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August 14, 2007

To: Desert Tortoise Friends,

Joshua Tree National Park Association is in the final stages of developing sales items related to the Desert Tortoise Program. Early prototype sample of some of the items were seen at the Desert Managers Group Meeting held at Joshua Tree National Park. These included: mugs, tee-shirts, hats, and customized postcard and bookmark, jewelry/gift items, as well as other items. JTNPA has negotiated a contract to use Barbara Barrett's art work (seen at the meeting) in the development of products and for the informational/price tags and marketing materials along with the text: "ONE DESERT, ONE TORTOISE, ONE CHANCE"

With your help, JTNPA has identified retail sales outlets and put together buyer information. Today, you will receive a copy of our catalogue and we ask that you talk with the appropriate people in your organizations about the program and the products we're offering. I will follow up with additional mailings, calls and emails. We thank you for all of the help you can provide to get the word out .

If you have any questions or comments please feel free to contact me. Thank you for your help.

A handwritten signature in black ink, appearing to read "Vic".

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# One Desert, One Tortoise, One Chance

## Desert Tortoise Interpretive Product

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In Partnership with the  
Recovery Action Program for the Desert Tortoise in California

Joshua Tree National Park Association is pleased to make these custom-designed tortoise products available. Our goal is to create public awareness, appreciation and support to promote the protection and preservation of the Desert Tortoise in California.

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**Style # DT-SWI-K**

Wholesale Cost per item = \$ 1.63

Suggested retail = \$ 3.29

Minimum order = \$19.56/dozen

**Desert Tortoise Note Card**

This card includes the signature image with the message of the Desert Tortoise Project. Cards are packaged in cellophane sleeves. Design by Barbara Barrett



**Style # DT-FB-BM15**

Wholesale Cost = \$ .24

Suggested retail = \$ .50

Minimum order = \$12.00/pack of 50

**Desert Tortoise Bookmark**

Frank Balthis custom-made bookmark with a series of three desert tortoise images on front and signature graphic, text and education information on back.



**Style # DT-FB-S100**

Wholesale Cost = \$ .17

Suggested retail = \$ .30

Minimum order = \$8.50/pack of 50

**Desert Tortoise Postcard**

Frank Balthis postcard with desert tortoise image on front. Signature graphic and interpretive message on back.



**Style # DT-SWI-KM1**

Wholesale Cost = \$ 2.15

Suggested retail = \$ 3.99

Minimum order = \$25.80/dozen

**Desert Tortoise Magnet**

Signature image of the Desert Tortoise Project with interpretive message on this 2½" x 2" magnet. Design by Barbara Barrett.

# One Desert, One Tortoise, One Chance

## Desert Tortoise Interpretive Product

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### Style # DT-ES-CK

Wholesale Cost = \$ 8.00

Suggested retail = \$ 15.99

### Ball Cap with Desert Tortoise Image

Khaki baseball cap with embroidered Desert Tortoise image and text: "ONE DESERT ONE TORTOISE ONE CHANCE" Interpretive message on hangtag.

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### Style # DT-P-DT2

Wholesale Cost = \$ 21.00

Suggested retail = \$ 28.95

### Pajaro Field Bag

Has 7 handy pockets. Flap secures tightly with snap strap. Adjustable shoulder strap plus belt loops. Approximately 9" x 6", expandable. Interpretive message on hangtag. Black with the Desert Tortoise Graphic.



### Style # DT-ES-TSC

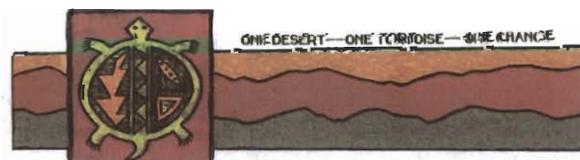
Wholesale Cost = \$ 8.50; XXL= \$11

Suggested retail = \$ 15.99; XXL=19.99

### Short-sleeve T Shirt

Desert Tortoise Graphic screenprinted with "ONE DESERT ONE TORTOISE ONE CHANCE". Shirt comes in small, medium, large and x-large. XXL is available for an extra charge. Interpretive message on hangtag. Colors: Copper, Sand and Pine.

Design detail.



# One Desert, One Tortoise, One Chance

## Desert Tortoise Interpretive Product

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**Style # DT-ES-MUG**  
Wholesale Cost = \$ 8.00  
Suggested retail = \$ 15.99

### Desert Tortoise Mug

White etching of tortoise design and text contrasts with dark green surface of mug. Interpretive message on hangtag.



**Style # DT-ES-ORN**  
Wholesale Cost = \$ 5.00  
Suggested retail = \$ 9.99

### Desert Tortoise Ornament

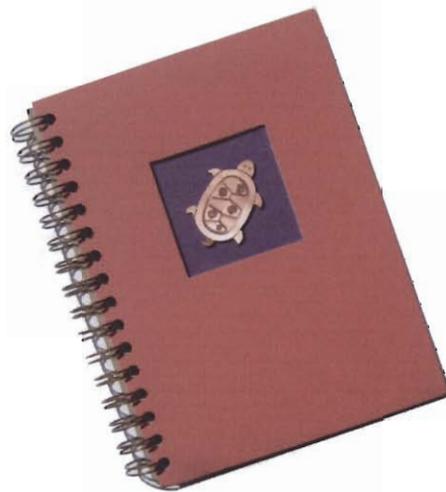
Painted Steel Ornament approximately 3½" x 2½". Hangs by a leather strap. Interpretive message on hangtag.



**Style # DT-ES-HDR**  
Wholesale Cost = \$ 3.50  
Suggested retail = \$ 6.99

### Votive Candle/Candy or Toothpick Holder

Use your imagination. Small votive candle sized clear glass holder has a copper tortoise decoration and interpretive tag.



**Style # DT-SWI-CS8**  
Wholesale Cost = \$ 6.60  
Suggested retail = \$ 12.99

### Copper Skies Journal

8½" x 6½" journal with copper tortoise decoration. 125 sheets drawing paper. With interpretive message.

# One Desert, One Tortoise, One Chance

## Desert Tortoise Interpretive Product

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### Desert Tortoise Gifts:

### Keychains, Bookmarks, Necklaces, Pins, Earrings



**Style # DT-ES-EKC**

Wholesale Cost = \$ 3.50

Suggested retail = \$ 6.99

#### **Desert Tortoise Small Keychain**

A lightweight pewter keychain with desert tortoise symbol. Interpretive message on hangtag. Images are on both sides of the 1 3/4" x 3/4" keychain.



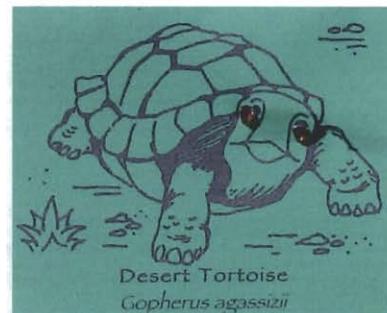
**Style # DT-ES-EPT**

Wholesale Cost = \$ 3.50

Suggested retail = \$ 6.99

#### **Desert Tortoise Small Necklace**

A small pewter necklace with a black cord and Desert Tortoise design. Interpretive message on hangtag. 1/2" x 1/2" pendant.



**Style # DT-SWI-SBE**

Wholesale Cost = \$ 2.75

Suggested retail = \$ 4.99

#### **Desert Tortoise Bright Eyes**

Swarovski crystal make up the eyes of the Desert Tortoise in these sterling silver earrings. Cute tortoise drawing is used as packaging with educational message.

# One Desert, One Tortoise, One Chance

## Desert Tortoise Interpretive Product

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**Style # DT-SWI-UFPN**  
 Wholesale Cost = \$ 6.60  
 Suggested retail = \$ 12.99

### Desert Tortoise Pin

Hand made of lead free pewter, hand cast and hand finished.  
 With Desert Tortoise Project interpretive message and "The tortoise creeps across the earth..." Approximately 2¾" x 1½".  
 Design by Alice Warder Seely.



**Style # DT-SWI-UFKC**  
 Wholesale Cost = \$ 7.70  
 Suggested retail = \$ 14.99

### Desert Tortoise Keyring

Hand made of lead free pewter, hand cast and hand finished.  
 With Desert Tortoise Project interpretive message and "The tortoise creeps across the earth..." Approximately 2¾" x 1½".  
 Design by Alice Warder Seely.



**Style # DT-SWI-UFBM**  
 Wholesale Cost = \$ 7.70  
 Suggested retail = \$ 14.99

### Desert Tortoise Bookmark

Hand made of lead free pewter, hand cast and hand finished.  
 With Desert Tortoise Project interpretive message and "The tortoise creeps across the earth..." Approximately 2¾" x 1½".  
 Design by Alice Warder Seely.



**Style # DT-SWI-UFPT**  
 Wholesale Cost = \$ 7.70  
 Suggested retail = \$ 14.99

### Desert Tortoise Pendant

Hand made of lead free pewter, hand cast and hand finished.  
 With Desert Tortoise Project interpretive message and "The tortoise creeps across the earth..." Approximately 2¾" x 1½".  
 Design by Alice Warder Seely.

# One Desert, One Tortoise, One Chance

## Desert Tortoise Interpretive Product

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### Ordering Process

JTNPA is pleased to make these select desert tortoise products available to you from different vendors and suppliers who are working with us to help create public awareness, appreciation and support to promote the protection and preservation of the Desert Tortoise.

JTNPA is your contact to place the purchase orders. Please use the attached form. If you choose to use your own PO form, be sure to include your Resale Number and the Item Code to avoid delays in processing your order.

Orders will be pooled from the different sales locations for the same vendor in order to meet minimum order requirements, etc. We will process and forward purchase orders to the specific vendors with billing and shipping information.

The individual vendors will receive, fill, ship and bill the orders for each individual location. That is: you will receive your products directly from the vendor and will be billed by them. The vendors will include shipping and handling costs with the bill.

Payment should be made directly to the vendor.

Questions regarding special requests for fulfillment and billing should be made to the individual vendor. Contact JTNPA first and if we can't answer your question we will provide you with the contact information.

We will be monitoring the process and will keep in touch by phone and/or email. Or you can always call or email us.

We're very excited about this special project and look forward to working together.

Hope to talk to you soon!

Vic Scott

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