



PADI® Retailer  
Association  
**Membership  
Standards**



# **PADI Retailer Association Membership Standards**

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## **PADI Retailer Association Membership Standards**

The PADI Retailer Association (PRA) is a membership organization consisting of professional retail dive stores where key ingredients, known as “the Three Es”, come together to meet the needs of dive consumers. Education (PADI courses), Equipment (sales, service and rental) and Experience (travel and/or local dive activities) must be offered, supported by the PADI educational system, PADI instructional materials and established business standards. The criteria in this standards document apply to all levels of PRA Membership and have been formulated to help ensure that consumers visiting PADI Member dive stores receive consistent, quality instruction and services. The member stores, in turn, are strongly backed by PADI, with business tools and programs, marketing and strategic assistance, business education, exclusive insurance programs and other such business support, specifically designed to foster their success in the dive marketplace.

### **The PADI Retailer Association has several membership classifications:**

- ◆ **PADI Dive Center.** This is the first level of membership for full-service, retail dive stores that join PRA and meet PRA Membership standards.
- ◆ **PADI 5 Star Dive Center.** This rating is awarded to progressive PADI Dive Centers that provide a full range of PADI diver education programs, equipment selection and dive experience opportunities, while actively promoting aquatic environmental awareness.
- ◆ **PADI 5 Star Instructor Development Center (IDC).** PADI 5 Star Dive Centers that qualify to conduct PADI Instructor-level training can apply for this rating.
- ◆ **PADI 5 Star Career Development Center (CDC).** This award is given to PADI 5 Star IDCs that conduct additional instructor-level training and meet requirements for assisting dive leaders in reaching their professional goals.

### **The Benefits of PADI Retailer Association Membership**

Standing behind its firm belief that successful retailers better represent diving to the general public and are in a position to offer more creative, enjoyable opportunities to their customers, thus benefiting the entire dive industry, the PADI Retailer Association has committed considerable resources and support staff to providing member stores with diving’s strongest, most valuable benefit package. This broad array of business support services and programs has been designed specifically for retail dive stores and is offered exclusively to PRA Members.

### **PRA Member Benefits, by Member Category**

**NOTE:** Specific benefits vary by membership level, geographic location and PADI Office affiliation. This is not a complete list of benefits offered by each PADI office; some listed benefits may not be available at all PADI offices. Your PADI Office can provide a detailed list of benefits available in your area.

# PADI Retailer Association Membership Benefits

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	Dive Center	Five Star Dive Center	Five Star Instructor Development Center	Five Star Career Development Center
Licensed right to use PADI-related names and logos to advertise and promote PADI-related services, certifications and products.	X	X	X	X
Listing in the Dive Center and Resort Member Directory at padi.com and access to other PADI website services (banner ads, etc).	X	X	X	X
Free link from padi.com to member Dive Center website and access to banner ads.	X	X	X	X
Discounts on purchases of PADI-related products.	X	X	X	X
The dive business name printed on all PADI-related certification and course completion cards issued by the business.	X	X	X	X
Access to on-line certification card processing.	X	X	X	X
Access to on-line verification of diver certification information and professional member credentials, 24 hours per day, 7 days per week.	X	X	X	X
Access to the industry's largest staff of regional managers, sales consultants, and training consultants.	X	X	X	X
Free marketing to DSD participants by PADI to incent participant to convert to Open Water Diver certification.	X	X	X	X
Virtual Classrooms access and eLearning student enrollments for all PADI International Resort and Retailer Association member levels.	X	X	X	X
The industry's most aggressive new diver acquisition marketing efforts, including non-endemic advertising campaigns.	X	X	X	X
Access to the industry's only true Quality Management oversight, supporting training program consistency at the international, national and regional levels.	X	X	X	X
Subscription to <i>The Undersea Journal</i> - PADI's magazine for dive professionals, which includes articles and features on diver education, retail business education, travel, industry news, science and the environment.	X	X	X	X
Discounted advertising rates in <i>The Undersea Journal</i> and, where applicable, consumer dive magazines.	X	X	X	X
Access to the Job Placement Information Service at padi.com.	X	X	X	X
Dive store management and staff access to PADI-sponsored seminars, including Business of Diving programs and PADI DEMA Show seminars.	X	X	X	X
Retail education materials for sales staff and management training.	X	X	X	X

<p>PADI Retailer Association Membership Benefits</p> <p>page 2</p>	Dive Center	Five Star Dive Center	Five Star Instructor Development Center	Five Star Career Development Center
Ability to purchase PADI-related products, including consumer brochures, certification wall displays, dive store shopping bags, tank inspection decals and other merchandise designed to display PADI-related brands in the dive operation.	x	x	x	x
Access to PADI cooperative advertising and marketing programs.	x	x	x	x
Access to prequalified consumer lead lists generated by PADI promotional programs.	x	x	x	x
Inclusion in all PADI diver acquisition and continuing education marketing campaigns, including free in-store promotional materials.	x	x	x	x
Marketing support through PADI's placement of advertising in consumer dive magazines.	x	x	x	x
Participation in PADI surveys and forums.	x	x	x	x
Market research data, including dive consumer statistics, dive traveler survey conclusions and other statistical information.	x	x	x	x
Free consultation with PADI representatives regarding business, retail, educational and risk management concerns.	x	x	x	x
Access to diving's most complete insurance programs, designed exclusively for PADI-member Dive Centers, Dive Resort Operators, Dive Boats and Recreational Facilities.	x	x	x	x
Exclusive Five Star Dive Center designation in the PADI Dive Center and Resort Member Directory at the PADI website.		x	x	x
The business name and address printed on specially designed PADI certification cards. Increased discount on purchases of PADI-related products.		x	x	x
Regular PADI-related program certification reports.		x	x	x
Licensed right to use Five Star Dive Center promotional materials in advertising.		x	x	x
Exclusive Five Star Dive Center products, including certification wall displays, brochures and personalized tank inspection decals.		x	x	x
Ability to offer and conduct PADI Instructor Development Courses.			x	x
Receive the Five Star Instructor Development Center designation in the PADI Dive Center and Resort Member Directory at the PADI website.			x	x

# PADI Retailer Association Membership Benefits

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	Dive Center	Five Star Dive Center	Five Star Instructor Development Center	Five Star Career Development Center
Free listing of the store's Instructor Development Courses and instructor-level continuing education courses in a special section at the PADI website.			X	X
Licensed right to use Five Star Instructor Development Center promotional materials in advertising.			X	X
Prequalified PADI Instructor Development candidate leads generated by PADI promotional programs.			X	X
Exclusive products designed specifically for use by PADI Five Star IDCs.			X	X
Receive the PADI Five Star Career Development Center designation in the PADI Dive Center and Resort Member Directory at the PADI website.				X
Exclusive PADI credentials and recognition materials for career development program graduates.				X
Licensed right to use the PADI Five Star Career Development Center logo in advertisements.				X
Free advertisements in <i>The Undersea Journal</i> (as determined by number of instructor candidates trained.)				X

## **PADI Dive Center Membership**

PADI Dive Centers are professional businesses that engage in the retail sale of recreational scuba diving equipment and instruction. PADI Dive Centers demonstrate a commitment to the PADI system of diver education by offering PADI certification courses and experience programs. Other services they provide include recreational scuba equipment rental and repair, compressed air sales, recreational scuba diving and snorkeling activities, and travel opportunities.

## **PADI Dive Center Benefits**

PADI Dive Center membership provides valuable benefits designed to support the dive centers' business activities. See Benefits Chart, pages 2-4, for current benefits list.

## **Requirements\***

To qualify for and maintain annual membership as a PADI Dive Center, the business must:

1. Be a retail store located in an area zoned for business (if applicable), with a publicly accessible storefront. The store must also maintain established business hours of at least 20 hours per week (or as comparable with other full-time retail stores in the local market) during the operating season and is to have a professional image consistent with or better than the norm for retail businesses in the marketplace.
2. Have, as its main activity, the retail sale of recreational scuba diving equipment, recreational scuba diving instruction and recreational scuba diving experiences such as dive travel or tours.
3. Comply with local laws regarding business licensure and any relevant local laws or standards regarding service provision.
4. Sign and adhere to the most current version of the PADI International Resort and Retailer Associations Membership and License Agreements.
5. Agree to uphold the PADI Ethical Requirements as listed in the General Standards and Procedures Section of the PADI *Instructor Manual*.

## **Regarding recreational scuba diving and snorkeling instruction:**

6. Provide PADI-related programs throughout the operating season; PADI programs must have equal or better representation if the dive center also offers nonPADI programs.
7. Ensure PADI and nonPADI certification courses and experience programs are conducted by a certified dive instructor in current teaching status. NonPADI dive instructors must be members of a recognized certification organization.
8. Use PADI-related training materials as designed when conducting PADI-related courses and programs.
9. Ensure that students and leadership-level course candidates have a personal set of current materials for study and use during the course and for reference afterward, according to the PADI *Instructor Manual*. If the materials are not available in a language understood by the student, the standard does not apply.

\* Retailer Association Members located in a European Union country are required to comply with all relevant parts of EN14467 - Recreational diving services - Requirements for recreational scuba diving service providers. To obtain copies of this standard go to <http://www.cenorm.be>.

- 10. Provide adequate classroom facilities and confined water sites for instruction. Classrooms and confined water sites are to be within a reasonable distance of the dive center. Confined water sites are to be protected and provide adequate space to meet instructional performance requirements. Risk assessments must be conducted as required by local standards for service provision.
- 11. Provide modern dive equipment for instruction and for rent to students and certified divers as described in the PADI *Instructor Manual*. *In some areas, such as the European Union, this may be required by local standards for service provision.*

**Regarding equipment sales and service:**

- 12. Offer for sale and stock, a selection of scuba and snorkeling equipment that includes (as a minimum) masks, fins, snorkels, BCDs, regulators, scuba cylinders, depth gauges, submersible pressure gauges, dive computers and exposure protection.
- 13. Offer service and equipment repair, including scuba cylinder visual inspections.
- 14. Maintain and inspect the rental cylinders and valves in accordance with all local laws governing scuba cylinder maintenance. If no local laws exist, the cylinders must be visually inspected at least once a year and maintained according to manufacturer recommendations.
- 15. Offer compressed air service. Compressed air must meet any local scuba diving air quality and testing standards or, if no local standards exist, the compressed air must meet the Compressed Gas Association (CGA), Table 1, Level E Standards for Scuba Diving Air:

Oxygen 20-22%	Carbon monoxide 10 ppm (maximum)
Carbon dioxide 1000 ppm (maximum)	Oil (mist and vapor) 5 mg/cubic meter (maximum)
No pronounced odor	Total hydrocarbon content 25 ppm (maximum)

- 16. Agree to sell, rent or provide compressed air for scuba purposes only to certified divers and student divers in training under a professional scuba instructor, unless prohibited by local law. If the business offers enriched air or other mixed gas services, it agrees to provide enriched air or other mixed gases only to divers certified in their use or student divers in training under a qualified enriched air or mixed gas instructor. If other types of gas services or blending are offered, the business must ensure these gases meet federal, local and industry requirements for both filling and storage and that the staff is trained to blend such gases using appropriate, accepted methods and equipment according to dive community practice and any regulations that may apply. Oxygen must be medical (USP) or aviator grade. Operators need to meet local information provision requirements prior to providing this service.

**Regarding recreational scuba diving/snorkeling activities:**

- 17. Require proof of recreational scuba certification by all divers participating in noninstructional recreational scuba dives.
- 18. Ensure that a certified and renewed divemaster, assistant instructor or scuba instructor is present and supervising all snorkeling or recreational scuba diving tours offered by the dive business.
- 19. Have a first aid kit available at any supervised snorkeling or recreational scuba diving activity and have an oxygen unit with an adequate supply of oxygen (unless prohibited by local law) available during any supervised recreational scuba



- diving activity, including on board dive boats operated by the Dive Center.
20. Complete risk assessments as required by local standards for service provision.
  21. Comply with local laws regarding providing clients with specific risk assessment conduct and emergency procedure documentation. It is recommended that the management ensure all staff members are fully aware of their responsibilities where local laws dictate specific actions to be taken when providing dive services to clients.
  22. Submit an Incident Report Form to the appropriate PADI Office any time the staff witnesses or is involved in a dive incident that could lead to an injury, as outlined in the PADI *Instructor Manual*.

### **Regarding boat operation and safety equipment:**

23. Have a boat captain or vessel operator trained in safe boat operation and comply with local boat captain certification or licensing requirements and laws.
24. Ensure that owned or operated dive boats comply with local laws regarding boat safety equipment on vessels for hire. If no local law exists, all dive boats must have at least one fire extinguisher, one personal flotation device (PFD) for every passenger and a flare or emergency signaling device.
25. Display a recognized dive flag when anyone is in the water.
26. Ensure all dive boats operated by the dive center follow an established diver and passenger accountability procedure.

## **PADI 5 Star Dive Center Membership**

PADI 5 Star Dive Center membership is awarded, on an annual basis, to progressive PADI Dive Centers that provide a full range of PADI diver education programs, equipment selection and experience opportunities, while actively promoting aquatic environmental awareness. These businesses excel in providing quality service to divers, present a professional image and actively promote the benefits of recreational scuba diving snorkeling, dive travel, and environmental awareness. PADI 5 Star members' appearance and performance compares favorably with and typically exceeds the quality of dive businesses in the area, and exceeds the standard for other dive businesses in the market.

PADI 5 Star Dive Centers promote the benefits of safe recreational scuba diving and snorkeling while embracing the PADI system of diver education, offering regular continuing education programs to ensure divers have the opportunity to advance their skills and knowledge. PADI 5 Star Dive Centers are active in the community, are committed to providing customer satisfaction with the dive experience, education, safety, and environmental awareness.

### **PADI 5 Star Dive Center Benefits**

PADI 5 Star Dive Center Membership includes all PADI Dive Center benefits, plus provides valuable additional benefits designed specifically for PADI 5 Star Dive Centers. See Benefits Chart, pages 2-4, for current benefits list.

### **Prerequisites**

To apply for PADI 5 Star Dive Center status, PADI Dive Centers must meet the following prerequisites:

1. Meet all PADI Dive Center requirements; applicants must have no open or verified PADI Quality Assurance violations in the last six months. (Ongoing requirement.)

2. Portray a professional image consistent with or better than the retail business standard in the marketplace, and exceed the standard for other dive centers in the market. The business must be open for at least 25 hours per week (or hours as comparable with other full-time retail stores in the local marketplace) during the operating season. (Ongoing requirement.)
3. Have issued at least 150 PADI certifications that meet the following requirements:
  - ◆ minimum fifty Advanced Open Water Diver (or higher) certifications.
  - ◆ ten Rescue Diver certifications.
  - ◆ five Master Scuba Diver certifications (each component is to have been completed at the business).
  - ◆ five Divemaster or Assistant Instructor certifications.
  - ◆ five percent, or a minimum of 10, Project AWARE certifications.

**NOTE:** Discover Scuba Diving participant registration credit (five registrations earns credit equivalent to one open water diver certification) and PADI Open Water Diver student referrals (two referrals issued earns credit equivalent to one open water diver certification) may count toward this requirement.

For PADI Dive Centers who wish to apply for PADI 5 Star status, but do not meet the above prerequisites, please contact your local International Resort and Retailer Association office for further information on how you may qualify.

## Requirements

To qualify for and maintain annual membership, PADI 5 Star Dive Centers must:

1. Continue to meet all PADI Dive Center prerequisites and membership requirements, as well as maintaining all 5 Star Dive Center pre-requisites noted as “Ongoing” requirements.
2. Ensure that all full-service dive operations in a multi-location operation are current International Resort and Retailer Association members and that they maintain requirements 3, 4 and 5 below.
3. Exclusively issue and advertise only PADI certifications for recreational diver courses and introductory programs. Exceptions may include specialty certifications issued for training activities outside the PADI System (including DSAT TecRec Courses) of diver education, such as technical diving, students referred from other certification organizations for completion of entry-level training, and pool demonstration or “try diving” programs in swimming pools with maximum depths less than 1.2 metres/4.0 feet. Members must receive prior written approval from their PADI Office to offer these courses or programs.
4. Refrain from conducting, sponsoring or advertising any nonPADI recreational scuba instructor training programs.
5. Use the complete PADI System of diver education, both at the instructor and consumer level, exclusively, as designed. Student divers must use and study with all relevant PADI materials if available in a language they understand.
6. Conduct at least the following PADI courses during each year: PADI Advanced Open Water Diver, Rescue Diver, five different Specialties, and Divemaster and/or Assistant Instructor.
7. Ensure at least 30 percent of total student certifications (or a minimum of 100) are issued for courses above the PADI Open Water Diver level.
8. Issue at least two PADI Divemaster or PADI Assistant Instructor certifications per year.

9. Sponsor or conduct at least one public event promoting the benefits of recreational scuba diving, snorkeling or environmental awareness, annually.
10. Sponsor or conduct at least one program promoting public or diver safety as a community service, annually.
11. Display information supporting the Project AWARE philosophy, including Project AWARE brochures, poster and decals.
12. Sponsor or conduct at least one of the following: Peak Performance Buoyancy clinic or course, PADI Underwater Naturalist Specialty Course or Project AWARE Specialty Course, annually.
13. Distribute regular communication pieces to recruit and retain customers.
14. Ensure that any owned dive boats use permanent mooring buoys or practice responsible anchoring techniques.

## **PADI 5 Star Instructor Development Center Membership**

### **Overview**

PADI 5 Star Instructor Development Centers (5 Star IDCs) are Dive Centers that meet all 5 Star Dive Center standards, plus offer PADI instructor-level training. 5 Star IDCs have at least one PADI Course Director on staff and are committed to offering instructor development programs and continuing education opportunities to dive professionals. By offering PADI instructor-level training, PADI 5 Star IDCs take on the responsibility of developing qualified PADI Instructors – benefiting PADI Members, dive consumers and the dive industry as a whole.

### **PADI 5 Star Instructor Development Center Benefits**

PADI 5 Star Instructor Development Center Membership includes all PADI Dive Center and PADI 5 Star Dive Center benefits, plus provides an array of valuable additional benefits exclusively designed for PADI 5 Star Instructor Development Centers. See Benefits Chart, pages 2-4, for most current benefits list.

### **Prerequisites**

To apply for PADI 5 Star Instructor Development Center status, PADI 5 Star Dive Centers must meet the following prerequisites:

1. The business must have been a renewed PADI 5 Star Dive Center for at least six months or meet all other PADI 5 Star Instructor Development Center prerequisites and requirements and have successfully attended an appropriate PADI Business of Instructor Development support program as specified by its local PADI office.
2. The business must have issued at least one PADI Assistant Instructor certification.

### **Requirements**

To qualify for and maintain annual membership, PADI 5 Star Instructor Development Centers must:

1. Continue to meet all PADI Dive Center and PADI 5 Star Dive Center membership requirements.
2. Have a renewed, teaching status PADI Course Director on staff (full-time, part-time, or independent contractor) to conduct all PADI Instructor Development Courses, Instructor Orientation Courses and other PADI instructor-level training.
3. Conduct at least 5 PADI instructor-level courses or programs per year, including a minimum of one complete PADI Instructor Development Course. These 5 courses or programs may include any combination of the following: PADI Instructor Development Course, the Open Water Scuba Instructor component of the Instructor Development Course, Instructor Development Course Staff Instructor course, Instructor-level Specialty course, Emergency First Response Instructor course, Status Update or Open Water Scuba Instructor Upgrade.
4. Adhere to all PADI *Course Director Manual* requirements applying to PADI 5 Star Instructor Development Centers conducting Instructor Development Courses or Open Water Scuba Instructor courses. A PADI *Course Director Manual* must be available for reference in the PADI 5 Star Instructor Development Center.

## **PADI 5 Star Career Development Center Award**

### **Overview**

The PADI 5 Star Career Development Center (CDC) award is given to PADI 5 Star Instructor Development Centers (IDC) that dedicate their businesses to professional development beyond regular instructor training. These businesses offer vocational-oriented continuing education training to prepare individuals for dive industry careers and provide job placement services within the dive industry. PADI Members and the dive industry at large benefit from the PADI 5 Star Career Development Centers' commitment to professional development and excellence, and their unique ability to provide qualified candidates to fill industry employment needs.

### **PADI 5 Star Career Development Center Benefits**

PADI 5 Star Career Development Center (CDC) status benefits include all PADI Dive Center, PADI 5 Star Dive Center and PADI 5 Star Instructor Development Center benefits, plus provides an array of valuable additional benefits exclusively designed to assist PADI 5 Star Career Development Centers. See Benefits Chart, pages 2-4, for most current benefits list.

### **Prerequisites**

To apply for the PADI 5 Star Career Development Center Award, PADI 5 Star Instructor Development Centers must meet the following prerequisites:

1. Meet all PADI 5 Star Instructor Development Center prerequisites and requirements and be a renewed PADI 5 Star Instructor Development Center.
2. Have two actively teaching, renewed teaching status PADI Course Directors on staff, of which at least one must be locally available full time and exclusively affiliated with the CDC for all training activities. These Course

Directors are to conduct and coordinate all PADI instructor-level training. Each Course Director must train, at a minimum, 10 PADI Instructor-level candidates each year or must be present for at least 30 percent of the facilities operating hours. (Ongoing requirement.)

3. Have offered and conducted a complete career development curriculum for at least one year. The curriculum is to be at least six weeks long and include:
  - ◆ Emergency First Response provider-level courses, the PADI Rescue Diver course, the PADI Divemaster course, the PADI Assistant Instructor course, the PADI Instructor Development Course, PADI Specialty Instructor and Emergency First Response Instructor training.
  - ◆ Pre- or post-IDC instructor level courses equivalent to a minimum of 20 training days. These courses must include skills and knowledge relevant to the retail dive store or dive resort environment. Examples include: PADI Specialty Instructor training, Emergency First Response Instructor training, dive store retailing, sales training, dive equipment repair and service, tank inspection, marketing, accounting, personnel management, boat handling and maintenance, seamanship, compressor maintenance and oxygen instructor training. (Ongoing requirement.)
4. Have a course catalog outlining the six-week career development curriculum. (Ongoing requirement.)
5. Have trained a minimum of 60 PADI Instructor candidates within the past 48 months.
6. Offer a full-time graduate placement assistance service. (Ongoing requirement.)
7. Offer financial assistance opportunities, if allowed by local law. (Ongoing requirement.)
8. Have attended a PADI Business of Instructor Development program during the previous 12 months. (Ongoing requirement.)

## **Requirements**

To qualify for and maintain the annual PADI 5 Star Career Development Center Award, PADI 5 Star Instructor Development Centers must:

1. Continue to meet all PADI 5 Star Instructor Development Center membership requirements, well as maintaining all 5 Star Career Development Center pre-requisites noted as “Ongoing” requirements.
2. Annually issue at least 60 instructor certifications (including Assistant Instructor, Emergency First Response Instructor, PADI Specialty Instructor and instructor-level career development programs), 15 of which must be Instructor Development Course or Open Water Scuba Instructor component of the Instructor Development Course certificates of completion.
3. Provide all PADI 5 Star Career Development Center candidates with their own sets of PADI materials specific to the courses in which they participate.

## **Instructor Exam Scheduling Consideration**

PADI 5 Star Career Development Center program candidates (or candidates enrolled in five PADI 5 Star Career Development Center pre- or post-Instructor Development Course courses) successfully completing a PADI Instructor Development Course conducted by the PADI 5 Star Career Development Center may attend a PADI Instructor Examination if they have been certified divers for

at least six months, have logged at least 60 dives (as documented in a logbook) and are certified PADI Assistant Instructors.

PADI 5 Star Career Development Center graduates successfully completing an Instructor Examination may have their completed paperwork evaluated by PADI for possible PADI Open Water Scuba Instructor certification when they meet the 100 logged dive requirement. All PADI 5 Star Career Development Center Instructor Exam graduates are certified as PADI Instructors only when a PADI Office processes the graduate registration packets and Instructor Exam forms. Newly certified instructors must meet insurance requirements and receive certification verification from their PADI Office prior to achieving Teaching status or teaching PADI courses.

Important Note: PADI Open Water Scuba Instructor certification requires candidates meet the minimum experience criteria of being a certified diver for at least six months and having at least 100 logged dives.

## **Application Procedures and General Guidelines**

### **Application Procedures**

To apply for any level of PADI Retailer Association membership, the appropriate application must be completed and submitted with proper application fees and documentation, including any photographs or video and PADI field representative reports, as specified. The PADI Retailer Association will review applications and either approve them or notify the applicant of any deficient prerequisites or requirements.

PADI reserves the right to deny PADI Retailer Association membership, or any specific level of membership, for actions or portrayals, in PADI's sole opinion, that may be detrimental to the PADI organization. PADI Retailer Association membership, or any specific level of membership, is granted at the sole discretion of PADI based upon its unilateral determination of several criteria. This includes, but is not limited to, whether acceptance and continuation of membership or membership level is in the best interest of the PADI organization. Meeting minimum PADI Retailer Association membership requirements does not guarantee acceptance. PADI Retailer Association membership, at any level, may be revoked at any time.

### **Renewal Requirements**

PADI Retailer Association membership runs from 1 January through 31 December. To renew, PADI Retailer Association members must agree to abide by the terms and conditions of the current PADI Membership and License Agreement, provide current contact information and submit the appropriate renewal form and annual membership fee. Renewing PADI Retailer Association members must also report any quality assurance actions taken during the previous year. The PADI Quality Management Committee will review these reports as part of the renewal process, and failure to disclose these actions may result in membership revocation.

Inability to meet the applicable annual membership requirements may result in a one year review status with all benefits maintained. Inability to meet the annual requirements while in review status, however, may result in a membership level change.

Nonrenewal of a particular level of membership results in the loss of the associated benefits, including the ability for the store to advertise itself as having attained that level of PADI Retailer Association membership. Not renewing at least at the PADI Dive Center level results in the loss of all PADI Retailer Association benefits and member status. A non-member dive store may not represent itself as a PADI Dive Center and does not have the right to use or display any PADI-owned or PADI-related names or marks.