



**Bob's Dive Shop, Inc.**  
**~Since 1972~**  
**4374 N. Blackstone Avenue**  
**Fresno, CA 97326**  
**559-225-DIVE (3483)**  
**[www.BobsDiveShop.com](http://www.BobsDiveShop.com)**



Bob's Dive Shop, Inc.

Fall 2008

**In This Issue**

[Sub-Club Adventures](#)

[Learn To Dive](#)

[Equipment & Training](#)

**The Beauty and Mystery of the  
underwater kelp forests.  
Escape...Explore...Dive  
the Channel Islands with  
Bob's Dive Shop.**

## Top off your 2008 with one of our Channel Island Dive Trips!

**Dear Mary,**

Thank you for subscribing to our newsletter. We have proudly served the Central Valley's diving needs for over 35 years! We continue to serve you with the best training and customer service in the greater Fresno area.

We have entered our Fall season and that means we are quickly approaching Lobster Season. "Hmmm. More Butter please!"



**Central California Blood Center**

Saturday September 20,  
2008 from 9 am - 3 pm



In Memory of Debbie  
Watanabe, RN  
Blood Drive

North Fresno Donor Center  
8094 North Cedar Avenue

Contact Michael Edwards at  
436-4520 or Wendy Danell  
at 297-1687 to sign-up

Call 224-2900, ext. 3015 for  
more information



Feel free to contact us with  
any questions at  
**(559) 225-DIVE (3483)**

**We're here to serve you!**



**Lobster Mobster Season-  
Suit up, gear ready, let's  
go diving!**

**We are just around the  
corner from the Lobster  
Season. Lobster Diving is always a great way to end the  
fast approaching year. It is even better when you are  
enjoying that freshly cooked lobster you caught just for  
yourself (or your loved one:) If you are not yet on our  
November Channel Island Dive Trip, be sure to contact  
Bob's Dive Shop for dates and availability.**

**Read below for new rules and regulations:**

**New Fish and Game regulations that EVERYONE will  
have to abide by. The F&G are requiring that all divers  
including children under the age of 16 will have to  
posses and fill out a Lobster report card. This will be  
similar to the Abalone card for Northern Ca but divers  
must fill it out before they dive to attempt to catch  
lobster and afterwards as well.**

**Please purchase these report cards prior to arriving for  
the November Channel Island trip. The report cards  
will be available on the boat for purchase, but we advise  
having them before the trip.**

**On board report cards will cost \$8.00. Cash only and  
exact change!**

**Be prepared and happy hunting! For more detail go to  
<http://www.dfg.ca.gov/>**

## **Night & Limited Visibility Specialty Diving Course**

If your goal is to become a lobster hunter, you should  
know that the best lobster hunting is always at  
night! The Night & Limited Visibility Course offers you  
the skills & techniques to be safe, comfortable and

Sincerely,

Bob's Dive Shop Staff



## Learn To Dive

Are you searching for a new adventure?

Perhaps an experience you have never obtained in your lifetime?

Try SCUBA. You will love everything about this year round sport. Diving will offer you and your family many years of anticipated travel, adventure & unforgettable memories. The underwater world is just waiting for you to explore all it has to offer. Begin your journey today, call now or stop by and receive a FREE DVD on learning how to scuba dive, you will love it!

**Congratulations to our newly certified SCUBA divers!**

Jennifer W. 7/08

Taylor W. 8/08

Kinnith W. 8/08

Taylor R. 8/08

enjoy the underwater world in low visibility conditions.

This course covers the selection and use of specialized equipment necessary to perform Night & Limited Visibility Diving. If you are interested in taking a Night & Limited Visibility Diving Course at Bob's Dive Shop please call our dive staff for details, dates & availability. Our on site instructor will be teaching a course prior to our upcoming November Channel Islands Dive trip. Sign up now and you can be certified in this advanced program!



## Earn FREE Scuba Bucks! Referral!!

Congratulations and thank you to Tiffany F. and Tracie B. They received \$50.00 in Scuba Bucks for simply referring a new student. They are also in the running for winning our referral game. It is anyone's game at this point. Here are some front runners: Trish S. and Tiffany F. are tied with '3', Ron H. has '2', and there are a lot of '1's' on the board. Come in to Bob's Dive Shop to see the board. Better yet, send us new students. Here's how it works: You undoubtedly have friends, neighbors and co-workers who you talk to about diving! When they show an interest in learning to dive, please ask them to give us a call and mention your name. Or better yet, have them stop into the store and talk about a certification program designed especially for them. You can also call us and give us their name and address and we will give them a DVD on learning to dive.

When they complete the program we will send you \$50 in Scuba Bucks to be used on any retail items in the store. We'd love to give you enough Scuba Bucks to buy yourself a new regulator this year!

Brien R. 8/08  
Daniel M. 8/08  
Laura W. 8/08  
Randy W. 8/08  
Adam P. 8/08  
Erik L. 8/08  
Lyndsey L. 8/08  
Justin L. 8/08  
Jim C. 8/08  
Dan A. 8/08  
Holly A. 8/08  
Jaime A. 8/08



### **Diving Milestones**

Bob's Dive Shop would like to congratulate one of our long time customers Jenny Moreno on completing her 400th dive on our last Channel Island boat trip!

\* If anyone has any milestone moments they would like us to share, please contact one of our staff members at Bob's Dive Shop.