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Oklahoma Wildfire Management Company Wins 2011 Innovator of the Year Award

OKLAHOMA CITY (June 3, 2011)—Chloeta Fire, LLC, a wildfire management company out of Oklahoma City, won the 2011 Innovator of the Year Award for new concepts regarding marketing, customer service and collaboration into the federal contracting arena for wildland firefighting services.

The Innovator of the Year Event, which was held April 7, 2011 at the Skirvin Hotel in Oklahoma City, seeks to honor individuals and organizations that have thought of and implemented new business ideas.

Mark Masters, CEO of Chloeta Fire, spent eight years as a federal employee, rappelling from helicopters into hard-to-access wildfires. In 2009, Masters started Chloeta Fire in hopes of accomplishing much more in terms of suppressing wildfires. Chloeta Fire now provides a diverse range of natural resources and emergency service solutions to both public and private sectors.

Since the company's launch, Chloeta Fire continues to expand significantly. Masters expects company revenue to climb from \$70,000 to \$350,000 in the next year. Masters attributes this growth to the very factors that earned the award for Innovator of the Year.

“From a marketing standpoint, it’s techniques as simple as having a stronger web presence than competitors by use of an informative website and highly interactive social media skills,” said Masters. “These are techniques that have never before been used to such an extent in our industry.”

For more information about Chloeta Fire, LCC, please contact Melissa Simon, at 1-877-245-6382 or by email at info@chloetafire.com

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