



Photo by Marni Rothschild Durlach

Sally Robinson travels underwater.

Whether off the shores of Charleston or in the Caribbean, the owner of Charleston Scuba sets her sights on what's under the sea. "Diving is actually a lifestyle," she says. Sally adapted to it 23 years ago, moving from marine biology to scuba instruction after her husband opened the business in a male-dominated diving industry. Now, she sees certification as a source of strength for female clients. "They get this feeling of confidence: Yes, they can dive, yes they can find the right buddy, yes they can continue to be certified at different levels, yes, they can be a dive master and yes, they can become an instructor." Last year, she revised the divers' destination options and signed up a women-only group for the inaugural Goddess Trip to Little Cayman. They added feminine touches with tiaras, blinking diamond rings, and a photo shoot. "When I go and travel with them, it's like a moveable party."