

# city MAGAZINE

BISMARCK • MANDAN

January 2015

## WELCOME HOUSE

Supporting Local  
Families in Need

## EAST MANDAN

Wellness Center,  
Living and More

## TRASH TALK AT WORK

How Your Language  
Affects the Office

# RANDY KRAFT

Business Owner, Master Scuba Diver




MISS AN ISSUE. MISS A LOT.



A middle-aged man with light brown hair and blue eyes is smiling at the camera. He is wearing a dark blue button-down shirt. In the background, there is a rack filled with various pieces of scuba diving equipment, including BCDs (Buoyancy Control Devices) and regulators. The setting appears to be a diving center or a store.

**SCUBA ONE**

**MUCH MORE THAN A DIVING CENTER**



If winter has you down, consider a field trip to Randy Kraft's Scuba One store off the strip in Mandan (on the way to Marina Bay). The collection of photos lining the walls depicting underwater diving scenes in tropical waters will warm you up. If they get you into the mood for a Caribbean vacation, Kraft can book the trip for you, with or without diving.

Kraft, a Bismarck native, was introduced to diving in the late 1970s while attending Moorhead State University. He signed up for a scuba class on campus and was hooked. Spring break found him in the Bahamas where his love for the sport was nourished.

After completing a challenging 10-week instructor program at the Professional Association of Diving Instructors (PADI) College in California in 1982, Kraft established Scuba One in Bismarck/Mandan and began offering scuba classes and selling dive gear. He still teaches classes and appreciates the support of the Mandan Aquatic Center.

Kraft's Caribbean career began in 1984 when he was hired as the water-sports director for a 300-room, all-inclusive Jamaican resort. From that position he was promoted to director of scuba diving for a Jamaican company with an exclusive contract to provide water-sports services to five major Jamaican resorts and nine cruise ships docking weekly. Upon returning more permanently to Bismarck/Mandan, this experience allowed him to establish a silent shopper/consulting program with general managers of select Caribbean all-inclusive resorts, now going back more than 20 years.

Although all of this sounds idyllic, especially in the wake of winter, Kraft never had the desire to permanently make Jamaica his home.

to learn more about Randy Kraft go to [thecitymag.com](http://thecitymag.com)





## ABOUT RANDY KRAFT

### TITLE

Scuba One, Owner  
Master Instructor

### DATE OF BIRTH

August 25, 1958, Bismarck

### HIGH SCHOOL

Bismarck High School,  
Class of 1976

### COLLEGE

Moorhead State, Business  
Administration/Finance,  
Class of 1980

### FAMILY

Wife Shelly and three cats

### HOBBIES

"The cats are a hobby of sorts, the boat we keep on Lake Sakakawea, and our motorcycles."

### FAVORITE DIVING PARTNERS

My wife Shelly and scuba instructor/former governor Ed Schafer

"Had I stopped coming back to Bismarck each summer, I eventually wouldn't have had anything to come back to," he explained, referring especially to keeping valued friendships.

Kraft added the travel agency side of the business in the late 1980s. His hands-on experience of living and working full-time in the Caribbean makes him uniquely qualified in the travel industry to book Caribbean vacations. At the time "City Magazine" interviewed Kraft, he was booking a Bismarck-to-Cozumel, Mexico wedding for a party of more than 40 people.

"Because of my history of working in the Caribbean, I know the product and I buy from the largest suppliers and get a good price," he said. "Hopefully, I can also get them into the resort that'll fit what they're looking for."

In addition to running the travel agency and teaching, Kraft stays busy training public safety divers, performing light commercial work in the energy industry (for example, inspecting underwater structures), and he is a "pre-approved" underwater bridge inspector with the North Dakota Department of Transportation.

**Kraft's websites include:** [ScubaOne.com](http://ScubaOne.com), [Scuba1.com](http://Scuba1.com), [ScubaOneVacations.com](http://ScubaOneVacations.com), [ScubaOneTravel.com](http://ScubaOneTravel.com), [DiveBeaches.com](http://DiveBeaches.com), [DiveCouples.com](http://DiveCouples.com), [CaymanWedding.com](http://CaymanWedding.com), and [CaymanBay.com](http://CaymanBay.com).



City  
Magazine:

Randy  
Kraft:

**What are the advantages of having a destination wedding in the Caribbean?**

When you add up the expenses such as venue, band and dinner for a group of people at a conventional at-home wedding, a destination wedding can actually be less expensive. The money can be spent on making it an event for the wedding couple, and with any luck, less hassles. Most major resorts have organized wedding departments that can set up the actual wedding and they do it daily. I can help find the right location, flights, and type of resort that best fits their guest base and budget.

CM:

**What's total equipment investment for someone who wants to get into diving?**

RK:

We recommend people start out by taking the scuba diving course. Classroom and pool sessions are \$225. Open water dive sessions, which include the PADI certification fee, cost \$225. All equipment use is included in the course fee but we do sell all dive gear. A full set of dive gear might run \$2,000, with single items such as a good mask starting at \$25. Most, if not all, gear can be rented at the dive location, but the purchase of at least snorkeling gear and wet suit is recommended. Most places rent wet suits, but they are relatively inexpensive, starting at under \$100. Unfortunately, you can expect most tropical rental wet suits to have been urinated in, so it's nice to have your own.

CM:

**What would you say has been your ultimate dive?**

RK:

I took groups to Micronesia years ago and we were diving around World War II wrecks. After the Japanese bombed Pearl Harbor the U.S. dropped 15 times as many bombs on this island group and sunk 70 ships in the lagoon—the lagoon is 300 miles around. That was pretty cool, but you have to fly halfway around the world to get there. Every location has a trade-off.

Remember  
moments  
that will  
warm you  
up the  
most.



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**COVER STYLIST**

Bombshell Salon

**DISTRIBUTION**

City Magazine

**CITY MAGAZINE**

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**CITY MAGAZINE**

Published monthly by United Printing

117 W. Front Avenue | P.O. Box 936

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**CROSSWORD PUZZLE**

December 2014



**CM:**

**What do you say to people who think they can't dive because of claustrophobia?**

**RK:**

People need to try it and see how it goes. If you have a clear mask and the light coming in when you're in the swimming pool or in clear water it's a different experience and people find out they like it.

**CM:**

**What are some of the risks of diving?**

**RK:**

You're using your muscles differently than your normally would, so you have to be careful. You can become overexerted. Heart attacks are a major risk. Hypothermia can be an issue. In the Caribbean the water temperature changes five degrees from summer to winter, from about 78 to 83 degrees. Water is 20 times denser than air, so 80-degree air is plenty warm but 80-degree water is going to get cold in a surprisingly short time frame.

**CM:**

**How strenuous is diving?**

**RK:**

You have that constant water pressure surrounding you, so it can actually be good for you if, for example, you have back problems. Getting in and out of the water can be an issue because you have the equipment weight, but in the water the gear has no weight. With that continuous water pressure everywhere, your aches and pains can go away.

**CM:**

**Is there good diving in the Missouri River?**

**RK:**

The best diving we have in the Missouri River is up by the dam. When it comes out of the dam it's the clearest spot we have. It's open year round. You can dive in the winter and the fish move slower in the winter. You have to dress appropriately, wear the proper equipment.

**TOM REGAN** | A former editor of City Magazine, has been a media professional for over 40 years.