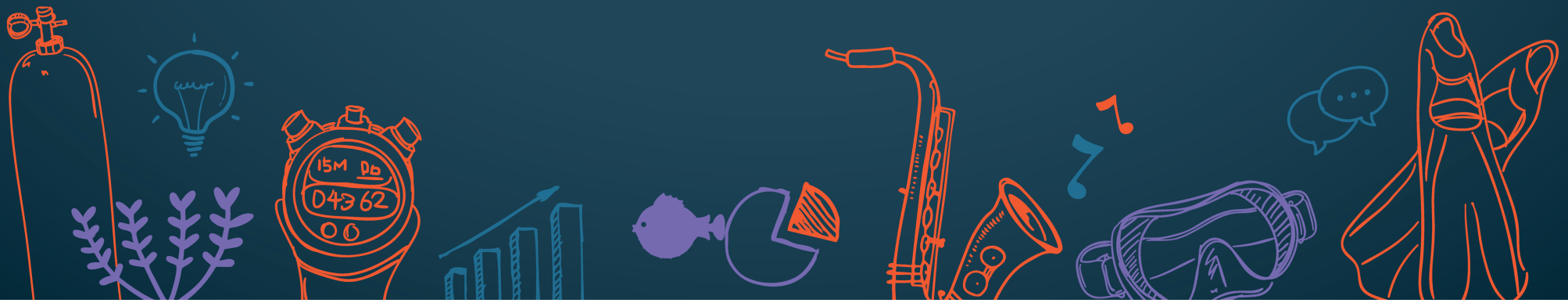
DEMA SHOW® 2026

25 Ways to "Blue" Your Business – And Make More Green

Gil Zeimer, Scuba Storyteller



About Me

- My name is a mnemonic:
  ”Gil” like fish gill (but one “l”);
  “Zeimer”, like ”Alzheimer”
- 3rd-generation San Franciscan;
  live in San Rafael, CA
- Mixed marriage: I dive; wife doesn’t
  (negotiate our vacays)
- 50 years: Award-winning advertising
  writer, journalist, and blogger
- Age 77: Still an active senior diver

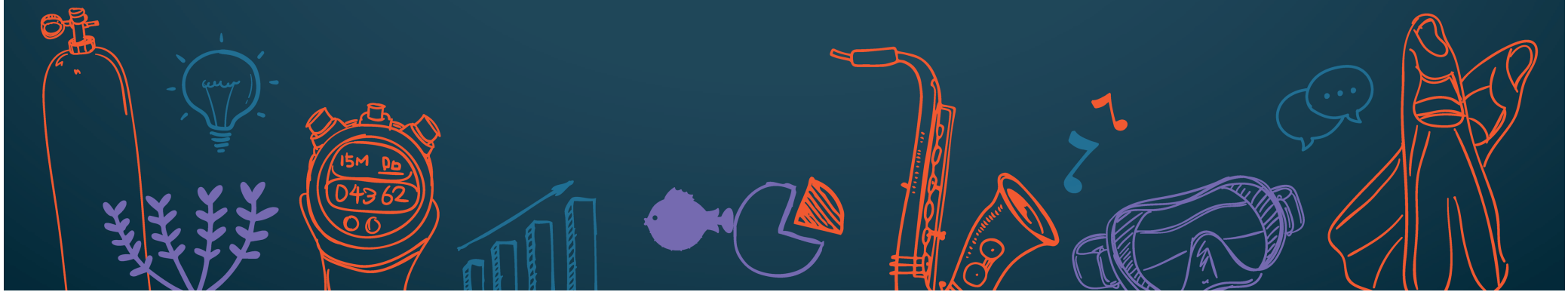


About Me

- 41 years as PADI-certified diver
- 34 years as a "Scuba Storyteller"
- Published >300 stories in > 25 magazines/websites
- Featured presenter at DEMA (4x today) and Scuba Show (3x)
- Author's Corners today @ 11:00 am & 2:00 pm: Booth 100; Best Pub #722
- "Harnessing The Gray Tsunami for Your Dive Operation," Noon, Room 292



25 Ways to "Blue" Your Business – And Make More Green



Make Your Business More Sustainable and Environmentally Friendly

- Some are quite easy to accomplish
- Some require more due diligence and planning
- All can make your business more successful by appealing to more customers



25 Ways to "Blue" Your Business

#1:Reduce plastic use
– Promote reusable bottles or recyclable paper cups on dive boats and at resorts



#2: Reduce the volume of packaging materials
– Follow the lead of Mares' Blue Oceans, EVO Water Gear, etc. to eliminate single-use plastics



25 Ways to "Blue" Your Business

#3: Install Solar Panels on Liveaboards or Resorts

– Reduce your carbon footprint like Fiji Dive Academy



#4: Sell Only Reef-Safe Sunscreens & Products

– Stream2Sea's Coral Care is the world's first product to nourish coral



25 Ways to "Blue" Your Business

#5: Volunteer for Debris Clean-Ups

– Marin Scuba Club participates annually in the California Coastal Commission's Day



#6: Become a Certified Green Business

– Check your local government to incorporate sustainability into your operations

GREEN
CALIFORNIA GREEN BUSINESS NETWORK
MARIN COUNTY

25 Ways to "Blue" Your Business

#7: Join GreenFins.net
>1,000 dive centers worldwide; protect your local marine environment; 20% average improvement in sustainability

#8: Eat Sustainable Fish
– Overfishing is one of the world's most critical problems; log onto Monterey Bay Aquarium's site: seafoodwatch.org/

Monterey Bay Aquarium
Seafood Watch

25 Ways to "Blue" Your Business

#9: Host Clean-Ups of Invasive Species

– Purple sea urchins, lionfish, Northern Pacific sea stars, zebra mussels, & European green crabs



#10: Support Ocean Conservationist NPOs

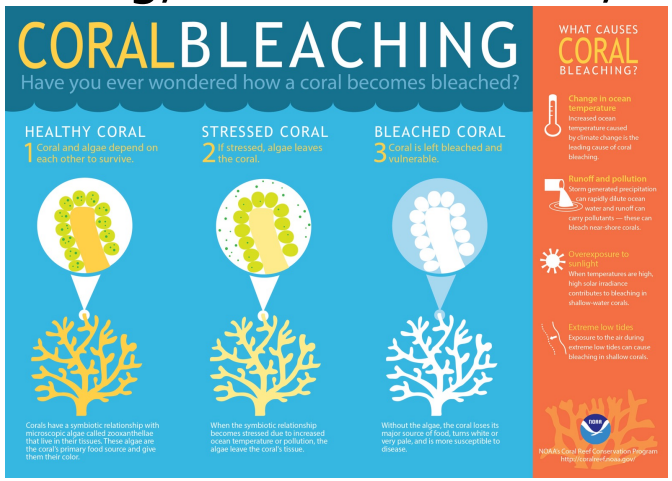
– CORAL.org, Greenpeace, Dr. Sylvia Earle's Mission Blue, PADI Aware, Shark Stewards, et.al.

CORAL
REEF ALLIANCE

25 Ways to "Blue" Your Business

#11: Be Aware of Leading Environmental Issues

– Global warming, coral bleaching, acidification, microplastics pollution, overfishing, toxic sunscreens, et.al.



#12: Create Affiliations With Local Dive Clubs

– Infuse your operation with a steady stream of new customers through regional dive clubs



25 Ways to "Blue" Your Business

#13: Teach Kids About The Oceans From Home

– TheHydrous.com is developing a new generation of multimodal ocean experiences that combine cinematic underwater content, XR, LED domes, interactive projections, and digital learning

THE HYDROUS

#14: Host an Ocean Film Screening

– The International Ocean Film Festival: intloceanfilmfest.org

24th ANNUAL International OCEAN Film Festival

25 Ways to "Blue" Your Business

#15: Celebrate World Ocean Day

– Arrange a June 8th dive trip



#16: Consider Using Blue Carbon Calculators

– Offset your CO2 emissions

BLUE CARBON
NEUTRAL

25 Ways to "Blue" Your Business

#17: Schedule Dive Trips to The Most Eco-Friendly Sites

– Palau, The Coral Triangle, Fiji, French Polynesia, Marshall Islands, Komodo, Belize, Philippines, et.al.



#18: Emulate OceanFirst.blue And Its Powerful Ecosystem

– This CO. dive shop has created an ecosystem where diving, swimming, travel, adventure, education, and conservation form a dynamic community

OCEANFIRST

25 Ways to "Blue" Your Business

#19: Foster a New Generation of Ocean Stewards

– Jeff Cinciripino founded the Scuba Education Alliance of Connecticut (seact.org), a public charity offering grants and tuition assistance

Scuba Educational Alliance of Connecticut

#20: Host a Swap Meet to Prevent Gear Going Into Landfills

– Ask customers to bring in their old gear; generate incremental sales



25 Ways to "Blue" Your Business

#21: StayBeyondGreen.com Eco-Resorts

– This group's global portfolio of 50+ properties across 20 countries offers dive resorts in French Polynesia, Belize, and throughout the Caribbean



#22: PADI Eco Centers

– PADI is leading the shift towards regenerative dive tourism; it now promotes more than 175 operators offering eco-friendly activities with PADI's strict quality standards

PADI ECO CENTER™

25 Ways to "Blue" Your Business

#23: Book Citizen Science Trips for Big Bucks

– Combine recreational diving with active marine conservation; collect real-world research data and environmental projects to Antarctica, the Arctic, et.al.



#24: Screen Tiffany Duoug's "Tela Coral" Documentary

– *The Rebel Reef: Seeds of Hope* profiles a vibrant coral ecosystem off the coast of Honduras that mysteriously defies marine science by thriving in conditions like warmer, cloudier water



25 Ways to "Blue" Your Business

#25: Join "Blue Friday 6.0"
– Founded by Marin Scuba Club's Ken Carter, this initiative encourages ocean conservation, not overconsumption, by diving on Black Friday with the motto: "Don't Shop… Dive!"

Now in its sixth year, it's become a global movement. In 2025, >75 divers participated across four continents.

We ask dive retailers to host their Black Friday sales a week earlier or throughout the week to free up staff to dive on Blue Friday.



25 Ways to "Blue" Your Business...

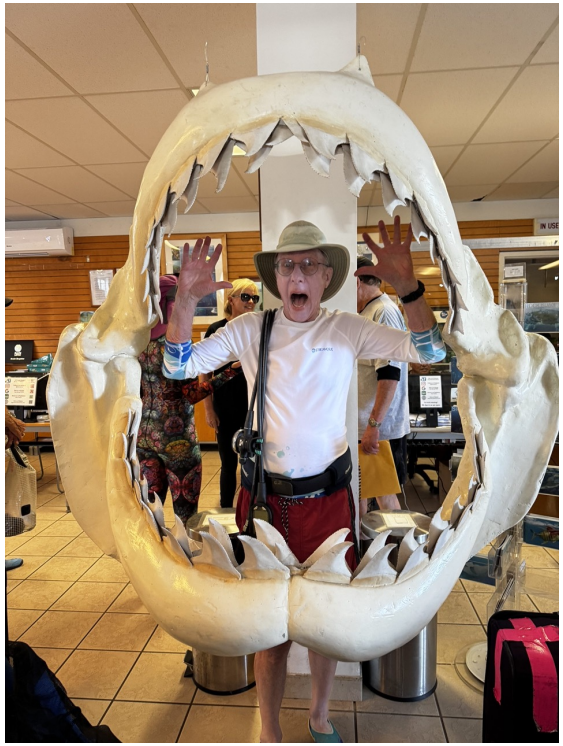
Any questions?

Get in touch re: speaking engagements, blogs, social media, and FAM trips:
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Follow me: linkedin.com/in/zeimer/

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About "Scuba Storyteller"

- 65 of my favorites over 32 years
- Funny headlines & enticing ledes
- Available at Best Publishing: Booth #722

Wholesale Discounts:
5-12 books: 20% savings ($15.99)
13-24 books: 30% savings ($13.99)
25+ books: 40% savings ($11.99)



About "Scuba Storyteller"

- "Waterlogged Proposals"
- "Warm Memories of Hypothermia"
- "A Little Kelp With My Friends"
- "Low Anxiety: Getting Narked in Belize's Great Blue Hole"
- "The Day I Rode a Manta Ray"
- "Maui March Madness: Honeymooning With Humpbacks"
- "Jaws at 50: This Shark Still Has Legs" (Wendy Benchley interview)
- "My Dive Buddy Wears Diapers"



Reviews for "Scuba Storyteller"



- "If you're a dive retailer, a liveaboard operator, an instructor, or just a passionate diver, this is the book for you." – William Cline, Publisher, SDIM (from the Foreword)
- "Gil's book is illustrated with anecdotes, short personal stories, and real-life examples." – Dan Orr
- "At times, I was laughing so hard, I nearly peed in my drysuit." – Jeffrey Bozanic
- "I love your book! It's inspiring, entertaining, and enlightening." – Margo Peyton, Founder of Kids Sea Camp

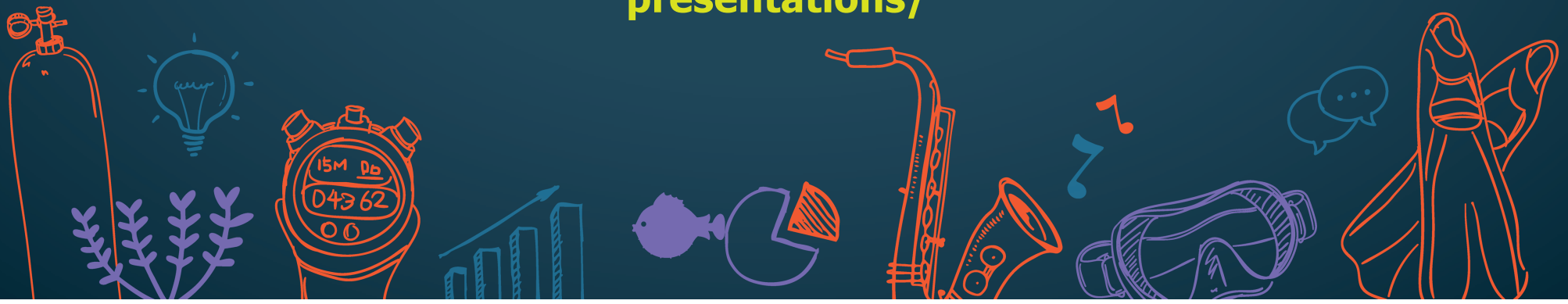
>50 reviews at www.ScubaStoryteller.com



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https://zeimer.com/my-portfolio/blogging/dema-2026-presentations/



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