



The Way the Central Valley Has Learned to Dive

~ Since 1972 ~

Happy Holidays



Winter 2008-2009

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Learn To Dive Special



**Have you been
thinking about
learning to SCUBA
dive?**

We at Bob's Dive Shop want to wish all of you a Holiday Season filled with Happiness.

Thank-you for your continued business. We feel very fortunate to be in a business where so many of our customers become our friends.

We are looking forward to entering our 37th year in 2009. The year will be full of activities with trips to Monterey, Channel Island boat charters, our international trip in March to Cozumel and lots of specialty classes and of course new classes for future new certified divers!

Our final Sub-Club activity for the 2008 year was our annual Christmas Party. It was fun to get together and to reminisce about the year's travels and events.

Thank-you for joining us and celebrating the Holiday Season. Thank-you also for your generous donation of food for the Poverella Home and old cell phones for the

Learn To Dive and SAVE MONEY!

SCUBA diving is an amazing adventure and with our Learn to Dive special now is the time to do it. Save \$50.00 dollars off of the price of tuition and another \$50.00 off of the retail price of your personal snorkeling system package. Also, if you bring in or refer someone you receive another \$50.00 in SCUBA Bucks! What a deal!

SCUBA diving is a great activity that can take you to many exotic locations or you can explore the amazing waters of California. It is a fun adventure that family and friends can participate in together. It is also a great way to meet new friends.

To receive the Learn to Dive special, pay for your tuition before January 1, 2009 and take your class before March 1, 2009. It's that easy! Call or stop in to Bob's Dive Shop and take advantage to this offer. Now is the time to take the plunge you have been thinking about. You wont regret it!

Specialty Classes

Marjorie Mason establishment.

Wishing you a healthy, happy and very good New Year in 2009!

Sincerely,

Ed, Mary, Heather, Mike, Brandon, Jeff and Chuck

Sub-Club Carnaval

DIVE COZUMEL WITH BDS

"Life is complicated, vacations shouldn't be"

March 28 - April 7, 2009

HISTORY OF COZUMEL

The Maya are believed to have first settled Cozumel by the early part of the 1st millennium AD, older Preclassic Olmec artifacts have been found on the island as well.

The ruins of San Gervasio are located approximately at the center of the island and are the largest remaining ruins.

The first Spanish visitor was Juan de Grijalva in 1518 , and in the following year Hernán Cortés came with a fleet and destroyed many Maya temples. In the ensuing years Cozumel was nearly deserted, just used as a hideout by pirates from time to time.

In 1959, Jacques Cousteau discovered the beauty of Palancar, the coral reefs at the south of Cozumel and publicized it as one of the best places to go scuba diving in the world. For years Cousteau's divers were the island's only visitors.

SCUBA DIVING COZUMEL

Cozumel is surrounded by one of the most fantastic coral reef formations in the world. Tunnels, caves, and pinnacles form brilliant corals and walls that can drop over 3,000 feet to the ocean floor. A large variety of



Continuing your dive training is a great way to keep skills fresh, learn new skills, and a good excuse to go diving.

As if any of us need an excuse!

UP COMING SPECIALTY CLASSES

January

Stress and Rescue

February

Deep Diving

Night & Limited
Visibility Diving

April

Navigation

Boat Diving

Stop by today to get details and to sign up.

Space is limited!!

exotic marine life thrives in these reefs ...visibility often reaches 100 ft and more.

There is an estimated 500 species that call these Mexican Caribbean waters home, including rays, octopus and the giant sea turtle. The coral pinnacles are the best loved dive sites in Cozumel. Swim the labyrinth of tunnels, swim troughs and canyons lying amidst the coral plateaus.

Most of the diving and snorkeling activity on Cozumel is focused on the reefs and shallow coral formations that extend from the southern tip of the island to just south of San Miguel on the west coast.

Cozumel diving is done in a style known as "drift diving". Call it "flying with the drift" because that's kind of what it feels like. It is exhilarating yet relaxing. It must be experienced to understand.

The current moves you along past a lush underwater coral formations and sea life. The dive boat follows at the surface watching the bubbles of the group. When you surface, the boat is ready to pick you up - no surface swims!

Fun in the sun!
Great diving!
Good friends!

Cozumel look out.

BOB'S DIVE SHOP CHRISTMAS WISH LIST

ARE YOU A HARD PERSON TO SHOP FOR?

Leave this out for Santa and if you were good maybe you will get something cool this year!



BDS Sub Club 2009 Activities

- January - Monterey
- February - Monterey
- March - Cozumel
- May - Channel Islands
- June - Channel Islands
- July - Channel Islands
- Sep - Channel Islands
- Nov - Channel Islands
- Dec - Christmas Party

Call or stop in today to sign up

Check back for more Sub Club activities

New Divers

Congratulations to these newly certified divers!!

Nancy T.
Merrill E.
Jim A.
Aaron L.



Name: _____

Gifts \$25 and Under

- o Cylinder (Tank) carrier
- o Cylinder Car Rack
- o Tank Banger
- o Weight Tote Bag (great for storing/transporting weights!)
- o Mesh Game Bag
- o Fish Stringer (string freshly caught game!)
- o Water-proof dry cases~ comes in a variety of sizes & colors
- o Stow Away Tote Bags & Back Packs
- o Permanent Marker Pens (specially made for dive gear)
- o Anti-Fog & Mask Scrub
- o Equipment & Wetsuit Cleaner
- o Lycra Socks (slip right into your booties with no effort!)
- o TSA Locks
- o Safety Fox Whistle
- o Triptone (motion sickness medicine)
- o Dive Stickers
- o Maui Babe Browning lotion, After Sun lotion & SPF lotion
- o Docs Proplugs
- o Protective Mask Bag
- o Fish/Dive ID's
- o Misc. Clips for dive accessories
- o Cubit Organizer (great for any travel)

Gifts \$50 and Under

- o Ab Irons
- o Lobster Bags/Game Bags
- o Disposable/Reusable Cameras
- o Sleep Sacks for Boat Trips/Traveling
- o Snorkeling split fins
- o Dry Packs (to keep personal items dry & safe)
- o Dry Boxes (Save a dive kit)
- o Diver's Ultimate Tool & Repair Kit
- o Funset KIDS Snorkeling Package
- o Underwater Dive light (Daylight)
- o Low Cut tropical Booties (great for warm water diving)
- o Microfiber Towels (wonderful to use after a dive)
- o Dual Purge Snorkel

Gifts \$100 and Up

- o Bob's Dive Shop Sub Club Jacket with your name embroidered
- o BCDs (Check out our warm water BCD)
- o Wetsuits/Drysuits

**Eduardo L.
Shahob N.
Joel P.
Colin W.**

Nice job everyone.

*We look forward to
"blowing bubbles
underwater" with
you soon!*

Sub Club Profile

We have a new Sub
Club diver profile on
our web site!



Jim "BIG JIM" Clark

Go to:

[Jim Clark Profile](#)

Join Our Mailing List!

- o Dive Skins (perfect for snorkeling or under your wetsuit)
- o Spear Guns
- o Professionally graded Masks
- o Hooded Vests
- o Equipment Travel Bags
- o Regulators
- o Dive Computers
- o Airsource 3 (replaces safe second hose)
- o Cylinders (Aluminum OR Steel)

***GIFT CARDS AVAILABLE**

DIVER REFERRAL CONTEST **Refer a diver and earn \$50.00 in SCUBA Bucks**

Our very best source of acquisition for new divers IS YOU... a Bob's Dive Shop diver!

We hope you will participate in the NEW DIVER REFERRAL GAME.

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 send 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!

We would be proud to welcome your friends to Bob's Dive Shop and we promise to provide them with the highest quality SCUBA training available anywhere!



**Save
\$50.00**

Learn To Dive Special

Bring this coupon in to Bob's Dive Shop and receive \$50.00 off your tuition for Open Water Diver lessons. Must be used for classes before March 1, 2009. Don't wait! Start off the new year with an exciting hobby. Learn to dive now!

Offer Expires: January 1, 2009. Limit one coupon per customer. Must be presented at time of purchase. Cannot be combined with any other tuition coupon.

**Save
\$50.00**

Personal Snorkeling System Savings

Save \$50.00 off of the retail price of your personal snorkeling system when you sign up for an Open Water Diver class. Combine this with our Learn to Dive special for even more savings!

Offer Expires: April 1, 2009. Limit one coupon per customer. Must be presented at time of purchase. Cannot be combined with any other snorkeling package coupon.