

Surviving Wildfire

INFORMATION KIT

Prepared for the NFPA Backyards & Beyond Conference
– November 2013 –

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Author, researcher and wildfire survivor Linda Masterson offers a wealth of solidly researched, actionable information along with unique lessons that could only come from someone who has lived through losing her home and rebuilding her life in her latest book, **Surviving Wildfire: Get Prepared, Stay Alive, Rebuild Your Life.**

Surviving Wildfire and its companion **Pocket Guide** make a powerful outreach tool for anyone trying to educate, inspire and motivate people living and working in the WUI to do what it takes to give their homes and communities a better chance to survive, and make sure they have the resources they'll need to recover if they have to.

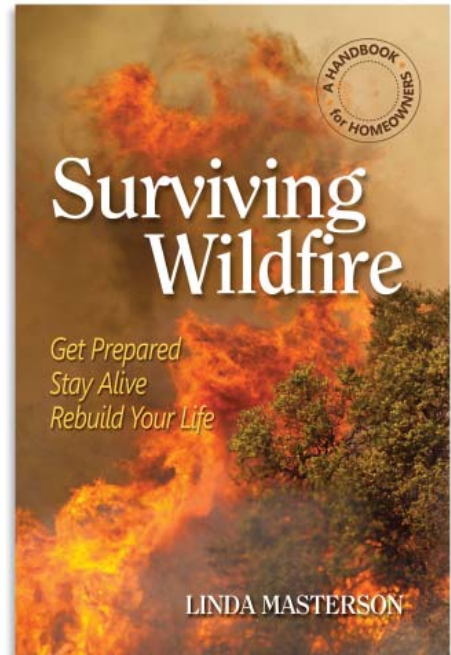
Wholesale discounts start at just 6 books, making this useful handbook an affordable way for educators, fire departments, communities and HOAs to break through the “We didn’t think it would happen to us” bubble and move people to action. Custom imprint programs also available.

MORE INFO

www.SurvivingWildfire.com

To interview author Linda Masterson or inquire about a presentation or workshop:
call 970-231-7500 | email Lmastercom@aol.com

To contact the publisher, PixyJack Press, about wholesale orders:
call 303-810-2850 | email LaVonne@pixyjackpress.com



“This is one of the best resources I’ve seen on wildfire preparedness. It delivers all the messages we’re trying to get to home owners in ways they can understand and relate to. I wish everyone in the WUI would read this book and put the pocket guide on their refrigerator.”

Dave Parmley, Fire Chief
Lake Dillon Fire Protection District
Summit County, Colorado

Are you ready for wildfire?



PHOTO BY DARRELL SPANGLER

“A very compelling read and extremely informative. The combination of the author’s real-life experience and her diligent research makes this a very helpful handbook for people living with the risk of wildfire.”

MICHELE STEINBERG, MANAGER – FIREWISE COMMUNITIES PROGRAM, NATIONAL FIRE PROTECTION ASSOCIATION

“The fire research and preparedness information in this book is spot-on, and after 39 years of experience, I found the chapters on insurance and recovery real eye-openers. *Surviving Wildfire* gets through to people in ways that officials just cannot. I’m recommending it to everyone in our district.”

CARL SOLLEY, FIRE CHIEF
POUDRE CANYON FIRE PROTECTION DISTRICT

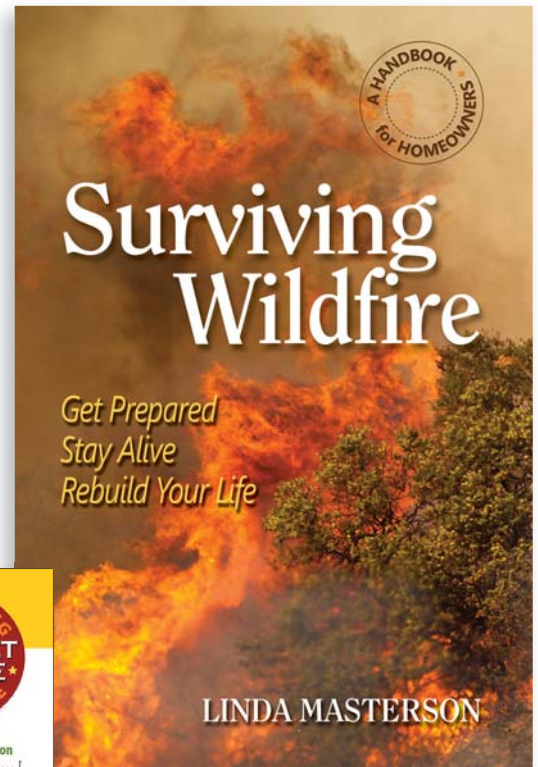
See more **REVIEWS** on next page >>

Every year wildfire destroys thousands of homes, devastates countless lives and burns millions of acres. And every year people who’ve lost everything say, “**We didn’t think it would happen to us. If only we’d been better prepared.**”

Now homeowners have two indispensable tools to help them get prepared, stay alive and rebuild their lives if disaster strikes.

Surviving Wildfire’s

compelling combination of real-life experience and in-depth research makes this handbook a must-read for anyone living with wildfire risk.



The **Get Wildfire Smart Pocket Guide** is packed with preparation and evacuation checklists plus places for you to record your personal information and contacts. When the pressure is on to evacuate and every minute counts, you’ll want this information at your fingertips.

[Overview of Contents on the next page >>](#)

Special Price for the Set

Surviving Wildfire Book & Pocket Guide \$19.95

SurvivingWildfire.com

Buy Online, Read Reviews,
Download Sample Pages & More

published by **PIXYJACK PRESS**

PO Box 149 Masonville, CO 80541

call 303.810.2850 | fax 888.273.7499 | info@PixyJackPress.com

WHOLESALE PACKAGES START AT 6 BOOKS



Reviews

“This is one of the best resources I’ve seen on wildfire preparedness. It delivers all the messages we’re trying to get to home owners in ways they can understand and relate to. I wish everyone in the WUI would read this book and put the pocket guide on their refrigerator.”

DAVE PARMLEY, FIRE CHIEF
LAKE DILLON FIRE PROTECTION DISTRICT, SUMMIT COUNTY, COLORADO

“This small but power-packed book is filled with vital information that could save people hundreds of thousands of dollars and countless hours of heartache.”

HELEN MCGRANAHAN, FIREWISE BOARD CHAIR
SILVER STAR SUBDIVISION, CUSTER, SOUTH DAKOTA

“A wake-up call for anyone who lives with wildfire risk. Solidly researched, easy to read and reference, and full of information that could save homes...and lives.”

DAVE ZADER, FIRE MANAGER
BOULDER, COLORADO

“It should be mandatory reading for anyone living in the WUI. I know I could’ve benefited greatly by this book in my role as Fire Recovery Manager. I will certainly urge homeowners to read it and get prepared.”

GARRY SANFACON, FIRE RECOVERY MANAGER
BOULDER COUNTY FOURMILE CANYON, COLORADO

“I will definitely recommend *Surviving Wildfire* to homeowners and insurance professionals; it is a great, comprehensive resource!”

CAROLE WALKER, EXECUTIVE DIRECTOR
ROCKY MOUNTAIN INSURANCE INFORMATION ASSOCIATION

“...*Surviving Wildfire* is worthy of the highest recommendation, especially for anyone who lives in or near fire-prone lands; reading it could literally save lives.”

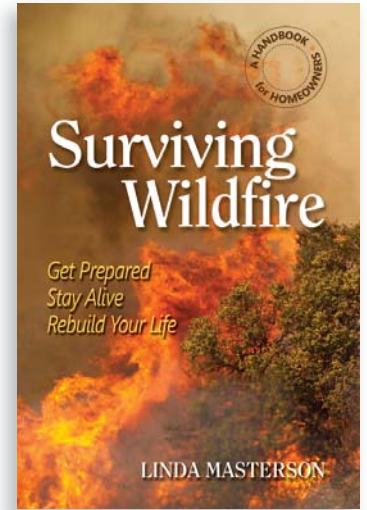
SMALL PRESS BOOKWATCH



Author and researcher Linda Masterson knows what it is like to flee a wall of flames in the middle of the night. She and her husband escaped with their lives and little else when their Colorado home burned to the ground in 2011.

BOOK OVERVIEW

- ◆ Assessing Your Risk
- ◆ Firewise Building & Remodeling
- ◆ Defensible Space You Can Live With
- ◆ Advance Planning: A Pound of Prevention Can Save a Ton of Trouble
- ◆ Evacuation Essentials: What to Take, When to Leave, How to Escape
- ◆ Insurance: How Much You Need, What It Covers, How It Works
- ◆ Filing a Claim: Insider Tips & Tactics
- ◆ Recovery: Picking Up Your Pieces & Starting Over
- ◆ Our Story



Surviving Wildfire: Get Prepared, Stay Alive, Rebuild Your Life (A Handbook for Homeowners)

BY LINDA MASTERSON
\$16.95 • 6 x 9 • 144 pg
ISBN 978-1-936555-15-4

POCKET GUIDE OVERVIEW

Before Wildfire Season checklists:

- ◆ Is Your Home Ready?
- ◆ Are You Underinsured?
- ◆ Vital Information Kit
- ◆ Emergency Evacuation Kit

During Wildfire Season:

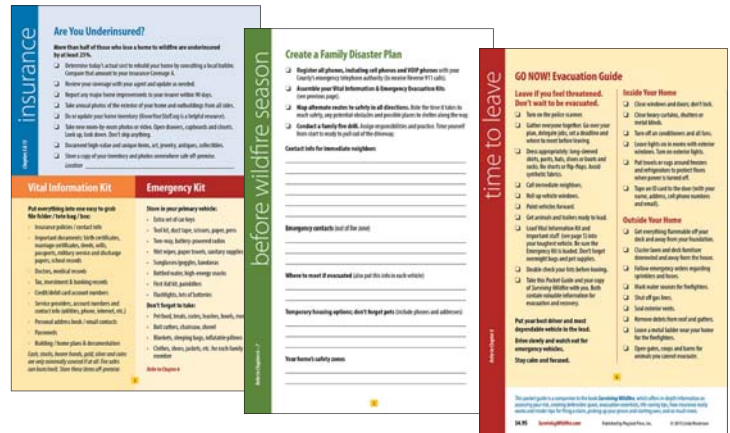
- ◆ Create a Family Disaster Plan
- ◆ Your Contacts & Other Personal Info
- ◆ Stay Alert During Wildfire Season
- ◆ Be Ready to Gather

GO NOW! Evacuation Guide



Get Wildfire Smart Pocket Guide
\$4.95 • 6-panel tri-fold, 5½ x 8½

Pocket Guide Sample Pages

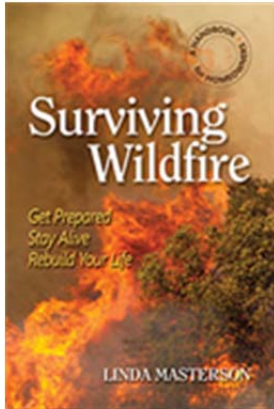


Special Price for the Set

Surviving Wildfire Book & Pocket Guide \$19.95

SurvivingWildfire.com

A New Outreach Tool



Fire Districts and community leaders everywhere are struggling to find ways to reach out to their communities and convince people that making their homes and communities more defensible isn't an option, it's a necessity, whether they live way out in the WUI (Wildland Urban Interface) or close to town. *Surviving Wildfire's* combination of in-depth research, real-life examples and firsthand experience will help motivate homeowners living with wildfire risk to take action now.

Practical Information, Life-Saving Tips and Advice from Experts:

- Assessing Your Risk
- Firewise Building & Remodeling
- Defensible Space You Can Live With
- Advance Planning: A Pound of Prevention Can Save a Ton of Trouble
- Evacuation Essentials: What to Take, When to Leave, How to Escape
- Insurance: How Much You Need, What It Covers, How It Works
- Filing a Claim: Insider Tips & Tactics
- Recovery: Picking Up Your Pieces & Starting Over

Put the Book to Work

Use as an incentive for donations to the fire dept.

Sell books to raise money for your department or community projects

Give as gifts to firefighters and volunteers; the insurance information alone is priceless

Include in seminar or workshop materials

Include in welcome packets for new residents

Link to this website

Recommend in community newsletters

Give as doorprizes at community events

Discounted Wholesale Prices

To purchase the book and companion pocket guide at wholesale discounts starting at 40%, please contact the publisher, PixyJack Press
call 303-810-2850 | email info@pixyjackpress.com

SURVIVING WILDFIRE: Get Prepared, Stay Alive, Rebuild Your Life (A Handbook for Homeowners)

Author/Researcher **Linda Masterson** Lmastercom@aol.com 970-231-7500

SurvivingWildfire.com ISBN 978-1-936555-15-4 \$16.95 published by PixyJack Press

Author Linda Masterson

Award-winning author and researcher Linda Masterson tackles a subject she knows all too well in *Surviving Wildfire: Get Prepared, Stay Alive, Rebuild Your Life (A Handbook for Homeowners)*. Masterson's home and 72-acre tree farm burned to the ground in the Crystal wildfire in 2011, leaving her with little but her laptop and a fierce determination to get back on her feet and share the lessons she learned with others living with wildfire risk.

Masterson is also the author of *Living with Bears: A Practical Guide to Bear Country*, and her articles have appeared in many newspapers and magazines. She's a former creative director and senior vice president of Ketchum Communications. Her business background includes extensive experience in strategic planning, marketing and communications.



Contact Info

To interview Linda or inquire about a presentation or workshop, please call 970-231-7500 or email Lmastercom@aol.com

SURVIVING WILDFIRE: Get Prepared, Stay Alive, Rebuild Your Life (A Handbook for Homeowners)

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Surviving Wildfire - ORDER FORM

Single, Autographed Copies

- Book & Pocket Guide \$19.95 x _____ = \$ _____
- Book Only \$16.95 x _____ = \$ _____
- plus 2.9% sales tax on Colorado deliveries = \$ _____
- TOTAL DUE** \$ _____

Wholesale Orders

Please select the item you want.
Combo Pack includes books, pocket guides and bookmarks.

Quantity	Combo Pack	Book Only	Pocket Guide Only
6	<input type="checkbox"/> \$91	<input type="checkbox"/> \$67	<input type="checkbox"/> \$28
12	<input type="checkbox"/> \$163	<input type="checkbox"/> \$120	<input type="checkbox"/> \$46
24	<input type="checkbox"/> \$292	<input type="checkbox"/> \$220	<input type="checkbox"/> \$77
48	<input type="checkbox"/> \$580	<input type="checkbox"/> \$436	<input type="checkbox"/> \$150
96	<input type="checkbox"/> \$1031	<input type="checkbox"/> \$791	<input type="checkbox"/> \$249

Product Subtotal \$ _____

Plus sales tax on Colorado deliveries:
add 2.9% unless exempt* \$ _____

TOTAL WHOLESALE ORDERS \$ _____

*Colorado Resale / Tax Exempt # _____

Prices include shipping within the US, via Media Mail.
To order quantities not shown, please call or email.
For orders over 200 or international shipments, please ask for a quote.

BILL TO:

Organization _____ Contact Person _____

Billing Address _____

City _____ State _____ Zip Code _____

Email _____

Phone (_____) _____ Fax (_____) _____

purchase order # _____ (attach purchase order)

SHIP TO:

Same as above

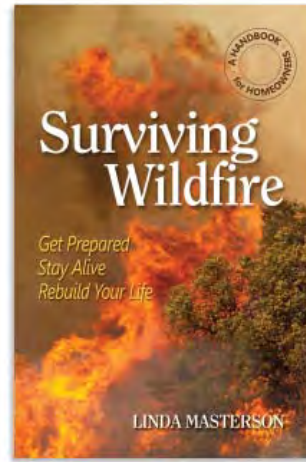
Company _____ Phone _____

Contact _____ Email _____

Street Address (no PO Boxes) _____

City _____ State _____ Zip Code _____

Special Notes: _____



Surviving Wildfire Book
retail \$16.95



Get Wildfire Smart Pocket Guide
retail \$4.95

PAYMENT

Order Online at SurvivingWildfire.com or complete the order form below and fax/mail to us with your payment:

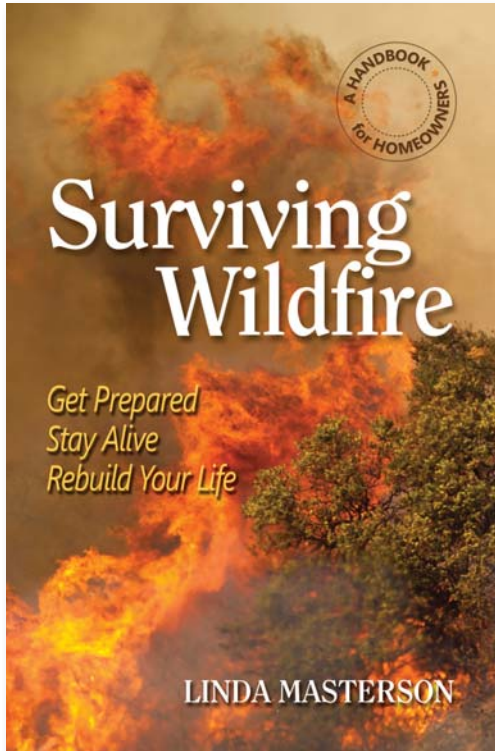
- Check /Money Order enclosed; payable to PixyJack Press.
- Email us an invoice before we mail a check.
- Charge our Credit Card: Visa, MasterCard, Discover (the card's billing address must be listed below).
- Name _____
- Card # _____
- Exp. Date _____
- Invoice us (for government agencies, libraries, schools, or existing customers).

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Or Place Your Order Online: SurvivingWildfire.com

Custom Imprint Program available on orders over 500; ask for details.



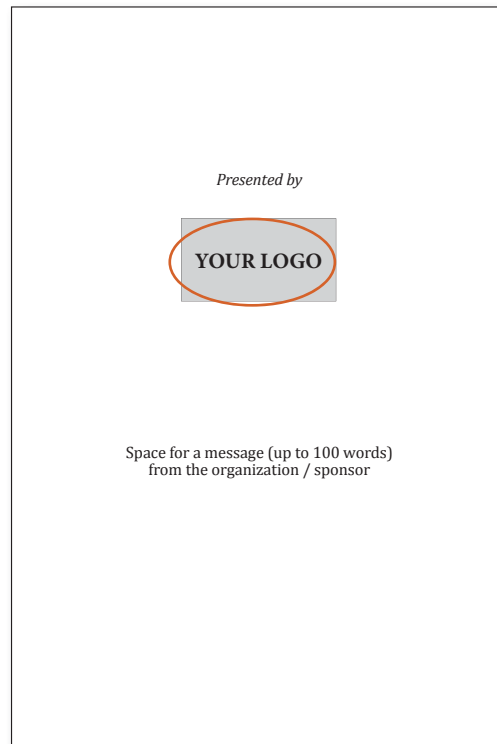
We offer a custom imprint program for organizations, communities and companies that would like to use *Surviving Wildfire* as a fundraiser, an education tool, or way to reach out to their members, employees, customers or communities living with wildfire risk.

- Deep discounts starting at 500 books (see order form).
- Customized first page with your logo and 100-word message.
- Your logo and “presented by” on the back cover (replacing the ISBN barcode).

Only 3-4 weeks for delivery, from time of artwork approval and receipt of pre-payment.

A PDF proof will be provided for approval once we receive your b/w logo and message for the first page.

Please call or email to place your order.



Customized First Page



Customized Back Cover

100% solar & wind powered since 1999

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Surviving Wildfire

CUSTOM IMPRINT PROGRAM

FEBRUARY 2013

Custom Imprint Program includes:

- Customized first page (with your logo and 100-word message)
- Your logo and “presented by” on the back cover (replacing the ISBN barcode).

Please send us the following paperback books:

500 - 999 books _____ books x \$7.65 = \$ _____

1,000-plus books _____ books x \$6.95 = \$ _____

Plus a one-time artwork setup fee = \$ 75.00

For quantities over 5,000 or international shipments, please contact us.

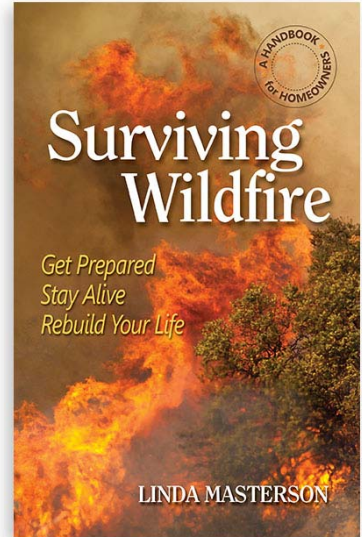
Sales Tax on Colorado deliveries: add 2.9% unless exempt* \$ _____

*Colorado Resale / Tax Exempt # _____

SHIPPING Use our UPS Collect # _____ or FedEx Ground Collect # _____

Charge us for UPS Ground shipping (drop-shipped from the printer).

We will email a quote after receiving your ship-to address.



retail \$16.95

PAYMENT TERMS

Pre-payment (by check) required; an invoice will be emailed to you. All custom orders are non-returnable.

Allow 3-4 weeks for delivery, from time of artwork approval and receipt of pre-payment.

Organization _____ Contact Person _____

Billing Address _____

City _____ State _____ Zip/Postal _____ Country _____

Email _____

Phone (_____) _____ Fax (_____) _____

purchase order # _____ (attach purchase order)

SHIP TO Same as above

Company _____ Phone _____

Contact _____ Email _____

Street Address (no PO Boxes) _____

City _____ State _____ Zip / Postal _____ Country _____

Special Notes: _____

NOTE: Yes, we can drop-ship to multiple locations. Just send us all addresses and quantity of books per location.

Thank you! We appreciate your business.

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 email: orders@pixyjackpress.com

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