



JEANNE & ED TIEDEMANN'S
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First, we would like to thank you for giving us an opportunity to explain the details of our teaching programs.

In a time when people want everything fast and done yesterday, we have prided ourselves on doing things **right**. Our programs are taught the way SCUBA should be taught... carefully and meticulous with every detail covered. Recently the national press coined the phrase "Rip'em and Dip'em" to describe the type of cheap courses that are being taught just so dive shops can sell equipment. Our course does not require any equipment purchases other than a student package. We do training only one way, the right way.

Included with this letter are some information flyers which can help to make your decision on what would be best for you. The flyers included are: *Learning to SCUBA Dive* which explains the details of our teaching programs in general. *Learn to Dive with your own Private Instructor* which reviews the details of our very popular private lessons programs where you set the schedule. *SCUBA Certification Referral Service* reviews all the details in planning to do your certification dives on your next vacation. We have a full travel service available at Tiedemann's which can make that vacation a great one and the service is free. *Open Water Dives for Certification-Dutch Springs weekend* which goes over the details of our local dives for certification (and a flyer about Dutch Springs a great place to dive in our area). "*We have a serious problem*" is an open letter which we wrote to the diving community about the problem of unsafe SCUBA classes. *Welcome to Tiedemann's Diving Center* gives you some of the history of Tiedemann's Diving Center and our extensive teaching program.

Reading all of this may seem like a bit of work but it is worth it. The **most** important decision you make about Scuba diving is going to be where and with whom you are going to take your lessons. If we can help, or answer any questions just give us a call.

Take care,

Ed Tiedemann

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LEARNING TO SCUBA DIVE

Learning to dive and becoming a SCUBA Diver can change your life. Diving offers you the chance to explore the three-fourths of our world that is underwater. Diving offers you the chance to experience the sensation of weightlessness. Diving offers the chance to meet interesting and unique people, like yourself, who have decided to enjoy the world of diving. Diving has many things to offer. The first step to all this fun and enjoyment is learning to dive.

Learning to dive is safe and simple. But it does require very special training. In order to take the course you should be a reasonably comfortable swimmer with no major health problems. If you have questions about your health, just give us a call and we will send you a copy of the physical examination guidelines for diving. At Tiedemann's Diving Center we have devoted over 30 years to teaching diving. We have, through our programs, introduced over 15,000 people to the sport of SCUBA diving. Our commitment to teaching diving has meant ongoing improvements to make our courses the very best. The programs that we teach today include the most up-to-date materials and techniques. We want only one thing, to teach the best possible SCUBA course. Our programs receive our full-time attention.

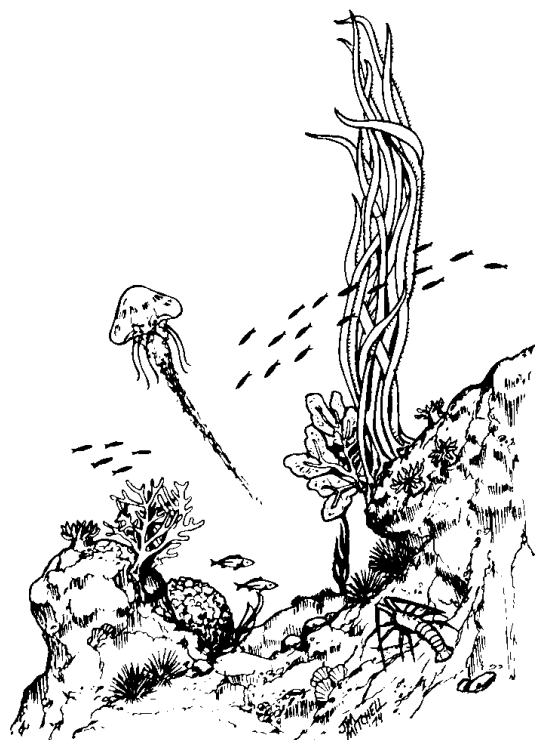
Jeanne & Ed Tiedemann, and their instructional staff, teach SCUBA courses at Hofstra University, CW Post College, and SUNY @ Farmingdale. Our extensive programs are located all over Long Island and can have you diving in just a few short weeks. Our evening programs are listed in detail further on. Teaching diving is complex. But that does not mean that it can't be fun and most importantly safe. Here are the details of how our programs work.

Your initial SCUBA training is based on three parts... lectures, pool sessions, and open water dives. **Lectures** - with the guidance of an instructor, you will learn the facts that will make you a safe diver. **Pool sessions** - in the pool you will actually be using the equipment that makes diving possible. **Open Water Dives** - On your open water experience you will have the chance to actually go diving and put all your new knowledge and skills to use.

Our pool/lectures are taught year-round at Hofstra University. All the equipment for the course can be supplied.

**IT IS NOT NECESSARY TO PURCHASE
ANY EQUIPMENT!**

We supply everything you need.



This equipment includes; mask, fins, snorkel, wet suit, weight belt, weights, tank, primary regulator, secondary regulator (nick-named the "octopus"), pressure gauge, depth gauge, buoyancy compensator (with tank inflation system), compass and equipment bag. Everything will be brought to class for you.

We offer private lessons in your pool or at one of ours. The instruction is based on "one to one" – one student to one instructor or semi-private instruction – "two to one" – two students with one instructor. With this type of attention you will need only three or pool sessions. You need to just call for a appointment and you can start right away.

The third part of your SCUBA instruction is the best part - going diving. Here, we have a lot of flexibility. You can receive an "universal referral" when you have finished your pool/lecture course. This would allow you to do your dives with another instructor (usually someplace with warm/clear water). Getting away on a great diving vacation is one of the great things about diving.

Does meeting new people and making new friends sound like what you are interested in then join us on one of our trips. We have been taking people all over the world for years. You can do your dives during one of our trips. Trips are run throughout the year to places like Bonaire, Cozumel, the Caymans and Florida.

One other option is to do your dives with us at Dutch Springs in Pennsylvania. The cost is \$250, which includes certification card, instruction and rental equipment (use and transport) for the whole weekend. The details, including fees and dates, see our flyer on "**OPEN WATER DIVES FOR CERTIFICATION – Dutch Springs Weekend**". After you complete your dives, you will receive a certification card, which will allow you to dive. This is your license to the Underwater World.

HOW TO GET STARTED...

To start, just call us at the Center at 516-796-6560 and we make an appointment and you can start enjoying the underwater world.

Visit our web site find out about all the great diving activities at Tiedemann's Diving Center you can join after you get certified!

www.TDConline.com

Welcome to Tiedemann's Diving Center

We would like to take the chance to say welcome to Tiedemann's Diving Center. Whether you are in the Center or at one of our many classes or just reading this as part of a mailing we want you to know something about the people and history that makes up the Tiedemann's Diving Center. All too often we meet and work with people and know little or nothing about them. We want you to feel comfortable and confident with Tiedemann's Diving Center. A short history can help. Here goes...

Tiedemann's Diving Center started as Underwater Advisors Inc. in December 1968. It was a dream of some young guys to do what they loved - teach diving. Starting with a few tanks and regulators and a used compressor, the team started teaching SCUBA at any pool that they could. As a model for their teaching programs they used Queens College SCUBA program which was one of the oldest and most prestigious in the country. In the Fall of 1968 our first college program was started at Hofstra University. As time went on other schools were added. These included; Adelphi University, SUNY @ Farmingdale, CW Post College and Pace University. Evening programs were developed for the general public. These included; Great Neck Adult Education, Westbury Adult Education, Hofstra Continuing Education department, Town of North Hempstead and SUNY @ Farmingdale Workshops.

SCUBA is an equipment intensive sport. For the thousands of people that we were teaching to dive getting the right equipment at a good price had been a problem. So in 1981 a small retail operation was opened to enhance the educational programs. This small shop started out to be just a shop for our students to purchase equipment. As other divers discovered Tiedemann's Diving Center, we started to grow. Our selling philosophy is a simple one. Help your customers get what is right for them at a good price and then take care of them. So much of what goes on in diving retail is very opportunistic. Sure other dive shops will sell you equipment but do they take the time and effort to make sure it is right for you. A perfect example of our philosophy is that fact the someone taking our beginning SCUBA class does not have to buy any equipment. Every other program requires their students to purchase a few hundred dollars worth of equipment before they even know how much they like the sport. This type of pressure selling is not part of our way of doing things.

When people are ready to purchase equipment from us they will find that we will take the time that is needed to do it right. We, at Tiedemann's, carry the equipment we trust and believe in. Any SCUBA manufacturer would love to be in our shop. We have the equipment we have because the companies that we carry have shown to care about our customers as much as we do. Companies that will do the extra things that will keep our customer happy. By dealing with these excellent companies we can offer a level of service that everyone appreciates. Some of these companies may not be the biggest they are just the best.

There are many things that go into a great diver - good training, the right equipment and experience. The building of experience has always been number one with us at Tiedemann's. Helping divers to get out and dive is one of the things we do best. We offer a large selection of specialty courses. We offer local beach and wreck dives through our dive club, the Long Island Groupers. We offer a complete dive travel service. We offer escorted dive trips.

Our history makes us what we are. We hope that we can help you in any way possible to enjoy your diving a little more. Helping you to be the best diver you can be is what we are all about.

The following is an open letter addressed to the Long Island Diving Community from Jeanne & Ed Tiedemann.

WE HAVE A SERIOUS PROBLEM...

We, the members of the Long Island diving community, have a serious problem. Diving instruction has become a disgrace. Instructional standards are being ignored. Unsuspecting people are taking courses that do not adequately prepare them for diving. We have seen the number of hours in courses drop and the ratio of students to instructors climb. We are seeing people teaching diving who just a few months ago started diving. All this has led to a situation that means that people taking a diving course don't realize that not all courses are the same. Most people thinking about taking a course will ask a friend. If you are such a friend and someone should ask you please keep a few things in mind...

The programs that are taught by Tiedemann's Diving Center have always been and always will be the best courses possible. Learning to dive is fun and simple but it takes time and effort. Some dive courses are more interested in their students purchasing equipment than in teaching them to dive safely. As you think about your friends and becoming a diver here are few facts that you might like to consider.

How many students are there to each instructor? If a student is part of a class with twenty students, how much attention are they going to receive? At Tiedemann's we only teach private or semi-private classes in the pool. During our open water training we have two dive teams (four divers) to one instructor. Our Instructors are highly qualified with years of diving and teaching experience.

Are the "assistants" teaching the class? Becoming a certified SCUBA instructor takes time and experience. Some instructors are using "assistants" as if they are instructors and letting them teach almost the entire class. Besides being out of "standards" what kind of instruction are students going to get. At Tiedemann's we use "assistants" but only as "assistants". Usually each instructor will have an assistant working with him or her during our pool class and open water sessions.

Buying equipment? Is the class one long sales pitch? If valuable lecture time is spent trying to sell students equipment what happens to the material that students need to know to be a safe diver? At Tiedemann's students do not have to purchase ANY equipment to take the pool/lecture course. This gives students the chance to see how they like diving before they commit to purchasing equipment. When students are ready for the open water certification we do require everyone to have their own mask, fins, snorkel, boots and gloves.

Space does not allow us to list everything but even little things like pool depth, rental equipment or transporting equipment can be important. At Tiedemann's we have the privilege of teaching at some of the best pool facilities in the country. All our pools allow students to get a full sensation of diving by being deep enough and large enough. All our rental equipment is replaced every year. Students will be learning on state-of-the-art gear. All the equipment for class is at the pool (no matter which class students are in) ready to go. The list goes on and on.

At Tiedemann's, we are committed to teaching the best course possible. Our programs (which date back to 1968 when we started at Hofstra University) give students the chance to enjoy diving from the start. Taking the time to learn to dive correctly will give students the skills and confidence that will let them enjoy everything that diving has to offer. If your family or friends are thinking about learning to dive we hope that you will think about what you have just read. You want the people that you dive with to be the best. Let them know about the programs at Tiedemann's so that they can do just that.

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Learn to Dive with a Private Instructor

Learning to dive is safe and simple. But it does require very special training. At Tiedemann's Diving Center we have devoted over 30 years to teaching diving. We have, through our training programs, introduced over 15,000 people to the sport of SCUBA diving. Our commitment to teaching diving has meant ongoing improvements to make our courses the very best. The programs that we teach today include the most up-to-date materials and techniques. We want only one thing, to teach the best possible SCUBA course. Our programs receive our full-time attention. As you consider which program you might like to take, keep in mind that we have an excellent private lesson program. This program is based on "one to one" instruction. You will have your own private instructor to work with.

Our private lessons program is made possible by the excellent teaching staff we have at Tiedemann's. We have instructors who will help you to develop the skills that are needed to become a safe diver. Private lessons may be the best way for you to get into the exciting world of diving. Private lessons are based on three lecture sessions (each about 2 & 1/2 hours long). Each multi-media lecture is a designed to guide you step by step as you develop the knowledge needed to be a safe diver. You will need to have a textbook, which is used to prepare for the lectures. The three pool sessions are arranged at your convenience. All needed equipment will be at the pool ready to go. It is not necessary to purchase any equipment.

The cost of this program is very reasonable. For \$300 you receive a private instructor for the three pool sessions. If you need extra pool sessions with an instructor the cost is \$70 per session. If you wish to take it with a friend, the cost is only \$250 each. Classes can be started at any time. Our pool session is on Saturday afternoon from 3 to 6 PM at Hofstra University.



Call us today and we'll create a program for you.

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Tiedemann's Diving Center

SCUBA Certification Referral Service

If you need to do your open water dives after you finish your pool work and you would like to do them in warm water then you should know about Tiedemann's Referral Service. After you have completed your pool/lecture portion of your SCUBA training the next step is your open water dives. Since you are not interested diving here on Long Island there is no reason that you have to do your open water dives here on Long Island.

If you are learning to dive so you are able to dive when you travel, then you can do your dives for certification on your next vacation. This can be the most enjoyable way to become certified. And it can be very cost effective. The average cost of doing your dives in warm water is about \$250 to \$400. That not only gets you certified but also gives you two great days of diving in the beautiful waters of Florida or the Caribbean. If you were certified and you just wanted to go diving for two days the cost would be about \$200.

The referral service from Tiedemann's Diving Center is **free**.

There is a **\$40 fee** for your permanent certification card from SSI.

Planning to do your dives on your next warm water vacation can be as simple as coming into Tiedemann's and talking to us. We are dive travel experts. We can set up to entire trip or just your open water dives. And the planning service is **free**.

Wouldn't it be nice to book a vacation through someone who has been to your vacation spot and knows the islands well? Wouldn't it be nice to book a vacation through someone who can help you to get the best price? Wouldn't it be nice to have all these planning services and that don't cost you anything? That's right **FREE**.

Well you can have all of that by taking advantage of Tiedemann's travel service. We have always prided ourselves when it comes to our instructional programs and in giving advice on equipment. We also have the information that you need when it comes to dive travel. Most travel agents aren't familiar with dive travel – we are.



Tiedemann's Diving Center

Open Water Divers for Certification "Dutch Springs Weekend"

Once you have finished the pool/lecture course, the next step is to take those skills and use them on a real open water dive. At Tiedemann's we have a number of different programs to help you do the dives that give you your certification. There are three different ways in which we can help you complete your training. Remember only after completing your open water dives will you be certified as an Open Water diver. You have six months to complete the open water dives after finishing your pool/lecture program.

One way to do your open water dives for certification is to set up a dive trip. On that trip another instructor can certify you. If you would like to complete your open water dives in places like Bonaire, Belize, Cozumel or Grand Cayman, then let us help to set up a trip for you. You need not do your certification dives locally unless that is what you are interested in - diving in our area. If you decide to get certified on a tropical trip we will give you a Universal Student referral which can be used with another instructor. They run you through your needed dives and when you get back to Long Island we certify you.

Another way to get certified is to join us on one of our escorted trips. We run trip to some of the most interesting dive spots in the world. We have been running escorted group trips for over 40 years. During that time we have developed SCUBA Vacationing into a fine art. We have trips during the Spring, Fall, and Winter. You can plan to finish your SCUBA training and have a great vacation at the same time. Details of the trips can be found in one of our trip flyers or on our web site: www.TDConline.com.

The third way to get certified is to do your open water with us at Dutch Springs. We have set up a two day mini dive vacation just 110 miles from Long Island.

You know the instructors that meet in the pool during your teaching. These are the same experienced instructors that will be with you on your open water dives for certification. These experienced instructors are committed to giving you the best possible training. You will not be part of a "crowd" of divers waiting for your "5" minutes with the instructor. In our programs your instructor will work with you throughout the four dives.

We hope that everyone that plans to dive in our area will try to do their open water dives right here close to home. Diving in our area can be fun and it has a diversity that can keep everyone happy. We have beach diving which is simple and doesn't cost anything. We have shallow and deep wreck dives with interesting artifacts and lobstering. All of these are right here with no need to travel thousands of miles.

Open Water Divers for Certification Dutch Springs Weekend – page 2

We have developed a two-day program of training and fun that will give you the expertise needed to dive in our local waters. During our ***Dutch Springs weekend***, you will be given the attention and guidance that will allow you to take all the skills that you have learned in class, and put them to use. Dutch Springs is located just two hours (110 miles) from our area and offers us a great way to introduce you to the open water. A fresh water, spring fed, recreational area, Dutch Springs gives us interesting things to dive on and good visibility. The whole program is set up so you will obtain all the open water experience needed to receive your **Open Water Diver** certification. If you took your pool/lecture work at another facility, you can still do your dives with us. Our open water program meets and exceeds all agency requirements. If you did take your course at another facility you simple need to get a "referral form" from your pool/lecture instructor and you do your open water dives with us.

For you to do the dives with us at Dutch Springs – you will need a completed SCUBA medical from a physician. If you need the names of physicians that can perform the medical give us a call and we will give you some names.

We have dives planned from April until to October. Check below or our current calendar or our web site: TDOnline.com, for upcoming dates. It is even possible to set up special dates (even weekday programs) if our set of dates do not fit your schedule. Call for details.

The number of divers on each set of dates is very limited and we recommend that you plan to register early for the set of dates that you are interested in. The fee for the program is \$250.00. The deposit is \$50.00. This will hold your place in the training session and hold a reservation on your rental equipment. The fee for the program includes all the instruction, your permanent certification card and use & transport of rental equipment. You will need to have your own personal gear (mask, fins, snorkel, boots, and gloves) and log book. Our students receive a special discount on their personal equipment. Reservations can be made in person at Tiedemann's Diving Center, over the phone with a credit card or by mail.

Dates for 2011 are:

**April 30 & May 1 - May 21 & 22 - June 25 & 26 - July 30 & 31 -
August 20 & 21 - September 24 & 25 and October 22 & 23.**

Information Page

**Jeanne & Ed
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Store Hours

(Please check www.TDOnline.com for last minute hours changes due to educational commitments)

Monday: 12 Noon – 7 PM
Tuesday: 1:30 PM – 7 PM
(Closed Tuesdays Christmas to Memorial Day)
Wednesday: closed year round
Thursday: 1:30 PM – 7 PM.
Friday: 12 Noon – 7 PM
Saturday: 11 AM – 6 PM (on none pool days)
Saturday: 11 AM to 2 PM (on pool days)
Sunday: 12 Noon – 5 PM

Directions to Tiedemann's Diving Center

Tiedemann's Diving Center is located in the center of Nassau. Just take Hempstead Turnpike (Rt 24) East from the Wantagh Parkway for 1 mile to Gardiners Ave (Exxon Station on the corner). Make a right turn on Gardiners Ave, go about ½ block on Gardiners Ave and make a right into our driveway (which we share with the back of King Kullen). As you make the right you will see the store (we are the first store on the block after King Kullen). We have lots of parking in the rear.