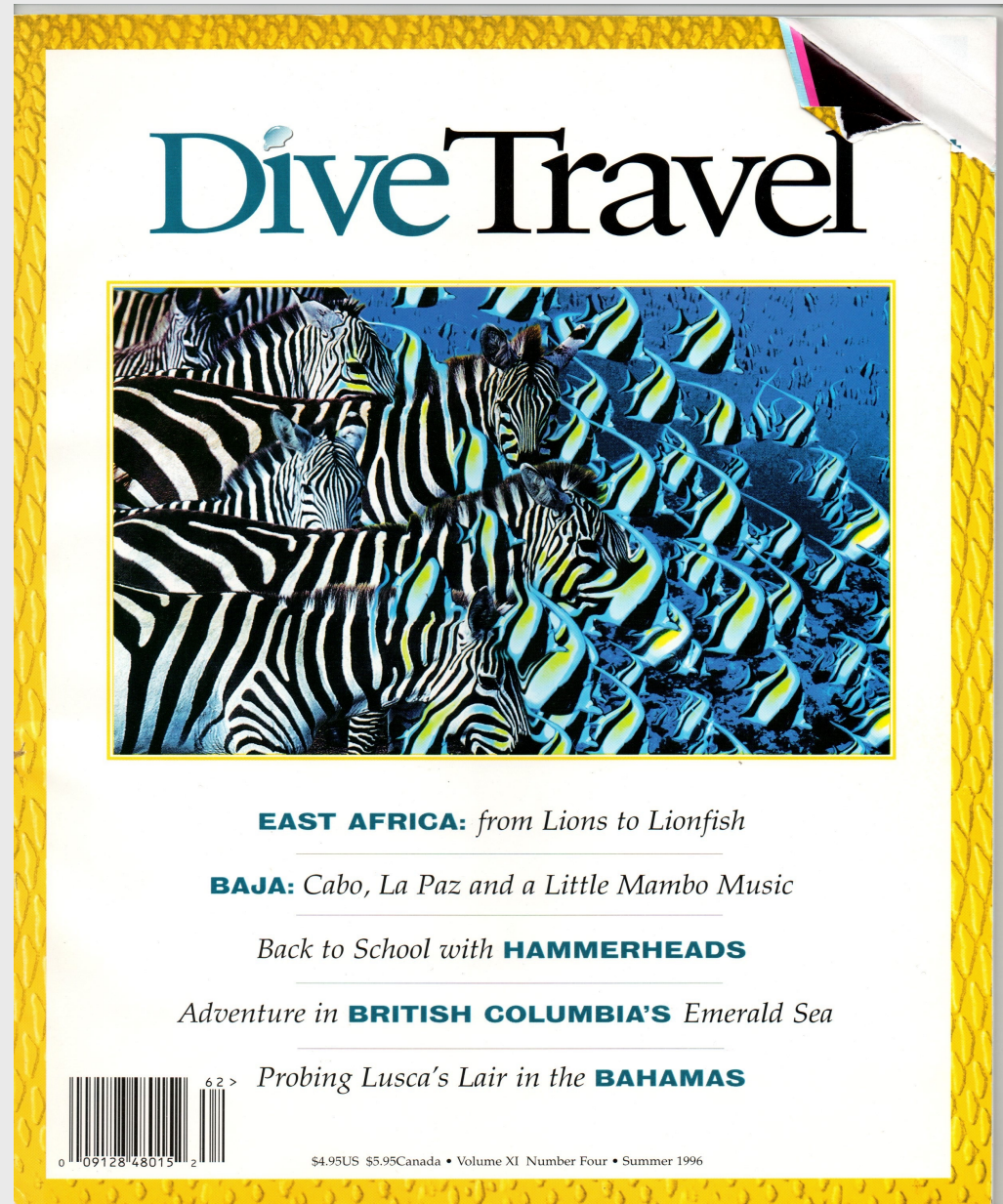
“Don’t laugh at this question, it isn’t as easy as it sounds. “Fish” covers a wide variety of animals, many of which have little in common with each other. Here try this. Try to think of some characteristic that all fishes have in common. Go on, don’t be afraid, no one is reading this. *Scales?* No, lots of fishes are scaleless. *Fins?* How about eels. No fins. *Jaws?* Nope, hagfish and lampreys are jawless. *Okay, how about eyes?* Blind cave fish and hagfish don’t have them. *Well, they all breathe in water.* Yes and no. All fish are capable of breathing underwater, but many are capable of breathing in air and a few, such as the mudskipper, may drown if you keep them underwater. *What about a well-developed sense of the absurd?* That is only found in fishes living near Southern California or Big Sur.”

—from *Probably More Than You Want To Know About The Fishes Of The Pacific Coast*, by Robin Milton Love

Step #4: Be Aware of What Editors Like

**Dive Travel:
Summer 1996**

**Cabo San Lucas
& La Paz, Mexico**

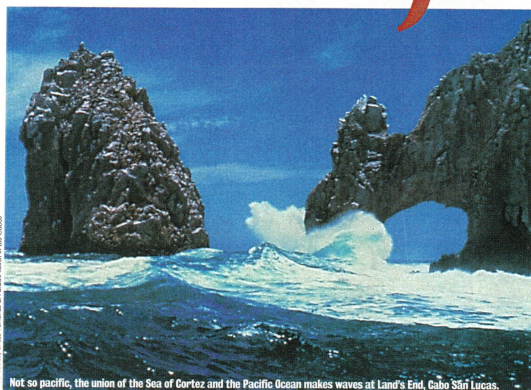


Step #4: Be Aware of What Editors Like

Dive Travel: May/June 1997: 4 pages

DESTINATION **X**

The Insider's Guide to *Baja*



Not so pacific, the union of the Sea of Cortez and the Pacific Ocean makes waves at Land's End, Cabo San Lucas.

■ One if by land,
two if by sea...three
if by air? Baja any
way you like it.



X-folk: Heather Cantwell, Aryn Kelly & Gil Zeimer

On the map, Baja lies slightly askew from a north-south axis, culturally distinct from the adjoining state of California, and geographically separate from the main body of Mexico. In places, it's a rugged bridge between the United States and Mexico—a place where Spanish and English coexist peacefully in the same sentence and luxury resorts share the desert with tiny casitas.

There are as many ways to experience Baja as there are species of fish in her surrounding waters. From Tijuana to Cabo San Lucas, Loreto to La Paz, this 1,000-mile-long peninsula offers a unique experience no matter how you do it—by boat, by Boeing, or by beat-up truck. Our X-folk did it all.

On the Road The Mexican version of a Kerouac classic

"Our trip got off to an auspicious start." This from the man who woke in Washington one morning and bedded down that night outside a closed garage in Mexico with a busted alternator. This from the man who slept amidst dive gear in the back of a pickup while his compadre lay outside listening to the disco music that chaperoned the darkness until five am. This from the man who took on Baja in a 1980 Datsun king cab with a bungie cord securing its hood, a leaky Zodiac, and one other daring soul. But Stuart Westmorland had the time of his life, and besides, the fish tacos rocked.

DIVE BRIEFING

At or near the surface of the water, the temperature is in the low 80s in summer and fall—at depth, the low 70s. Visibility ranges from 40 feet during plankton bloom to 100 feet-plus. The best conditions occur between June and November.

Due to Baja's desert surroundings, air temperatures can exceed 100° in the summer—a good reason to stay in the water. For summer diving, a dive skin is plenty. During the late fall, wear a light wetsuit. Winter can require a quarter-inch wetsuit, hood and heavy gloves.

Conditions are calmest in the summer, although brisk winds can make it rough on the surface. But, Baja offers plenty of options year-round. Chances are, if conditions are bad in one place, they're good somewhere else.

more to Cabo than the average travel agent would have you believe. More than just a party at the land's end, Cabo San Lucas is the ocean's beginning—a seascape of diverse terrain and thriving marine life that can't be encapsulated in a glossy brochure.

—Heather Cantwell

Si to Shining Sea A log from the Sea of Cortez

Do I know the way to *Don Jose*? Sure do. I know it steams through the balmy Sea of Cortez above schools of scalloped hammerhead sharks. It passes between cactus-covered shores across aquamarine water following a spouting blue whale. It stops at a sea lion rookery to let its passengers frolic in shallow waters with playful pups. It hovers 70 feet above El Bajo seamount, and lets us dive in waters shared with graceful manta rays, who glide on ten-foot wings through the warm waters near Isla Partida.

During my week-long live-aboard adventure on the *Don Jose*, I logged 17 dives in what is often called the "world's largest fish trap." Some divers with computers logged over 35. The weather was superb. The food was good. Conditions were splendid. And the diving was as diverse as promised.

My first day in La Paz, I marvelled that a city of over 170,000 people can fuse so naturally with its surroundings. Home to fantastic sport fishing and day boats, there are many ways to experience La Paz. I opted for the *Don Jose*, an 80-foot motor vessel built in 1978 by master shipbuilder Don Jose Abaroa from a single mesquite tree.

As it turned out, the *Don Jose* had all the amenities for a comfortable live-aboard adventure. But, we were really there for the diving. It didn't take long to fill up my dive log with memories.

Los Islotes: Home of Playful Sea Lions. The new day breaks balmy and calm as we cruise into the Sea of Cortez. We motor north toward our first dive site 25



located in sleepy Buena Vista away from the busy tourist traps and close to some of the best dive sites in Southern Baja. Our beachfront inn offers comfortable rooms with great ocean views, private baths, air conditioning and full breakfast. Plenty of non-diving activities are available on site as well, including kayaking, hobie cats, mountain biking, windsurfing, sport fishing or just check out one of our hammocks.

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DiveTo@CrossAdventure.com

TID SPORTS

Step #5: Write About What You Know



Step #5: Write About What You Know

Adventure Journal: 1998 Maui

“Scuba divers dance to humpbacks’ song, keeping time to warm waves that crash off Maui’s southern shores...”

Lede: “While on my honeymoon, I fell in love with another man. So did my wife. And we’re not even swingers. He was a big fella: 45 feet long, 30 tons, with a beautiful voice.”

adventureguide | PHOTOGRAPHY FLIP NICKLIN, HARUMI KOYANO

dive

Scuba divers dance to humpbacks’ song, keeping time to warm waves that crash off Maui’s southern shores...



Head On
Princeton Tec's VorTec underwater headlamp helps to color the coral down under with a waterproof integrity to 1,000 feet—but we don't recommend descending that far. The VorTec also provides extra power for long-burn and cold weather enthusiasts. Techie magic stuff: The VorTec has been configured to use Lithium batteries. \$40.
☎ (609) 298-9331



While on my honeymoon, I fell in love with another guy. So did my wife. We're not even swingers. He was a big fella: forty-five feet long, thirty tons—with a beautiful voice. Though he was three or four miles away, I heard him singing when I went scuba diving off Ka'anapali Beach at Maui's southern shore. Later we both listened to his haunting calls from a mere 200 yards as we snorkeled on a whale-watching cruise near Lahaina. We actually felt the sound reverberate through our bodies. It was like getting splashed with a liquid wave of sound.

Allow me to blubber on. Only male humpbacks sing, but no one really knows why. Their songs are complicated with phrases and sub-phrases that they repeat every 6-18 minutes. However, their melodies do not repeat year after year; instead the whales pick up from where they left off the previous year. Each whale has his own ditty and they tend to point their heads down when they sing, so it is suggested that divers and snorkelers look down when they're trying to tune in. As many as 4,000 humpbacks migrate up to 3,600 miles annually between Alaska and Hawaii, from roughly December through April. So there's a whole lotta singing going on.

Humpbacks trek to tranquil Hawaiian waters to mate, give birth and fast before returning to colder feeding waters. They come to Maui's leeward side because of the shallow, sandy ocean floor, 75 channel, in the Urepeka channel. As Jack but visits back w/giants." Protecti other a from nects hu hefly \$1 boats



WILLIAMS PHOTOGRAPHY

Step #5: Write About What You Know

Dive Pacific: 12/21/23: Maui: A Whale of a Sun-Splashed Winter Wonderland

(Stock image)

Sea

Escape to a remote island paradise

[LEARN MORE](#)



Maui: A Whale of a Sun-Splashed Winter Wonderland

Over 12,000 Humpbacks Arrive Annually Between November and May



"Thar she blows!" (Or it could be a he.) Photo by 123rf.com

Step #6: Be Persistent



Step #6: Be Persistent

Alert Diver: 2001

Lede: “Barbecued ribs. Braised shoulders. Baked legs. These sound like summer grilling choices, but they’re really describing the effects of the hot sun on your skin – if you don’t take precautions with sunscreens and protective clothing. Skin cancer is something that all divers should think about.”

The Sun Also Burns
Besides Rising Each Day, the Sun Brings Its Warmth, Light — and Burning Rays — to Us



DAVID HALL PHOTO

BY GIL ZEIMER

Barbecued ribs. Braised shoulders. Baked legs. These sound like summer grilling choices, but they're really describing the effects of the sun on your skin — if you don't take precautions with sunscreens and protective clothing, that is.

Skin cancer is something that all divers should think about. As the most prevalent type of cancer, it will attack one of every seven people annually across the USA. The National Cancer Institute warns that between 40 to 50 percent of Americans who live to age 65 will develop skin cancer at least once. And if you're a blonde or redhead, you have a two to four times higher risk of developing skin cancer.

The good news is that 90 percent of all skin cancers can be cured if they're detected and treated in time. The better news is that lathering on sunscreen, wearing a hat and donning the proper clothing can help prevent skin cancer and sunburns.

Sunscreen manufacturers have long manufactured compounds that help protect the skin against the range of rays known as ultraviolet B (UVB), the "sunburn spectrum." Recently they've recognized the additive role of longer-wave ultraviolet A (UVA) rays, responsible for photodrug eruptions and for exacerbating photosensitive diseases like herpes simplex solar urticaria, polymorphous light eruption and discoid and systemic lupus (see story on lupus, Page 7), among others.

A sunscreen's ability to protect against UVB is known as its Sun Protection Factor (SPF), defined as the ratio between the time it takes your skin to burn versus how long it takes after applying sunscreen. An SPF of 15 provides 15 times the amount of protection you'd get without using any protection. For example, if your skin reddens after 10 minutes in the sun, your SPF 15 sunscreen would allow you to remain 150 minutes in the sun before burning.

For UVA, the degree of protection is defined as the Photostatic Protective Factor, or PPF. These values are lower because the energy contained in UVA rays is less.

Divers Do It in the Sun

Because divers are often exposed to the sun for hours at a time while on dive boats, kayaks, and other non-shaded craft, here are some helpful tips:

- Use a sunblock with a sun protection factor (SPF) of 15 or more when you're exposed to the sun, even when you're simply running errands. So if you're going to a pool, a beach or on a boat, a 30 to 50 SPF will protect you better, longer — especially if you choose one that's sweatproof and waterproof.

16 May 2001

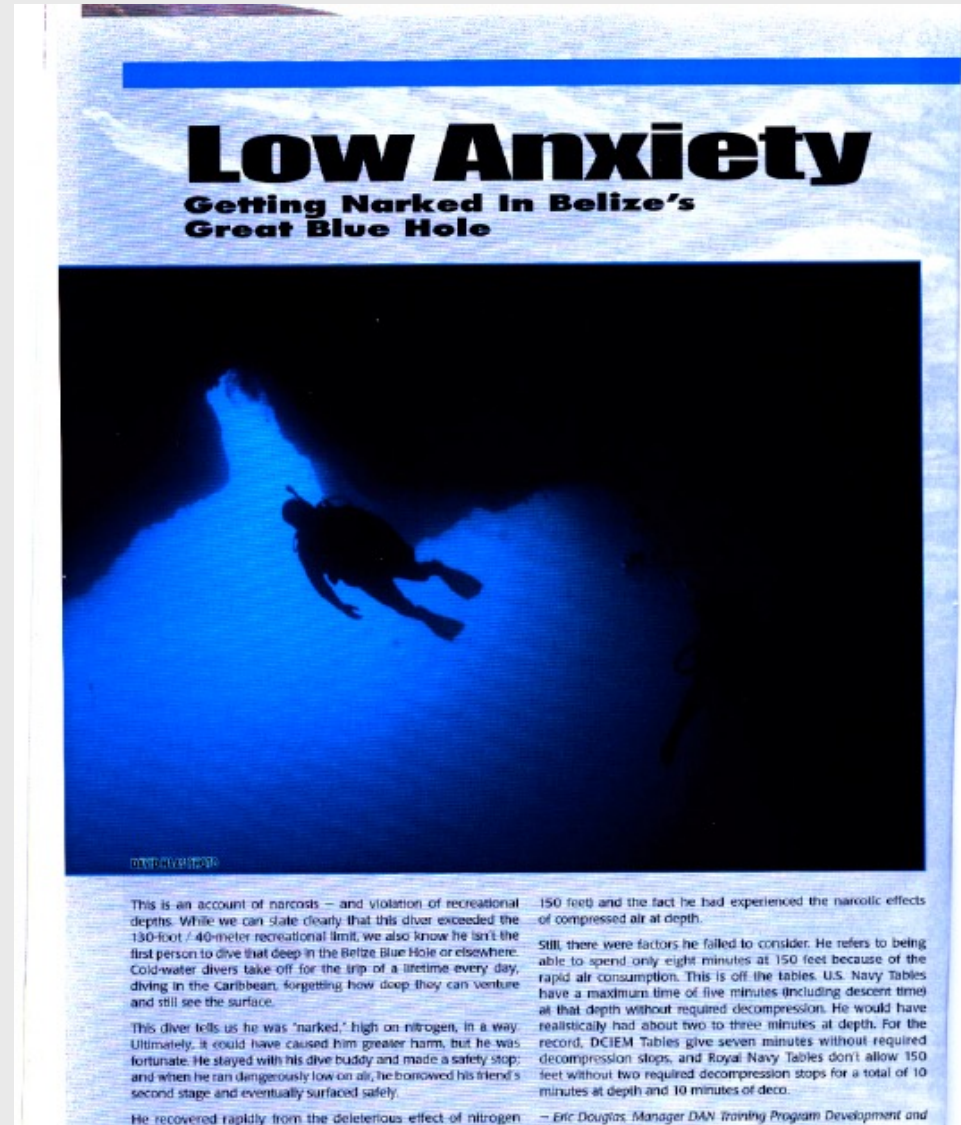
Alert Diver ■ The Magazine of Divers Alert Network

Step #6: Be Persistent

Alert Diver: 6/2001

Lede: “What’s round, midnight blue, 1,000 feet wide, and over 400 feet deep?”

“The Great Blue Hole of Belize, one of the world’s foremost dive destinations. It’s a spectacular underwater cavern where I got ‘narked’, ran out of air, and broke my watch 130 feet below the warm Caribbean surface.”



Step #6: Be Persistent

Alert Diver: 4/2002

Lede: "I hadn't been underwater in a few years, so I'm always more cautious on my first dive of a trip."

"This day, the wind off the Florida coast in late February was gusting to 20 mph, the seas were rolling with 3-4 foot waves, and water temp was 74. I jumped in to follow a divemaster and 6 divers to a depth of 85 feet on a drift dive."

To Dive or Not to Dive:

DAN Asks:
When Do You Decide It's Time to Cancel A Dive or Even Pass It Up?



A tough decision certified divers sometimes have to make is when to cancel a dive or forgo a second dive after something has gone awry. Many divers in the Incident Insight cases profiled bimonthly may have avoided trouble had they aborted their dives and given themselves 12 or 24 hours to start again. Aside from the frustration of paying for your dive and then not making one, divers often don't want to appear weak or hesitant. Also, they may have invested a lot of time in the planning and travel for this dive.

The DAN member describes (page 23) a simple problem that led him to abort a dive and to try again under more favorable conditions. He made a wise and positive choice. Often unexpected weather conditions, sudden illness or equipment difficulties intervene when we're diving. Or we make a mistake on the first dive and can't really make up for it without skipping our second dive. All are good reasons. Like our diver, better safe now and dive later, than sorry all around.

Following the Member's story of his aborted dive, the DAN Medical Department offers some examples of cases we've addressed over the years. They may help divers identify when not to continue diving.

Step #6: Be Persistent

California Diving News: 11/2023 + Undercurrent, Marin IJ, ScubaRadio.com, ITWA, Dive Pacific, Sun Divers Roatan & LocalGetaways.com

Blue Friday 5.0 will be celebrated worldwide in November 2025 -- join us.



Blue Friday: A Healthy Alternative to Black Friday Shopping Insanity

"Don't Shop. Dive." Do you wait all year for Black Friday? It seems only natural, if not compulsory, to drive...

Step #7: Be Opportunistic

Red Sail Sports: 2002 - Barter, Then Bucks

“Watersports Paradise Found”

**Lede: “I traveled over
4,000 miles to find a
watersports paradise.
It’s called Aruba.”**

[Click here for Magazine index page](#)

WATERSPORTS PARADISE FOUND

by Gil Zeimer, Red Sail Sports
Newsletter, August 2002

I traveled over 4,000 miles to find a watersports paradise. It's called Aruba.



From the shallow turquoise blue waters caressing the high-rise hotels along beautiful Palm Beach, I had my choice of a dozen watersports activities through Red Sail Sports, the island's most popular sports supplier and an international adventure outfitter.

Why Visitors Trust Red Sail Sports in Aruba

The "One Happy Island" of Aruba has hosted millions of tourists over the past half-century. Sports enthusiasts like me flock here to enjoy the year-round endless summer with temperatures hovering near 86 degrees F., cooling trade winds and minimal humidity, while the ocean temperature averages 78 degrees F. Plus, when I was snorkeling, diving and swimming, I was comforted by 80 degree F. ocean waters.

Red Sail Sports Aruba is a four time "Iguana" award winner on the island for watersports excellence. Friends of mine dove with them last year while visiting for the day on a cruise ship. No wonder they were voted "Best Tour of the Season" by Princess Cruise Lines.

The company has a loyal customer base. While on a snorkel sail in Aruba, a man from Morgantown, West Virginia told me, "My family was first introduced to Red Sail Sports when we stayed at the Hyatt on Grand Cayman. We found the staff and crew to be very professional, courteous, and made our vacation there more

Step #7: Be Opportunistic

2002 - 4 Websites



The screenshot shows the Red Sail Sports website. The header features the company logo and a large underwater photograph of a diver. Below the header is a navigation bar with links to various sections. The main content area includes a descriptive paragraph about Aruba, a list of activities with corresponding images, and a sidebar with contact information and additional links.

red sail sports®

World class diving

↑ [About Us](#) [Activities](#) [Book Now](#) [Shop](#) [About Aruba](#) [Group Travel](#) [Contact Us](#)

Aruba has more to offer than beautiful beaches. Discover the island in a jeep, from a catamaran or inside a ship wreck! Book with Red Sail Sports and assure safe and high-quality entertainment for the entire family!

Experience an Adventure You'll Never Forget

[SAIL](#) [DIVE](#) [PLAY](#) [SHOP](#)

Call for Reservation Inquiries
1-305-454-2538

[Book Online](#)
[Photo Gallery](#)
[Tell a Friend](#)
[Sign Our Guest Book](#)
[Request a Brochure](#)
[Current Weather](#)
[Newsletter Archive](#)
[Rate Our Website](#)

SHARE

Step #7: Be Opportunistic

Red Sail Sports: 24 Quarterly eNewsletters, 2002 - 2009

Red Sail Sports Newsletter Archives

Industry-leading watersports centers. Custom-built, luxurious catamarans. World-renowned scuba diving, snorkeling and instruction. Cruise passenger day trips. Group travel expertise. State-of-the-art equipment. The latest clothing and gear.

Only Red Sail Sports can offer you all this and more on [Grand Cayman](#).

Red Sail Sports has over 20 years of experience offering day and evening catamaran sailing, diving, waterskiing, waverunners, parasailing, and beach toys. Red Sail Sports also maintains retail operations at several major resorts.

For more information on Red Sail Sports watersports activities and dive vacations, visit our website www.redsailcayman.com.

GC Local Newsletter July 15 2009

2009 - April - New website launch!

2008 - November

2008 - April

2007 - November

2007 - June

2007 - April

2006 - November

2006 - July

2006 - January

2005 - June

2005 - February

2004 - November

2004 - May

The following are special editions of the newsletter for Cayman Island residents only. Proof of residency required to qualify.

Grand Cayman Local Resident Newsletter - July 15, 2009

Grand Cayman Local Resident Newsletter - June 6, 2009

Grand Cayman Local Resident Newsletter "Staycation" - May 29, 2009

Grand Cayman Local Resident Newsletter - May 13, 2009

Grand Cayman Local Resident Newsletter - April, 2009

Grand Cayman Local Resident Newsletter - December, 2008

Grand Cayman Local Resident Newsletter - February, 2008

Grand Cayman Local Resident Newsletter - January, 2008

Red Sail Sports
www.redsailcayman.com · news@redsailcayman.com

Join our Mailing List!

Step #7: Be Opportunistic

**Blogging for
VagablonD:
1,500 Articles
from 2005-2010
as managing
editor:**

- Travel**
- Food**
- Wine**
- Shopping**
- About 50 were about scuba...**



Dinner And A Thousand Stars: Canyonlands By Night & Day, Moab, UT

We pulled into Moab about 5 pm a few nights ago. We were hungry and anxious to see Canyon Country. A well-placed brochure afforded us the opportunity to do both — at night — with a Cowboy Style Dutch Oven Dinner followed by a Sound and Light Show aboard a jet boat on the brackish waters of the Colorado River. It was so spectacular that we ran out of adjectives.



Vagablon: 2005

The Bride Wore A White Wetsuit: Caribbean Weddings, Cozumel, Mexico

I tried to propose to my wife underwater in the Caribbean. She almost drowned. That's why I wish I knew about [Caribbean Weddings](#) — a company that specializes in getting hitched at sunset on the glistening white sand beaches of Cozumel on the Mexican Caribbean. Or tying the knot *under* the warm tropical waters with your wedding party breathing with scuba tanks.



Señora Cecilia Diaz is the founder and CEO of [CaribbeanWeddingSite.com](#). As she points to a set of photos of an underwater wedding in Cozumel, she says, "Look at the expressions of the bride and groom and the wedding party. What do you see in their faces? Joy. Delight. Happiness. Why is that? Let me tell you, it's not nitrogen narcosis or rapture of the deep."

Cecilia knows: "An underwater wedding is a memorable experience—and uniquely yours. The romantic sea silently embraces you both. There are no distractions in the quiet beneath the waves. You hear each others' breathing and the beating of your hearts. The countless inhabitants of the marine world bear witness to your commitment. And each time you descend into the magic of inner space, you remember your oath of friendship and love."

With those reasons in mind, Cecilia decided to offer an underwater ceremony to her clients at [CaribbeanWeddingSite.com](#). But how does a professional planner take an underwater ceremony from flash of inspiration to a reality whose artistry and magic are expressed 30 feet below the ocean's surface?

To read the whole story, visit [CaribbeanWeddingSite.com](#).

Or call Cecilia Diaz: From the USA & Canada, phone Cozumel, Mexico at 011-52 (987) 872-1750.

VagablonD: 2005

Waterbeds in the Bahamas: Poseidon Undersea Resorts

First, VagablonD reported on [Jules' Undersea Lodge](#) in the Florida Keys, a research lab that became a hotel. Next, we told you about [Hydropolis](#), a \$550 million underwater complex being built in Dubai. Now, there's another one in the waterworks — and [Poseidon](#) off Eleuthera in the Bahamas — is being called the world's first underwater resort.



According to its Website, the design and engineering underwater portions of the resort are complete. Now, Bruce Jones, the company's founder, is dealing with the business end, including permits, property options, licenses, fund raising, and such. As a former designer and salesman of private submarines, he knows a thing or two about the underwater world. He's invested \$40 million in the complex which will have rooms submerged 50 feet below the surface. But unlike the Jules Undersea Lodge, guests at the Poseidon won't have to don wetsuits to get to their \$1,500/night living quarters; they can do that by escalator.

Each room will have fortified, transparent acrylic walls with view of coral gardens. Guests will be able to adjust the lighting of the underwater worlds outside their windows and to release food for fish swimming by. The rooms will also feature individual Jacuzzis for those who may be inspired by their surroundings to get wet.

The earliest anticipated opening date of the five-star [Poseidon Underwater Resort](#) would be late 2006.

Step #7: Be Opportunistic

Scuba Show 2023

04
JUN

BLOGGING ABOUT BUBBLES: HOW TO GET PUBLISHED OR DOCUMENT YOUR TRIPS – A 13 STEP REAL-TIME WORKSHOP

PRESENTED BY GIL ZEIMER

🕒 3:00 PM - 4:00 PM

☰ **EVENT DETAILS**

Whether you're a snorkeler, diver, or photographer, blogging is the easiest way to preserve your underwater experiences and document your trips. This interactive workshop will take you through these 13 easy-to-follow tips in real-time. These include:

1) Be thick-skinned; 2) Be bold; 3) Be promotional; 4) Be aware of what editors like; 5) Write about what you know; 6) Be persistent; 7) Be opportunistic; 8) Promote SEO keywords; 9) Be networking; 10) Be thinking outside the box; 11) Be generous; 12) Be lucky; and 13) Be funny.

The seminar will conclude with an interactive headline brainstorming session.

🕒 **TIME**

(Sunday) 3:00 pm - 4:00 pm

📍 **LOCATION**

Seaside 3
300 E Ocean Blvd, Long Beach, CA
90802

Step #8: Be Using SEO Keywords


“Scuba Articles Copywriting” & “Scuba Storyteller” – Both #1 on Google

**Zeimer's
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SHOPPE**
415-246-6072

[f](#) [t](#) [in](#) [x](#)


Freelance Copywriter: Gil Zeimer

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[A Mid-Century Modern Trip Down Memory Lane: Orbit In, Palm Springs](#)
[Heavy Breathing on Half Dome](#)
[Another "Only In San Francisco" Treat: Kung Pao Kosher Comedy](#)
[Two Fortnights Across The Pond: Jolly Old England the Land of Port Wine – Part II](#)
["A Magical History Tour" – The Beatles Story Museum Is A Must See in Liverpool](#)
[Two Fortnights Across The Pond: Jolly Old England the Land of Port Wine, Part I](#)
[The Dolphin Club: A Contingent Beneficiary — my Uncle Benny](#)
[Equipment Upgrade 2.0](#)
[Scuba Diving With The Oldies](#)
[Little Cayman Scuba Writer Dive Log](#)
[Our Roamin' Holiday, 23 Days, 5 Countries and 1 Medical Issue](#)
[Tiburón – A San Francisco Lesser-Known Day Trip](#)
[BNI Comedic Copywriter Presentation](#)
[5 Reasons Why I Love Aruba](#)
[Senior Care Blog](#)

SCUBA ARTICLES COPYWRITING



I've been a travel and scuba copywriter for nearly 30 years.

My experience as a PADI-certified Open Water diver includes **more than 165 scuba articles** published in newspapers, magazines, newsletters, and websites with links shown below.

I've also been the Editor-in-Chief of the upscale travel, food, wine and shopping blog at **Vagablond.com**, creating about 1,500 articles.

And I'm currently the monthly newsletter editor (with over 70 posted) and webmaster for a passion project: **Marin Scuba Club...**


Miscellaneous Scuba Writing Stories

Local Getaways – California:

- **Scuba Diving in Northern California**
- **Scuba Diving in the Central Coast of California**
- **Scuba Diving in Southern California**
- **Snorkeling in Southern California**

Local Getaways – Hawaii:

- **Scuba Diving on Kauai**
- **Scuba Diving on Oahu**



SEO Keywords

“Travel Copywriter” – 1st page of Google

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[Two Fortnights Across The Pond:
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[Two Fortnights Across The Pond:
Jolly Old England the Land of Port
Wine, Part I](#)

[The Dolphin Club: A Contingent
Beneficiary — my Uncle Benny](#)

[Equipment Upgrade 2.0](#)

TRAVEL COPYWRITER



I love being a travel copywriter. I've been most fortunate to write projects about travel across a wide range of clients and periodicals. These include resorts in North America, top-rated global airlines, one of the world's most popular cruise lines, a large watersports company, restaurants in Northern California, and scuba diving magazines from the U.S. to

Singapore to New Zealand.

As a travel copywriter, I wearing a variety of hats — a Tilley® hat for sunning and hiking, knit caps for skiing, and neoprene caps for scuba diving. I've skied in 4 countries, scuba dived in 3 oceans, journeyed through more than 40 states and throughout 4 continents to write a plethora of articles, newsletters, blogs, and websites.

Step #9: Be Networking – Kosrae, SFC 2009

JUST BACK FROM: KOSRAE, MICRONESIA *By Gil Zeimer, San Rafael*

I went because: Kosrae offers some of the world's best scuba diving with pristine reefs, 100-plus-foot visibility, 85-degree water and more than 200 species of coral.

Don't miss: Attending a Sunday morning church service to meet the friendly natives and hear their beautiful singing.

Don't bother: Staying only a few days. You'll want to be in the water as much as possible, so plan for seven to 10 days to optimize your trip.

Coolest souvenir: A hand-carved embroidered trivet/fan that I saw one of the island women weaving.



Gil Zeimer in one of the moored dive sites that surround Kosrae.

📷 **Got a great photo of yourself on a recent vacation?** Submit it and details of your trip at sfgate.com/mytrip.

Worth a splurge: Everything's very reasonable on the Jewel of Micronesia, but take a night dive to see all the critters that only come out once the sun goes down.

I wish I'd packed: Fewer clothes and my hiking boots to explore the rain forests and waterfalls. With 85-degree weather virtually year-round, I lived in shorts and T-shirts.

Other comments: Kosrae is a U.S. territory. Everyone speaks English, U.S. dollars are accepted and it is very affordable compared with Hawaii and it has great food.

\$0 fee, but a priceless promotion

Kosrae Photos » LAtimes_Kosrae_Parrotfish



Your Scene

Photo & Video

[TRAVEL ALBUMS](#) > TRAVEL NEWS, TIPS & ADVICE

Look At The Kisser

by Gil



(FOR YOUR SCENE) Katrina Adams of Sleeping Lady Divers in Kosrae, Micronesia shot this Redtail Parrotfish. Gil Zeimer who dove there recently said, "She shot it in extremely harsh conditions: 90 degree water, 100 foot visibility, we were the only two people diving that side of the island, and we were surrounded by about 200 species of pristine coral and 250 types of fish, sea turtles, sharks and barracuda." Submitted August 21, 2009

Embed: <http://yourscene.latimes.com/mycapture/p>

[Flag this photo](#)



PHOTO 2 OF 47



LAtimes_Kosrae_Parrotfish.jpg

This entry was posted on Sunday, September 6th, 2009 at 9:05 pm and is filed under . You can follow any responses to this entry through the [RSS 2.0](#) feed. Responses are currently closed, but you can [trackback](#) from your own site.

Dive Pacific Magazine, AU / NZ: Kosrae

“Untapped Pacific Gem”



This 'reef window' is a typical Kosrae reef scene (image Katrina Adams)

Kosrae, at 29°C was warmer than anywhere I've done a giant stride. For reef diving, I can compare it to Australia's Great Barrier Reef and Belize. There are 58 moored buoys with dive sites surrounding the 43-square mile island, over 200 species of hard and soft corals, 250 species of fish and marine life including green sea turtles, schools of fish and rays, forests of tiny Christmas tree invertebrates, and one - the number of non-staff divers on each day's dive boat - which was me. Beautiful hard coral gardens punctuate the eastern side of Kosrae. On the western side, the gardens give way to plunging walls. Sharks, dogtooth tuna, barracuda schools and other exciting ocean citizens can all be encountered along the reef's edge, all around the island.

by Gil Zeimer • www.zeimer.com/photos/linecan
Photos by Gil Zeimer, Katrina Adams and Doug Beitz

50° NATURE SPREAD 2010  www.DiveNewZealand.com



map by
Doug Beitz

Kosrae: Dive Pacific Magazine, AU / NZ



My first dive was a 10 minute motor to the Trochus Sanctuary Reef at Buoy #38 on the island's west side where the visibility was 30-40 metres. With an hour of shallow bottom time on this and my other dives, we floated along in a mild current, counting the different types of blue, green, orange, purple, white and yellow hard and soft corals.

The second dive a few hundred metres away at Buoy #33 was called Shark Island, near the airport side of Kosrae. It was still tranquil but with a bit more current. I saw more varieties of tropical fish than I'd seen in two decades of diving in the tropics. The highlight of this dive was a small octopus that I saw climbing over a coral head, seeking shelter with a stick of coral in one of its tentacles. As we watched, it camouflaged itself.

The next day, I went few minutes out of Uwe-Wakung Marine Park on the island's southern side to Hiroshi Point at Buoy #16, then to Buoy #18. Another easy, shallow drift dive for any skill level. Close enough for shore dives during high tide and low surf, divers can view large coral heads estimated to be more than 2,000 years old. Visibility today was 20 - 25 metres. I focused my attention on macro critters like the colourful Christmas tree worms, anemonefish eggs, a single barracuda checking me out, and watching parrotfish voraciously attack the coral.

During our surface interval, we put-popped towards Uwe Village, one of five on the 8,000-person island, to watch the school children compete in outrigger canoe races.

Other popular sites include:

- **Wakung Drop Off** (Buoys 29 and 30). A popular dive and snorkelling site featuring a sometimes-strong current with sheer walls, schools of barracuda, small hammerheads, reef sharks, turtles, giant puffers, and numerous small invertebrates.

- **Wakung Village Shelf** (Buoy 12) is spectacular, often revealing a great variety of fish and always healthy coral, though there is usually a brisk current and cooler water temps.

- **Yela Harbour and Wall** (Buoy 36) A deep wall site that is home to dozens of corals and schools of scintillating fish who are friendly and curious.

- **Lelu Current** (Buoy 54). Once known as D'Urville Point, this is on a wide reef offering many low-growing coral and is an excellent fishing spot.

- **The Blue Hole** is, just off the Lelu Causeway. Though visibility varies it can be accessed by boat through the reef or by swimming over



top: Orangefin anemonefish (*Aniphiopon chrysopterus*) in *Solenastrea*. This fish is hiding deep in it's host anemone. These large anemones are often called 'paper' anemones. (image Katrina Adams)

above: Green turtle resting on a coral ledge. (image Katrina Adams)

below: School children competing in outrigger canoe races. (image Gil Zeimer)



above left to right: Sipoyen Stream runs through the Rainforest (image Katrina Adams); Giant Frog (image Doug Beitz); Mangrove forest (image Gil Zeimer); below: The landing approach at the airport. The tiny white square is a Kosrae Village dive boat. (image Katrina Adams)

the reef. With a maximum depth of 30 metres, you can see resident slingshots, large numbers of juvenile fish, puffers, and other fish that come in at high tide.

- **Malem Reef Shelf** (Buoys 8 - 10) Contains a wide reef shelf, profusely covered with low-growing coral and a colourful variety of fish. Juvenile whale sharks have been seen here.

- **Wreck Diving** can be done on World War II cargo ships and planes in Lelu



Harbor, near 18th century whaling ships in Uwe Harbor.

- **Tax-Deductible Coral Monitoring** offered by the Kosrae Village in cooperation with Oceanearth and other partners. Normally offered in September programmes or to any group of four to eight divers year-round who want to be trained in these techniques.

Kosrae's fringing reef is a fragile ecosystem that protects the island from damaging waves and erosion, while offering an extra barrier from big storms. Since many corals take up to 200 years to reach maturity, the island launched a Mooring Buoy Reef Relief Programme in 1997 to protect the fragile reef from boat anchors. Today, 58 mooring buoys represent one of the most extensive in the world to mark the sites for any marine activity: diving, snorkelling, fishing, and scientific data collection. More are planned.

What To Do When You're Not Diving. Its one of the few places left where Sunday is set aside as a quiet day for contemplation and rest. Work is kept

to minimum essentials and no diving is offered that day. Other activities on the island encompass walking on deserted white coral beaches; hiking Mt Finkol, a mist-covered mountain over 10 metres high; walking through the dense tropical rainforest; taking a kayak or canoe trip through the Uwe-Wakung Marine Park to view the mangrove forest, fruit bats and native mangrove crabs; staying camp; taking a dip or snorkelling in the 200-metre causeway swimming pool; seeing the Marks Jungle or Lelu Ruins for a look into the island's mysterious past; viewing the Wiya Bird Cave, home to thousands of island swiftlets; navigating your way through mangrove vines to the refreshing nine metres high Sipoyen waterfall; walking through the Aquaculture giant clam farms to view giant indigenous blue clams up to one metre and weight 450+ kilos; strolling through the Kosrae State Museum to view ancient artifacts and restored photos of the island's history; watching natives pound taro root to create fufa, an island delicacy; cooking breadfruit in a lava rock fire covered by banana leaves; and watching native women sew beautiful handicrafts.

Kosrae, one of the four states of the Federated States of Micronesia, is 2400 kilometres northeast of Cairns, 4000 kilometres southwest of Hawaii, and 5 degrees north of the Equator. Mountains cover 75% of the island and a dense tropical rainforest spans the interior. Kosrae receives approximately 500 centimetres of rain a year. December through April is the wettest period. Northeast trade winds generally blow from November through May to make it feel cooler.

Dive Shops: Kosrae Nautilus Resort & Dive Shop: NAUI, www.kosraenautilus.com; Kosrae Village Ecotour & Sleeping Lady Divers, PADI 5-Star: www.kosraevillage.com; Pacific Island Divers & Pacific Treehouse Resort, PADI: <http://www.divekosrae.com>.

With its Island Hopper service, Continental is the only airline flying to Kosrae. Also check out details of a new Continental route: Honolulu/Fiji/Guam: www.continental.com www.kosrae.com.

Kosrae: Asian Diver, NZ + Travelin' Diver's Chapbook

3 Paths to Diving Bliss Kosrae

Federated States of Micronesia

PACIFIC OCEAN

New Guinea

Solomon Islands

	Budget	Mid-Range	Luxury
Airline Fly to Kosrae International Airport from Honolulu or Guam six times a week	Continental Discount Economy Class continental.com	Continental Economy Class	Continental First Class/Business Class/ Business First
Accommodations To maintain the island's natural beauty, the Kosraen people have decided to limit the number of hotels and rooms. Most hotels have restaurants that serve a variety of Western, Asian and local delicacies.	Pacific Treelodge Resort divelkosrae.com Great views of mangrove forests. Six cottages, each with two units, perched on the edge of a mangrove channel, Bully's Restaurant, gift shop, bicycle and scooter rentals. Single rooms USD85 or USD105 double with air-con, mini bar refrigerator, cable TV and maid service (+ 5% taxes) Airport pick-up available on request (15 minutes)	Kosrae Village Resort kosraevillage.com An eco-tourist's delight with rustic elegance at its finest. 12 traditional thatched bungalows – each with ramp access for wheelchairs, Inum Restaurant and Lounge, wireless internet, conference room, kayak and outrigger canoes. Deluxe cottage single room USD119/night; double, USD159/night. VIP Suite (air-con bedroom) USD169/night (+ 5% taxes) Airport pick-up available on request (15 minutes)	Kosrae Nautilus Resort kosraenautilus.com Western amenities abound with striking tropical gardens, the Nautilus Restaurant and Bar, a swimming pool and a nearby private beach. 18 air-con rooms, 26-channel cable TV, in-room phones, wireless internet access, daily maid service, conference room, sea kayaks, guided tours and wild mountain pig hunting. Single rooms are USD125/night; doubles are USD 140/night (+ 5% taxes) Airport pick-up available on request (15 minutes)
Dive Centre	Micronesia Eco Divers divelkosrae.com PADI instructors offer diving packages and advanced courses to broaden your experience and explore the island's wide variety of corals and indigenous fish.	Sleeping Lady Divers kosraevillage.com Full-service PADI 5-Star dive centre, scuba equipment sales and rental, introductory through instructor dive classes, two 7.3-metre dive boats, guided tours. Tax-deductible Coral Monitoring Program.	Nautilus Dive Shop kosraenautilus.com Full-service NAUI-certified classes and instructor courses, scuba equipment sales and rental, 8.5-metre dive/sport fishing boat, 7.3-metre dive boat, guided tours. Maximum of six divers per boat.

Weather:
Because Kosrae is 640 kilometres north of the Equator, the weather is fantastic year-round. June through October have less wind, which makes for calmer water and light currents; November through May are more windy and diving may be limited to the South and West sides of the island.

Water Temp:
27 - 28°C

Language:
Kosraen, English

Currency:
USD

Entry/Visa Requirements:
US citizens must show proof of citizenship and nationals of other countries must have a valid passport. A 30-day tourist visa (easily extended to a maximum of 90 days) may be obtained upon entry from immigration officials. All visitors must have a return or onward ticket. Departure tax is USD15.

Step #10: Be Thinking Outside The Box

**Dive Pacific, 2010
“Heavy Breathing
on Half Dome:
and Other Ways
to Stay in Shape
for Diving”**

**Summit: 8,842 feet.
18.2 miles round-trip.**




Step #10: Be Thinking Outside The Box

California Diving News: March/April 2025

Escape The Rat Race: Multiple Job

Openings on Palau




Wanted: Four Attorneys Who Like Swimming With The Sharks.

Or manta rays, or hundreds of species of reef fish.

Ernestine K. Rengil, The Office of the Attorney General, Ministry of Justice, Republic of Palau, is seeking to recruit **two Assistant Attorneys General and two Division Chiefs (Criminal and Civil Divisions).**

All positions are located in Koror, Palau. Renewal, recruitment, and repatriation costs are included upon successful completion of two-year contracts.

To live and work in paradise, send an email with the subject line: "PalauAttorneys" to ekrengil57@gmail.com.

scan for more information 

POSTED ON JANUARY
24, 2025

BY GIL ZEIMER

POSTED IN BLOGS


TAGGED ATTORNEY JOB
OPENINGS ON PALAU,
PALAU ATTORNEY
OPENINGS, REPUBLIC
OF PALAU

Attorney Job Openings in Paradise: Open Water Divers Are Invited to Apply.

Ernestine K. Rengil, The Office of the Attorney General, Ministry of Justice, Republic of Palau, is seeking to recruit Two Assistant Attorneys General and Two Division Chiefs (Criminal and Civil).






Step #10: Be Thinking Outside The Box

Dive News Wire: March 2025

**DiveNewsWire**
THE INDUSTRY'S TRUSTED NEWS

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ATTENTION: ATTORNEYS, ESPECIALLY DIVERS –Multiple Job Openings in Palau: Assistant Attorneys General and Division Heads

By [Palau](#) ⌚ [March 10, 2025](#)

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Wanted: Four Attorneys Who Like Swimming With The Sharks.




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scan for more information 

Step #11: Be Generous

April 2021 – Editor found me through SEO

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3D PRINTED TERRA COTTA TILES CREATE ARTIFICIAL REEFS IN THE RED SEA

It's time to get creative to save coral reefs – one Israeli academic is using 3D printing to create artificial reefs in the Red Sea.

Step #12: Be Lucky

Marin Independent Journal Column



December 22, 2017

**Tiburon trestle trail project
coming down the track**

What's going on above
Blackie's Pasture? The
Tiburon Peninsula
Foundation is building a
trestle trail to connect
residents to this area's
railroad history dating back

to 1884.

Step #12: Be Lucky



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Best Places to Scuba Dive in
Northern California

+ 9 other blogs

Step #12: Be Lucky

LocalGetaways
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The Best Places to Scuba Dive
on Maui

+ 4 other blogs

Step #13: Be Funny

**Dive Pacific:
11/6/2023**

**This was an
NCUPS dive in
1988: 50 degrees**

Warm Memories of Hypothermia

Three tanks. One boat. One day. 11 Celsius. These were the last dives I ever took in cold Northern California waters.



The author showing off his flashy orange horse collar BC after surviving his first cold water dive --- with 1 meter visibility and a silty bottom.



Gil Zeimer
Nov 6, 2023

+2



Mark Twain once said, "The coldest winter I ever spent was a summer in San Francisco." The same might be said about a three-tank, one-day boat dive in Monterey, California, about 90 miles south of San Francisco, my hometown.

These dives took place a few years ago with a group from the Northern California Underwater Photographic Society (<https://www.ncups.org/>). Actually, my log book reveals that they were done on October 30, 1988 on the "Cypress Sea" boat. I got so chilled that these were my last Northern California ocean dives ever since.

Though it was the day before Halloween and the air temperature was a balmy 18 degrees C (65 degrees F), my costume included a 7-mm one-piece wetsuit, thick neoprene booties, heavy gloves, and a hood.

Dive #1: Cold – A full bodysuit of goosebumps.

Step #13: Be Funny

SCUBA DIVING WITH THE OLDIES

by Gil on March 26, 2020 in Blogging, Magazine Articles, Portfolio



Ten senior members of the Marin Dive Club just completed 170 dives at Little Cayman Beach Resort. Despite prescription masks, a few equipment problems, and other Senior Underwater Moments. Our average age is 70 and the median number of dives was 400. Our advanced ages don't stop us from diving all around the world.

Step #13: Be Funny

CALENDAR

November 23
Guam,
Micronesia



Burn some of those holiday calories at the 25th Turkey Trot. Spend your Thanksgiving holiday in Guam at the 25th Turkey Trot 3.5-mile Run. The Guam Running Club is sponsoring this special event for those who are looking to escape those relative-saturated Thanksgiving traditions. For more information, contact: Guam Visitor's Bureau (800) US-3-GUAM

December 5
Papua New
Guinea



Photo Technique Seminar
Hone your photo techniques in beautiful Papua New Guinea. Renowned underwater film maker and scuba legend Stan Waterman invites you to join him in Papua New Guinea aboard the deluxe live-aboard Golden Dawn for an intensive photo technique seminar. Runs from December 5-15; cost \$2750. Contact: Reef & Rainforest (800) 794-9RNR for more info!

SOI NOINGS

THE MENACE OF SHARKS

How dangerous are they really?

Many more people die in Australia and the U.S. from bee stings than from shark attacks. Drowning is 1,000 times more likely in the U.S. (including Hawaii) than shark attack. The following is a table of fatal incidents during the 1980-1990 decade in Australia.

Shark attack	1.
Crocodile attack	0.7
Lightning strike	1.7
Bee sting	1.8
Drowning	306.
Car accident	2,979.

Source: Dugones Marine Creatures, Best Publishing Company



Cl Zomer

MY DIVE BUDDY WEARS DIAPERS

Baby makes a splash

My dive buddy prefers warm water. So do I. Every evening around 8 pm, we gather our gear, approach the dive site and take the plunge.

Her dive conditions: Water temperature, 90°; Depth, 6 inches; Bottom time, 30 minutes; Swells, 1-2 inches.

Actually, my dive buddy is only 18 months old. Sara doesn't dive in the bathtub.

But that's okay...since she was born, I don't dive either.

As I sit by the side of the tub squirting her with the toys, getting drenched by her splashes, and trying to wash her hair without also washing mine—my mind drifts off to times when I was under equally warm waters, in far-away Belize, Grand Cayman, Maui, the Great Barrier Reef

or the Bahamas.

During those dives, Sara wasn't my dive buddy yet. In those carefree days before her birth, I could plan a diving vacation without worrying about her extremely regimented schedule.

I could dive before what is now her breakfast time, during her afternoon nap, during her evening meal, and during her post-dinner bath. Her mother and I could stroll down a quiet beach, and go swimming or snorkeling without worrying about what Sara was doing right then. We could pack our luggage, dive and photo gear without also having to tote her car seat, her stroller, her portable crib, her toys and dolls, her books and tapes, her cassette player, her clothes and her all-important diaper bag.

But those times have definitely changed. Our daughter is now our family's sun, and our world revolves around hers, 24 hours a day, 7 days a week, 365 days a year.

Friends and relatives warned us that our lives would change dramatically when our daughter was born, so we were somewhat prepared. But the truth is, everything changed so much, it's a never-ending adjustment process.

I know I won't be able to take Sara on a warm-water vacation for at least another year and a half—when she's about three. Then, could I take her and my wife on a dive boat without someone getting sick? Would they be willing to sit in a hotel and wait patiently for me while I selfishly reacquaint myself with my favorite sport of diving. Who knows? It's so far away, we haven't discussed it yet.

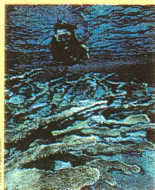
But I do know this: I wouldn't trade my early evening dives with my daughter for anything. Especially when she points at me and says, "Doggie!"

—Gil Zeimer

Step #13: Be Funny

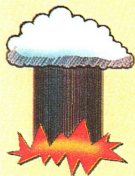
CALENDAR

September 30-
October 7, 1996
The Bahamas



Divers from Boston's New England Aquarium are collecting fish in the Bahamas this fall aboard the R/V Coral Reef II. You can join them for this trip, traveling throughout the Bahamas and Bimini. Trip fees: \$2295 for non-Aquarium members. Holly Martel-Bourbon Senior Diver/Aquarist (617) 973-5248

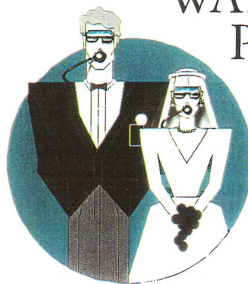
June 1996
Bikini Atoll



This famous atoll in the Marshall Islands will be open to divers for the first time in 50 years. Between the months of April and November, 12 divers per week will be permitted to explore the historic shipwrecks of Bikini Lagoon. With this limited access, the Bikinians will be able to evaluate visitor's effect on the lagoon's environment and the area's economic status. Central Pacific Dive Expeditions (800) U-GO-DIVE Fax: (714) 851-3111 E-mail: cpde@aol.com

WATERLOGGED PROPOSAL

Taking the plunge into marriage



because she loved swimming and snorkeling, she also had some reservations. "What if I don't like breathing through that mouthpiece

to ask, "Are you O.K.?" She'd nod and give me the signal.

When we reached our depth of 30 feet, I'd planned to ask again how she was doing. Next, I'd write on my slate, "How much air do you have left?"

She'd scrawl in the amount.

Then, I'd take a few big gulps of air and write, "Ellen, will you marry me?"

I'd be able to see her eyes brighten inside her mask... I'd see the corners of her mouth smile around her regulator... and she'd write, "Yes, oh yes, my dearest!"

We'd embrace. I'd have someone take our photo. We'd finish the dive, and go topside to start planning the wedding.

That was my dive plan.

However, every experienced diver knows that even the best plans are subject to change. During Ellen's resort course, she felt extremely claustrophobic trying to breathe in the hotel pool. Several times, she stood up, took the regulator out of her mouth and gasped for breath. The instructors reassured her everything was fine. But she hated it.

Fearful that I'd now reject her, Ellen sobbed on my shoulder. I comforted her. "Well," I thought, "let's move to Proposal Plan B."

The next day, we strolled along those miles of secluded beach and I popped the question. We were married seven months later in San Francisco, a half-mile from the Pacific Ocean.

—by Gil Zeimer

thing? How disappointed will you be? Will you resent me?"

Naturally, I couldn't share just how disappointed I'd be. I couldn't say, "Look! You've got to like it! I'm gonna ask you to marry me down there!"

I couldn't share my dream: We'd descend slowly along the anchor line. Every few feet, I'd use my hand signals

I tried to propose to my wife underwater. She almost drowned.

While planning the moment—the commitment many men fear most—I thought this would be a romantic way to tie the knot. Certainly, it would be a more intimate memory than the electronic message you often see on stadium scoreboards—"Ellen, will you marry me? Gil". After all, can you imagine how embarrassing it would be if she turned the guy down in front of 35,000 people?

So when the moment arrived four years ago to transform my girlfriend into my fiancée, I wanted a smaller, more private venue.

The first step was choosing a vacation site. We opted for a new dive resort along a quiet 10-mile strip of sand on Providenciales in the Turks and Caicos. Though it was only a half-mile from the bustling Club Med Turquoise, it was a world apart. Serene and romantic, it was perfect for a surprise underwater proposal.

There was just one small detail. My girlfriend wasn't a certified diver.

With some hesitation, she enrolled in a resort course. Though she thought she'd enjoy diving

What is a fish?

"Don't laugh at this question, it isn't as easy as it sounds. 'Fish' covers a wide variety of animals, many of which have little in common with each other. Here try this. Try to think of some characteristic that all fishes have in common. Go on, don't be afraid, no one is reading this. *Scutes?* No, lots of fishes are scuteless. *Fins?* How about eels. No fins. *Jaws?* Nope, hagfish and lampreys are jawless. *Okay, how about eyes?* Blind cave fish and hagfish don't have them. *Well, they all breathe in water.* Yes and no. All fish are capable of breathing underwater, but many are capable of breathing in air and a few, such as the mudskipper, may drown if you keep them underwater. *What about a well-developed sense of the absurd?* That is only found in fishes living near Southern California or Big Sur."

—from *Probably More Than You Want To Know About The Fishes Of The Pacific Coast*, by Robin Milton Love

Step #13: Be Funny

Dive Pacific: Feb/March 2009

the day I rode a *Manta Ray*
by Gil Zeimer



an ecologically incorrect thing
I'll never do again



Looking up, my field of vision was filled with a giant Pacific manta ray, backlit by the hot summer sun. At 10 feet (3.04m) wide, the pelagic was a spectacular, almost eerie sight.

About 20 years ago, I was blessed to be in exactly the right place at exactly the right time. While diving at about 40 feet (12.16m) at Isla Partida in the Sea of Cortez, Baja California, Mexico, a shadow fell over me.

Looking up, my field of vision was filled with a giant Pacific manta ray, backlit by the hot summer sun. At 10 feet (3.04m) wide, the pelagic was a spectacular, almost eerie sight. As it flapped its majestic wings and floated by gazing at us from one of its black eyes, four snorkellers from our liveaboard boat swam by to take a closer look. It reminded me of the scene in 'Jaws' when everyone and their brother got into their boats to capture the great white shark.

The manta tilted towards us, then flapped its wings a few times and undulated away.

Unfortunately, I'd left my camera on the dive boat, but I followed the manta ray, along with my two dive buddies. Suddenly, it stopped moving away and actually approached us.

Though it's now ecologically, environmentally and politically incorrect to touch such a spectacular species, it wasn't back in 1989.

One at a time, we got a ride around the lagoon. In fact, the manta ray let my dive buddy float above its back, gently grab its shoulders, and took her for a five-minute ride around the lagoon at a depth of about 20 feet (6.08m). When she returned, I took her place. After me, our third buddy was also given a ride.

Though I didn't have my camera, someone did. I have the framed shot on my office wall of me riding the manta ride, with two three-foot-long remoras sticking to its shoulders in front of me.

Today, after 28 years of diving, this scenario remains as the single most exciting sports moment of my life. When I gaze at the photos or think back on the experience, it's almost a dreamlike memory. But it's a memory I'll always cherish.

Recap of My 13 Blogging Steps

- 1) Be Thick-Skinned**
- 2) Be Bold**
- 3) Be Promotional**
- 4) Be Aware of What Editors Like**
- 5) Be Writing About What You Know**
- 6) Be Persistent**
- 7) Be Opportunistic**
- 8) Be Using SEO Keywords**
- 9) Be Networking**
- 10) Be Thinking Outside The Box**
- 11) Be Generous**
- 12) Be Lucky**
- 13) Be Funny**

And 14) Be Fearless! You never know what can happen!

Headline Writing Workshop:

5-10 Minutes

Destination?

Type of Diving?

What Made It Memorable?

What Was Your Favorite Image?

Now Taking Orders...



A book of my short stories will be available this fall.

**To order an advance copy:
gil@zeimer.com**

www.ScubaStoryteller.com



Questions?

Feedback?

**Want to
collaborate
on a story?**

gil@zeimer.com