



PREPPER EXTRAORDINAIRE **TIM RALSTON** IS AT THE TOP OF HIS GAME AND THERE'S NO END IN SIGHT BY BARRI SEGAL

COVER STORY

KING OF SURVIVAL

"IF YOU HAVE FOOD AND WATER IN A SURVIVAL SITUATION, THEN YOU ARE KING,"

IF YOU EVER HAVE TO BUG OUT, WE KNOW A GUY YOU'D DEFINITELY WANT TO RUN INTO!

Meet Tim Ralston, international spokesman and featured survival expert on NatGeo's #1-rated program *Doomsday Preppers* and owner of the Gear Up brand, a company dedicated to developing and manufacturing state-of-the-art outdoor and self-reliance gear. Preppers need look no further than Ralston's play list for everything they need to survive the wilderness.

Ralston strives to offer American-made products and creates jobs in the bargain. With an impressive list of innovations and a host of television appearances to his credit, Ralston is without a doubt a must-follow for all things survival.

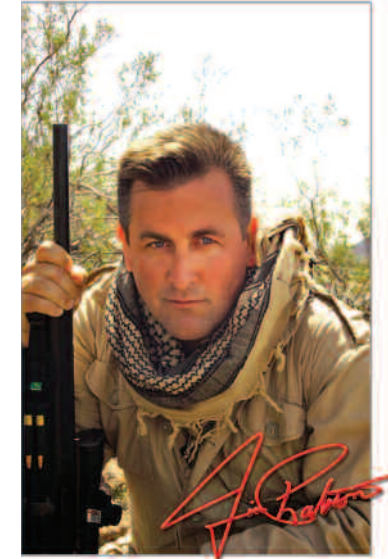
HISTORY

Ralston's love of the outdoors started in his childhood, when he trained horses with his father, rode competitively and went on weeklong wilderness treks. Today, he takes journalists and camera crews on treks to educate them on how to survive in any scenario. Following a stint as an air traffic controller in the US Air Force, Ralston switched gears and spent time as a high-end fashion photographer and model in the UK, and next served as co-owner and graphic designer for E Image Marketing Agency.

His eclectic career led him to become one of the first test pilots of paramotors (propeller-driven parachute/glider aircraft), which he subsequently promoted at major sporting and other stadium events.

During competition racing, as a competitive motocross racer, he placed 13th in the nation, and today he still throws his hat into the ring by collaborating with Rokon American Made, Little Guy Camper Trailers and Optibike Electric Cycles on vehicles geared for outdoor adventure trekking.

Ralston drew on his marketing agency expertise to found Gear Up Center, and voila, he's here to stay. Garnering attention for his innovative products and magnetic personality, he has served as host and presenter for a variety of products on the QVC home shopping network as well as an inspirational speaker



RALSTON'S TOP SURVIVAL PICKS

Shelter

- Space emergency bags, Mylar sleeping bags.
- Tarps (for a wide variety of needs).
- Lean-to: the perfect structure against harsh weather.
- Adventure Pod: shelter and protection in an off-ground sleep system.
- At least 100 feet of 550 paracord.

Fire

- Best Option: flint; it works in wind or rain.

Water

- Gather from lakes, ponds or streams.
- Purify: Use water purification tablets or boil for one minute.
- Use a gathering container that can also be heated, such as a stainless steel cup.

Food:

- 25-year shelf-life, freeze-dried food packs.
- Survival candies.
- Snare wire and fishing kit for game and fish.

First Aid

- Carry a well-stocked first aid kit for emergencies; a survival kit is a nice backup.

Protection

- Bushcraft knife
- An ax and shovel (or Nax & Crovel).
- Firearm of your choice (with a minimum of 500 rounds of ammo).

RALSTON'S INNOVATIONS

The Crovel Extreme II-Multi-Shovel Tool

- Looks like a regular multi-tool shovel or entrenching shovel.
- Features a sawtooth blade on one side of the head, a hammer and a very sharp blade.
- The head can be folded at 90 degrees for trench type digging or folded completely for carrying in a pack.
- A 14-inch hollow steel handle allows storage of key survival items such as: a fire stick, fishing hooks and line, water purification tablets, snare wire, flashlight and knife (fillers/accessories not included).
- The handle is plugged at the end and wrapped with 15 feet of 550 paracord.
- Weighted for throwing (a very good defensive weapon).
- Available add-ons and attachments, including super spike, slingshot attachment, and Crovel Molle Cover.
- Patent pending.

X-Caliber Gauge Adapter System

- Allows you to shoot 11 different caliber rounds from a single-shot, 12-gauge shotgun.
- 7-inch stainless steel adapter that's rifled to increase accuracy.
- Ammunition calibers: .22LR / 38 special / .357 / 9mm / 45 acp / 45LC / .410 shotgun / 12 ga. shotgun / .40 cal / .44 mag / 20ga. shotgun.

The BOSS: Bug-Out Survival Shelter

- Award-winning design that enables preppers to live off the grid for three months or more.
- Rugged, powder-coated frame with steel skid plate, pintle hitch, 15-inch knobby tires, and a 36-inch deep platform for transporting dirt bikes or other gear.
- Rear hatch features galley with sink and two-burner LP range.
- Comes with external, 66-foot, self-retracting hose for connecting to a variety of available water sources.
- Ships with three months of food provisions, a medical kit, two sleeping bags, two "US" stamped wool blankets, cooking equipment, Tim Ralston's signature 7-day bug-out bag and more.



The Crovel Extreme II-Multi-Shovel Tool



X-Caliber Gauge Adapter System



The BOSS: Bug-Out Survival Shelter

in films such as *The Compass*. Recently, he's been keeping busy as spokesman on *Doomsday Preppers*, but he's always coming up with new product ideas that rock the survival world, and his inventions have been reviewed on television shows including *Fox News*, *Anderson Cooper Live*, *Access Hollywood*, *DIY Networks' I Want That* and *The Today Show Australia*. In addition, Ralston has received his share of print and Internet accolades from *Buzzfeed.com*, *Coast to Coast AM*, *Maxim Magazine*, *Men's Journal*, *Details Magazine*, *Recoil and Guns and Ammo*, to name a few.

RALSTON'S MINDSET

We talked to Ralston to find out just what he feels the survival mindset is all about and get his take on what the most important aspects are.

"It's important to note that situational awareness—being aware of one's surroundings and identifying potential threats and dangerous situations—is more of a mindset than a hard skill. Because of this, situational awareness is not something that can be practiced only by highly trained government agents or specialized corporate security teams. Indeed, it can be exercised by anyone with the will and the discipline to do so. Situational awareness is not only important for recognizing terrorist threats, but it also serves to identify dangerous situations," says Ralston.

"THE BEST RULE OF THUMB IS TO THINK OF THE BEST AND PREPARE FOR THE WORST."

1/4H ad

1/4H ad

**FIRST LOOK:
BRAND NEW FOR 2013!**

THE NAX: Combines knife, axe and prybar; features emergency gas shut off valve wrench and bottle opener.

RECON 6 SURVIVAL WATCH: Features EMP-proof, liquid-filled compass for navigation, 2 magnesium fire-rods masked in band, magnifying glass for fire starting, small concealed utility knife, backside signal mirror, LED light for night and 20-year battery life. Priced at less than \$395.

ADVENTURE POD: Waterproof sleep system that can be used as a camping alternative to keep you comfortably suspended high above any animals, bugs or uncomfortable rocks. Secured with a single point of contact to rise 35 feet above the cold, hard, wet ground. Features adjustable head straps for seating and lying positions. Holds 600 pounds and comes with a rain cover and bug netting. Included is an insulated winter sleeping pad, light/pillow combo with storage compartments included. Can be used as emergency evacuation pod from tall buildings or can be transformed into a gurney for hurt individuals.



The Nax

Recon 6 Survival Watch



RALSTON RECON: Gear Up and Rokon have come together to produce a Tim Ralston signature series Trail Breaker called the Ralston Recon, specifically geared for the survival-minded set. Features include dual-wheel drive, 15-inch ground clearance, lightweight tractor-type tires and new, patented Auto-Grab Front Suspension. You can mount pumps, generators, sidecars, gun boots and 50 other accessories to turn the Trail-Breaker into a plow horse or mountain goat. And they even float by virtue of hollow aluminum drum wheels. Drum-like in that you can store up to 2.5 gallons of fuel or water in each wheel. Narrow enough to fit down a row crop or tight tree stands. Tough enough to climb over rocks, fallen trees or other obstacles. Operates for up to nine hours on one fill-up of the almost three-gallon tank and runs on a classic workhorse four-stroke Kohler engine.



Adventure Pod

Ralston Recon



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"PREPPING IS A KIND OF INSURANCE; YOU HAVE CAR INSURANCE, HEALTH INSURANCE, LIFE INSURANCE. WHY NOT THIS?"

"The primary element in establishing this mindset is first to recognize that threats exist. Ignorance or denial of a threat makes a person's chances of quickly recognizing an emerging threat and avoiding it highly unlikely. Bad things do happen. Apathy, denial and complacency can be deadly," he continues. "A second important element of the proper mindset is understanding the need to take responsibility for one's own security. People need to look out for themselves and their neighbors."

"You must learn to trust your 'gut' or intuition. Many times a person's subconscious can notice subtle signs of danger that the conscious mind has difficulty quantifying or articulating. Trusting your gut and avoiding a potentially dangerous situation may cause you a bit of inconvenience, but ignoring such feelings can lead to serious trouble," Ralston stresses.

"The discipline part of practicing situational awareness refers to the conscious effort required to pay attention to gut feelings and to surrounding

events even while you are busy and distracted, so individuals need to learn to be observant even while doing other things."

When we got around to talking about prepping in general, Ralston asked, "Prepping is a kind of insurance; you have car insurance, health insurance, life insurance. Why not this?"

"If you have food and water in a survival situation, then you are king," says Ralston.

"The best rule of thumb is to think of the best and prepare for the worst."

THE FUTURE

So what can we expect to see from Ralston in the future? More! He has a host of new products he's working on, he'll be continuing with his television career and who knows where else we'll be seeing him. There's just no stopping this guy. **ASB**

For more information on any and all of Ralston's products, go to www.gearup-center.com.