Dear DAN members, supporters and friends:

Wow! Thirty years! For three decades Divers Alert Network has been providing lifesaving services to scuba divers all over the world. This includes handling 200,000 calls for medical information and 50,000 calls to the hotline; training 210,000 providers, 15,000 instructors and 3,000 physicians; more than 600 medical evacuations; and much, much more in the fulfillment of our mission objectives.

And now DAN faces challenges that have brought many other organizations to their knees: an economic recession that’s been particularly hard on the diving and travel industries, a shrinking community of recreational divers, and a reduction in donations (common to nonprofits during a downturn). But none of this has diverted us from our mission, which has remained unchanged for 30 years: An unwavering commitment to providing emergency medical assistance to divers and promoting diving safety through research, education, products and services.

DAN met these challenges head on by taking a long, hard look at our operations and making changes where warranted. We did not want to wait until 2011, when we will resume publishing annual reports, to give you an update on the progress we have made. This following report summarizes important changes, advancements and successes at DAN over the past year-and-a-half. I think you will see that DAN has taken the right steps to ensure that whatever happens in the future, we will always be here for you.

We invigorated DAN by assembling a strong management team for our subsidiary, DAN Holdings, a business operation that provides vital financial support for our mission. We have increased resources devoted to the activities our members tell us they value most, and reduced or eliminated activities less relevant to today’s divers. These changes increased productivity and cut over $1 million in annual overhead.

We refocused our research efforts on projects likely to provide meaningful information on issues important to recreational divers. We deepened and broadened medical services to injured divers by moving to a coast-to-coast, multicenter approach that encompasses world-renown hyperbaric professionals at both the University of California at San Diego and the University of Pennsylvania. And we are revamping our educational offerings and continuing education courses in response to member needs and advancements in technology and regulations.
CHAIRMAN’S LETTER CONTINUED
Along with these improvements comes a new and updated Alert Diver magazine. We want to bring you the very best information to ensure your next dive is the safest and most enjoyable you have ever experienced. By increasing the magazine’s ad revenues, we have been able to improve the publication while cutting its net cost to DAN. This frees up resources for research, training and education programs.

The following Progress Report provides a quick overview of DAN’s status in terms of mission, vision and financial vitality. We are proud of the successes we have achieved and encouraged by the accomplishments to come. We are convinced that by making these strategic changes over the past year we’ve made DAN stronger and better equipped to carry out its mission for another, wonderful 30 years.

I hope you find the information on the following pages interesting, enlightening and encouraging. I also want to invite you to share your ideas for making DAN more effective and relevant to recreational divers around the world. Just go to our website and tell us what you think.

Thanks for your continued support. With it, DAN will always be here for YOU!

Respectfully yours in safe diving,

Joe Poe
Chairman

DAN Inc. Board of Directors
TOP PRIORITIES. TOP OF MIND.

During 2009 and 2010, DAN’s primary focus has been on four mission-centric objectives:

- Through the emergency hotline, facilitating the treatment, evacuation and referral of injured divers.
- Furthering research in dive medicine.
- Providing current, accurate medical information to divers.
- Educating medical personnel at all levels to promote accurate assessment and treatment of injured divers, regardless of location.

To accomplish these goals, we’re making changes in all of DAN’s functional areas, including the three main areas of medical services, education and research. On the following pages, we provide a general overview of what we have been working on and the progress that has been made in 2009 and 2010.
We have made major headway in building our multicenter diving medical capacity. DAN has contracts with hyperbaric doctors at both the University of California at San Diego and the University of Pennsylvania. Both organizations field calls to our new emergency number (919) 684-9111. These new relationships also broaden our physician referral base and bring a new level of expertise and energy to DAN’s operations. This improves the level of assistance available to injured divers and enriches our organization with the diverse backgrounds and extensive dive medicine experience of our new partners. DAN’s new emergency number is like a 911 for both diving and non-diving emergencies. By routing calls through DAN, we serve as a clearinghouse that links callers to the considerable resources of all our multicenter partners.

In 2009, we made significant updates to our DAN Medical Services Call Center. The system was first installed in 2005, and it made a huge difference in our ability to serve our members around the world. Recent upgrades have greatly enhanced the ability of medical personnel to manage calls and emails and have also improved documentation of medical casework. We’re working to make the DAN Medical Services Call Center even better by upgrading the software system and adding new user-friendly tools. We also hired new medics to increase DAN’s internal resources.

In addition, we’ve updated our referral system to collect more accurate information for the database. By allowing doctors to update their information online or via email, we’ll maintain more accurate records on the front end of our medical work. This, in turn, will improve the quality of data gathered for research.

We are also providing additional training in hyperbaric medicine to medics so they can better triage cases and refer DCI cases quickly and appropriately.

WHAT’S NEXT?
Integrating field use of iPads into the Diving Medical Call Center.
TRAINING, EDUCATION AND CONTINUING MEDICAL EDUCATION (CME)

TAKEING OUR TRAINING AND INSIGHTS DEEPER.

Our goal is to extend DAN’s laboratory/medical learning out into the field where it can change behavior and keep divers out of trouble. Translating clinical understanding into real-world action is a challenge across the medical field — and dive medicine is no exception. As any medical professional knows, it is a long road from clinical discoveries to changes in how individuals act on a day-to-day basis. DAN’s education efforts aim to continue closing the gap between what we learn in the laboratory and safer dive practices in the water.

NEW COURSES ON THE WAY

DAN has named a new CME coordinator and is currently reviewing all existing courses to ensure that each delivers information that is important to divers. We’re also updating and consolidating our current course listing to eliminate duplication and ensure a broad range of the most relevant subject matter available. We are also taking steps to produce all materials in trilingual versions (i.e., English, Spanish and Portuguese).

We’ve made significant progress in developing a third course offering in the Dive Medicine for Divers series. This popular series was created to give divers access to advanced information on diving medicine. We found that in addition to being told how to handle specific medical challenges, many divers wanted to know more – especially about physiology and how diving affects the human body. Although still aimed at lay people, the course provides additional information on topics such as gas toxicity and DCI.
TRAINING, EDUCATION AND CME CONTINUED

A “refresher” course has been created for Diver Medical Technicians (DMTs) to ensure compliance with the new certification guidelines. DMTs who already have sufficient training are finding the course useful for meeting continuing medical education guidelines. DMTs will continue to be a top priority for DAN because they are a critical on-site resource when a qualified hyperbaric physician is not immediately available. DMTs also help by stabilizing injured divers and keeping accurate records, such as neurological assessments in the field.

In response to strong member interest, we have created the Basic Life Support and First Aid program. This is life-saving information with which every diver should be familiar.

DAN has made significant progress in upgrading education in hyperbaric medicine. We’ve recently signed a long-term agreement that will allow DAN to conduct training at Bluestone Dive Resort in Thomasville, a terrific facility that includes not only a deep-water quarry but an on-site hyperbaric chamber. The Bluestone chamber is typical of what divers can expect to encounter. We think this “real world” setting is an ideal place for hands-on training in hyperbaric medicine. DAN wishes to thank Bluestone and other dive quarries across our service area for supporting our educational efforts.

HARVESTING DIVERS PROJECT

DAN’s work with the Miskito Indians and the Harvesting Divers Project aims to benefit these working-divers—who suffer from extremely serious forms of decompression sickness at remarkably high rates—and the science of dive medicine. The data we are gathering from this project will teach us a great deal about the treatment of severe DCI and the impact of treatment delays.

The story of Dr. Elmer Mejia—the only doctor providing local treatment to the Miskito divers—is also a moving tale of dedication amid difficult conditions and limited resources. National Geographic has taken an interest in the story and may help to publicize the efforts of this devoted doctor. DAN’s efforts on this front include working with divers off Isla Natividad and Northeast Brazil.

MEDICAL ORGANIZATIONS

To help boost DAN’s profile, we stepped up our presence at dive events with a clinical focus. This includes the Advanced Hyperbaric Symposium in Columbia, SC, presided over by Dick Clarke, and a more active role in the Undersea and Hyperbaric Medical Society (UHMS).

WHAT’S NEXT?

Developing a course on advanced accident management techniques that will help EMTs better understand how to get people out of the water and best-practices while awaiting medical transport.

Attendance at emergency and family medicine conferences to expand our referral network and provide better health services to the diving community.
NEW HEIGHTS IN RESEARCH.

DAN is working to tighten the focus of our research efforts on those projects we expect to produce findings in less than five years and to be highly relevant to recreational divers. We are also working to broaden our academic affiliations and beef up DAN’s greater research capacity.

PFO STUDY
The groundwork was laid in 2009 for a more definitive study of patent foramen ovale (PFO)—the surprisingly common (perhaps as high as one in four adults) heart condition and its impact on DCI risk. This is a joint venture between DAN and Dr. Douglas Ebersole, an interventional cardiologist at the Watson Clinic in Lakeland, Fla. The study hopes to compare DCI risks for those who dive with an open PFO versus divers who have undergone the closure procedure.

SUDAFED AND O₂
We also saw progress in 2009 on the Sudafed and O₂ seizures study. Given the debates on this issue online, basic research into the benefits and potential risks of taking Sudafed while diving is clearly needed. This issue is a challenge to the dive community because of vast differences in how people react to this drug and concerns over potential side effects. We expect final recommendations from the study to be available in 2012. This will be good, practical information for recreational divers everywhere.
RESEARCH CONTINUED

INTERNSHIPS
DAN continues to provide internship opportunities to select candidates through our Research department. This gives promising students hands-on experience and encourages high-level professional development with ties to diving. Aiding interns’ professional development means more diving medicine expertise out in the field – and maybe a broader referral base for DAN down the road.

MEMBER HEALTH SURVEY
We’re also compiling results from a member survey on health issues from more than 1,200 responses. Our goal is to better understand the health and demographics of our members. This will help focus of our efforts in the right direction and provide guidance on how to apportion our resources. Given the aging of the Baby Boomer demographic, assessing and prioritizing health challenges will be increasingly important to the well-being of our members.

FATALITY RESEARCH
We are also refocusing our fatality research to concentrate on disease processes and root causes that might respond to intervention. We will be assisted in this research by a graduate student in epidemiology. We’ll continue to bring experts together, as we did with this year’s Fatality Workshop.

WHAT’S NEXT?
Assessing growing diving trends like freediving (data collection has begun) and technical diving, including a 2012 workshop on diving safety and rebreathers.
## FINANCIALS

### END-OF-YEAR 2009 STATEMENT

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### TOTALS

- **17,796,074**
- **$17,796,074**
- **$17,796,074**
The first six months of 2010 saw continued financial progress. Our revenue has improved and DAN’s total membership has been stable throughout the financial downturn. Business support for our mission remains strong, as our dive accident insurance program is growing, and sales of DAN trip insurance are up significantly.

When you put this together with organizational changes we’ve made – tighter financial controls, improved efficiency, cost reduction efforts – we are on track to end the year with a surplus. Even better, improvements in the efficiency of our organization and DAN’s enhanced productivity means our members will benefit from these changes for many years to come.
YOUR TURN

We hope you enjoyed getting up-to-date on DAN’s operations and progress. As we complete our 30th year of service to you, we are pleased to be a strong, efficient organization committed to making recreational diving safer and more enjoyable. What do you think? We are always interested in hearing what our DAN members and partners have to say.

To reach us quickly, just click on the Contact DAN link on www.dan.org and select “Progress Report” from the drop-down menu. We’ll listen to what you have to say and direct our attention to your concerns and suggestions.

Thanks for your continued support of DAN!