

# Deep Thoughts

Rum Runner Dive Shop

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## Dive Travel Heats Up

While we live in close proximity to one of the great wreck diving destinations in the world off the North Carolina Coast there is a world full of dive sites out there. each with its own appeal. Whether you prefer "princess diving" in Mexico, shore diving in Bonaire, the sheer drop-off of Bloody Bay Wall in Little Cayman or Champagne Reef in Dominica fun and adventure is coming right up. Our 2007 - 2008 travel lineup has some great destinations. We kick off the Spring season with a March Spring Break trip to the Florida Keys, March 10 to 17, 2007. We will be staying in Marathon at the Sombrero Cay Club with five days of two tank dives with Cristal Clear Charters. Check out the website for full details. Transportation is not included, but there are still good flights to be had or you can drive down. The Spiegel Grove, Thunderbolt, Eagle and Duane are on the list to dive so don't miss out. FYI it is still lobster season. We might

have to get some lobster catching gear in the shop. We do have a training video we can set up to watch.

Our next destination will be a long weekend trip in April to Pensacola, Florida to dive the Mighty "O", the aircraft carrier Oriskany is now ready for diving. Twenty five miles off the coast, the top of the wreck is at 65 feet with the deck at 135. This is a great dive.

Now that you are warmed up with Spring diving it's time for Mexico in June. We are shooting for the third week in June right after school is out. We will have confirmed dates soon. The destination is the Riviera de Maya, South of Cancun. With excellent reef and cenote (cave/ underground river diving) diving as well as site seeing to Mayan ruins and nearby natural snorkeling parks Xcaret and Xe-Hal, this is a super getaway for the whole family. The resort is all-inclusive and a terrific value.



Let's not forget the fall and a perennial favorite, Bonaire. We are back to Buddy Dive in October.

For updated information on all trips check out the web site [www.rumrunnerdiveshop.com](http://www.rumrunnerdiveshop.com). The Fun and Adventure Starts Here!

## Thirty Years and Going Strong

2006 marks 30 years serving SCUBA enthusiasts in East Carolina for Rum Runner. From humble beginnings on Tenth Street followed by three moves and three owners to its current home in Winterville Rum Runner has certainly matured and some things do get better with age. If you haven't been in the shop recently we have doubled

the shop's size, increased inventory in all areas, added product lines, opened a new service area and dedicated classroom. We have even added a graphics department capable of enlarging digital images up to 24" x 36". Our new web site is constantly changing to keep you informed.



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### Special points of interest:

- Rum Runner Turns 30!
- Dive Travel Heats Up.
- Atomic Aquatics is Here!
- Dive the Spiegel Grove and the Mighty "O".
- New Facilities.

## Dominica a Diamond in the Rough

A trip to the Eastern Caribbean during hurricane season might have been daring, but the weather was fabulous and sometimes gambles pay off. In this case it seemed we had all the dive sites to ourselves and what great sites they were. While visibility wasn't as good as other island destinations the reefs looked healthy and there was an abundance of "small" critters. The largest creatures were a few sea turtles and frequent eel sightings. More importantly were the tiny shrimp and sea horses along with colorful hard and soft corals. Champagne reef was intriguing with the water tem-

perature reaching 86 degrees.

The other great asset on the island is the rain forest. We took an afternoon ride into a national park and hike in to bath in a hot spring and then visited areas where the Pirates of the Caribbean was filmed. The forest is lush and unspoiled.

Unfortunately the economy is not strong on the island with a



shortage of good restaurant and hotels make travel there a bit Spartan. In many areas there is evidence that many inhabitants are subsistence farmers or fishermen. It will be interesting to see how this country progresses over the next few years and whether they can take care of

***Then in 2005 hurricane Dennis did everyone a favor and through a tremendous storm surge turned the Spiegel Grove upright!***

## Dive Club

Our club is going strong, but always looking for new faces. This past year we had some interesting presentations including Joe Hoyt's video about his



Rolex sponsored year-long diving internship and Ray Sharf's presentation on underwater photography. December is our

club's holiday party and invitation have gone out. There is still time to join the club and be included. Benefits are listed on the web-site.

We are working on some exciting programs for 2007 including a presentation on the Queen Anne's Revenge excavation and Naval dive medicine.

## Dive The Spiegel Grove With Us

The Spiegel Grove served the US Navy as a 510 foot long landing craft tender, it assisted in the recovery of Apollo 14. In 2002, after nearly a decade of planning and fund raising the ship was sunk off Key Largo. Unfortunately the sinking did not go as planned and the ship capsized and protruded from the water creating a hazard to navigation. With the help of tech divers and lift bag technology the shipped

was turned enough to sink to the bottom on its side in 130 feet of water. It has been an exciting dive from the start. Then in

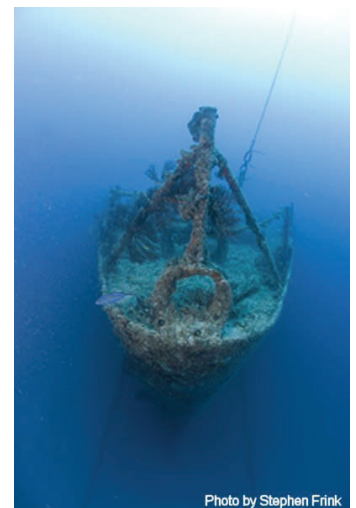


Photo by Stephen Frink





## Gear News

**Atomic Aquatics** is here! We are now full line dealers for this fine line of high performance regulators, fins, masks and accessories. Check out the reviews on the web site.



©2005 Atomic Aquatics

From **Ocean Reef** comes the new Predator full face mask with improved design utilizing high tech aluminum and stainless steel alloys for enhanced performance.



**H2Odessey's** Extra Air Source are in and ready to roll. These 6 cu.ft. pony bottles with integrated valve/regulator truly bridge the gap between other smaller canister air supplies and the somewhat cumbersome 19

cu.ft. ponies some of us have carried.

**Minelab** has some end of the year specials and we are stocking the X-terra 30 and 70 model as well as the best underwater detector-the Excalibur 1000 and the new and improved state of the art Explorer SE.



The **NEW** Explorer SE  
Shipped with a **FREE** Carry Bag and Tool Pouch a \$180.00 value

**"At Atomic Aquatics we're creating more than just a new regulator. We're creating a whole new class of diving equipment for the diver who demands the ultimate gear".**

Dean Garraffa, Co-Founder, Atomic Aquatics

## New Service Department

Proper equipment servicing is key to safe diving and having the right training and facilities to provide that service is crucial. With this in mind we have completed the new service facility in an expanded cleaner space. Our technicians can now work on brightly lit work stations with plenty of "elbow room". We have installed state-of-the-art regulator testing equipment and our technicians have undergone all necessary updates. We main-

tain our factory authorized service center status with Scubapro, Genesis and Sherwood and have added Atomic Aquatics and Ocean Reef.



We also instituted a reminder system for regulator service. If you want to sign up for this program call the shop and we will set it up.

Special thanks to Dan Murray for all his help helping organize the new facility.

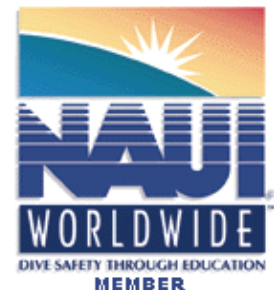
## Let's Talk Training

Who remembers the cramped classroom in the back of the shop with those uncomfortable folding desk/chair things? Well I do. While the teachers were great it was still uncomfortable so we did away with that and now have opened the Scuba Training Center with dedicated classroom facilities. We even bought comfy chairs.

We also upgraded many of our training wetsuits, BCD's and

regulators, including dive computers for advanced training.

We still offer NAUI standard training courses, but we are developing some other specialty course areas such as spear fishing and photography.



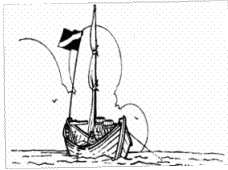
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**The Fun and Adventure Starts Here!**



**We're on the web!**  
**[www.rumrunnerdiveshop.com](http://www.rumrunnerdiveshop.com)**

Rum Runner Dive Shop is a full service NAUI Pro-Platinum facility in operation in the Greenville/Winterville area for over 30 years (founded in 1976). We provide equipment sales, service and training.

We are located in the Community Square Shopping Center, on South Memorial Drive (NC 11 South) in Winterville, N.C.

Community Square Shopping Center is located just North of Pitt Community College adjacent to Burger King and Chico's restaurants.

## Message from the Owner

This first of, hopefully, many newsletters gives me the opportunity to convey our philosophy surrounding our dive shop.

When we jumped into the dive business almost a year ago there were no expectations that this would be easy and I am sure Carolyn would agree that we have learned a lot and have a lot to learn about the dive industry. What we did want to bring to this business was the desire to do good things. We committed to be ethical and honest, friendly and dedicated and we wanted our dive shop to be the shop that we think every shop should strive for. So we enhanced everything we could. Inventory levels have never been as high, product diversity has never been as broad. Our training facility is comfortable, our service center

is top notch and our sales, training and service staff members are highly trained, friendly and motivated. We listen to our customers and we have expanded our travel offerings striving for diversity as well as economy. As you will see our 2007 line-up of dive destinations combine fabulous diving at an excellent price.

Our recent visit to DEMA (Dive Equipment Marketing Association) gave us a perspective on the industry as a whole and it confirmed our notion that good customer service is critical to a shop's success. We have always said if there is a problem with anything we do or sell we will do everything we can to make it right.

Which brings me to the inter-

net. That great information highway. Take a moment to read our Internet Purchase Policy on the web site.

Finally and most importantly we want to get you diving more. Check the web site regularly for weekend trips to Florida in January, February and March with local diving starting up in March/April. As soon as we can we will schedule a quarry/demo day to try out some new gear options and just have some fun.

