

CODY, WYOMING

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MARKETING & DESIGN SERVICES

Creative Concepts & Design
Internet Site Development
Corporate Identity & Standards
Secretarial Services

Logo Design
Annual Reports
Newsletters
Sale & Marketing Materials
Brochures & Direct Mail
Advertising Production & Placement
Trade Show Exhibit Production
Product Packaging
Ad Specialties
Promotional Graphics
Garment Art
Video/CD/Cassette Packaging
Custom Design and Applications

Marketing Management
Advertising
Promotions
Public Relations
Administrative
Research
Internet Marketing

Marketing & Advertising Budgets
Product/Service Positioning
New Business Development
Corporate Communications
Presentations
Press/News Releases
Media Kits
Promotion Development
Public Relations/Publicity
Trade Show Coordination
Trade Show Representation



Peggy A. Potter
Principal/Creative Director

CREATIVE STAFF



Quincy Holm-Sondeno
Internet Site
Development & Design
& Graphic Design



Tina Fagan
Internet Site
Development & Design
& Graphic Design



Janice Kinkade
Administrative Support



WALKING STAR
MARKETING • DESIGN • INTERNET

AREAS OF EXPERTISE:

Creative Direction
Corporate Identity
Logo Design
Internet Site Development
Ecommerce Specialist
Annual Reports
Sales & Marketing Materials
Brochures & Direct Mail
Advertising Production & Placement
Product Packaging
Ad Specialties

Marketing Management
Administrative Management
Product/Service Positioning
Internet Marketing
New Business Development
Marketing Budgets
Corporate Communications
Public Relations
Promotions

PEG POTTER

PROFESSIONAL EXPERIENCE:

Walking Star Marketing, Design & Internet, Principal
Cody, Wyoming, Est. 1995

Hoeck Associates, Designer
Toledo, Ohio; accounts included Mazda Motors,
Owens-Corning Fiberglass & Flower Hospital

Fuller Technical Publications, Creative Director
Ann Arbor, Michigan; book design & publishing

Ann Arbor News Advertising Department;
Ann Arbor, Michigan; ad design & layout

EDUCATION:

Bachelor of Arts Degree
Major: Graphic Design / Secondary: Business
& Photography
Eastern Michigan University

REFERENCES

Big Horn Galleries

Bob & Nancy Brown
Cody, Wyoming 82414
(Website Development, Catalogs,
Posters, Postcards, Brochures
and Booklets)

Yellowstone Headwaters

Daren Singer
Cody, Wyoming 82414
(Marketing Materials, Internet Site
Developing & Marketing, Product
Image Creative)

The Powderhorn The Powderhorn Realty

Karen Chase
Sheridan, Wy 82801
(Internet Site Development)

Web Site Samples

www.pahaska.com
www.yellowstone-lodging.com
www.bare necessitiesinc.com
www.tongueriverrealty.com
www.thepowderhorn.com
www.powderhornrealty.com
www.reimerspeakers.com
www.11thstreetspa.com
www.wingateinnsheridan.com
www.cottonwoodshop.com
www.webstermotorscody.com
www.bighorngalleries.com
www.alcocorporation.com
www.cookecitychamber.org
www.yellowstoneheadwaters.com
www.codywyomingrealestate.com
www.codybedandbreakfast.com
www.irmahotel.com
www.codyonline.com
www.irmagifts.com



Nicole Burr
Sales & Marketing

THUNDER IS GOOD;
THUNDER IS IMPRESSIVE;
BUT, IT IS LIGHTNING
THAT DOES THE WORK.
Mark Twain



WALKING STAR

MARKETING • DESIGN • INTERNET

CLIENT LIST

11th Street Spa
Absaroka Mountain Lodge
Alco Corporation
American Summits, LLC - New York, NY
Antlers Inn
Antlers Lodge, LLC - Cooke City, MT
B-Dazzled
Bare Necessities
Barry Kolbert Antiques- Red Lodge, MT
Beartooth Hospital - Red Lodge, MT
Best Out West Antique Mall - Sheridan, WY
Big Horn Basin Hearing
Big Horn Energy
Big Horn Gallery
Big Horn Print Gallery
Big Horn Wireless
Big Moose Resort - Cooke City, MT
Bill Cody Ranch
Billings Mustangs - Billings, MT
Bliss Creek Outfitters
BoviDr Laboratories
Business Plus
Cali Realty Capital
Carriage House Villas
Carter Mountain Consulting
Cassie's Steak House
Carbon County Visitors Council
Cody Chamber of Commerce
Chase, John - Sheridan, WY
Clark, Jake & Kay
Clemmons, Dan and Elaine
CodyChristmas.com
Cody Conoco
Cody Country Bed & Breakfast Association
Cody Country Outfitters & Guides Association
Cody Lodging Company
CodyOnline.com
Cody Thunder Rally
Col. Cody's Wild West Gift Emporium
Coldwell Banker
Collection Professionals, Inc.
Collin Simpson Campaign
Colts Unlimited LLC - Sheridan, WY
Cooke City Chamber of Commerce
Cooke City High Country
Cottonwood Shop, Inc. - Sheridan, WY
Cowboy Candle Company
Crescent B Outfitters
DB Enterprises
Dave Sweet
Deaconess Hospital Community Relations -
Billings, MT
DNR Ranch
Eagle Real Estate
East Yellowstone Valley Chamber of Comm.
Elephant Head Lodge
Elk Horn Lodge
Employment Source - Billings, MT
Epoxy Tec - Hollywood, FL
Equine Enterprises
Estes Woodworking
Feeley, Bill
Friends of the Beartooth All Am. Road
Goff Creek Lodge
Gould, Randy
Gould, Craig
Green Creek Lodge
Harco Gallery
Harold's Upholstery - Billings, MT
HBI Insurance
Henry, Mike
High Country Mercantile
High Country Motel
Homestead Realty, LC
Infinity -A Salon
Inter-Mountain Laboratories, Inc.- Sheridan, WY
Integrity Brokers
Ima Hotel
Iron Kettle
Ishawooa Outfitters
JoAnn Humphries
Joe's Import Auto
K3 Guest Ranch
Keltner, Leslie
Klebba, Jim H.
KOA RV & Boat Storage - Billings, MT
LaRue, JR
Leather, Lingerie, Laughs
Lilli Pad
Lisa's House Daycare
Lost Creek Outfitters
Love, Christy - Sheridan, WY
May, Danny
Mayor's Inn
Med Search - Billings, MT
Miller Gunsmithing
Montana Broker Properties, LLC
Montana Legacy Premium Ostrich Products - MT
Morning Light Photography
Mountain Construction Co.
Mountain Made Treasures
Mountain Valley Engine
Noelle
Noon Break Cafe
Norseman Designs West
Northern Gardens
Northern Rockies Cancer Center - Billings, MT
Old West Antiques Show & Auction
Old West Collectors.com
Oliver's Bar & Grill - Sheridan, WY
Open Box M
Pahaska Teepee Resort
Performance Tools
Pinnacle Bank
Pony Creek Pottery
Powder Horn Golf Community - Sheridan, WY
Powder Horn Realty - Sheridan, WY
Powell Valley Hospital
Ranchester Motel
Randy's Custom Rifles
Reimer Speaker Systems
Rich's Rustic Frame Art
Rocky Mountain College - Billings, MT
Rodeo Wash Detailing
Rovenna Signs & Designs
Safari Travel & Outfitters
Seidel's Saddlery
Sheridan Chamber of Commerce - WY
Shoshone Distributing
Shoshone Lodge
Silver Rose Saddlery
Steamboat Jerky - Dayton, WY
Steve Cranfill Law Office
Stewart Mercantile
Sullenger, Alice
Sunset House Rest.
Susan Perry-SBSA
Sweetwater Food & Beverage
Tanager Beverage, LLC
Teton Audio
TGAPO, Inc.
Tongue River Realty, Inc. - Dayton, WY
Trail Town
Trout Peak Refinishing
Wapiti Valley Assoc.
Webster Motors, Inc.
Welch, Brenda
Wingate Inn of Sheridan - Sheridan, WY
Wyoming Community Foundation
Tom Quigley/Park Place Salon - Billings, MT
Tirpack Racing
Vold Trucking
Wapiti Lodge
Wapiti Valley Association
Wayne's Boots
Western Design Conference
Western Plains Machinery
Wyoming Buffalo Company
Wyoming Dinosaur Center
Wyoming Guides Association
Wyoming Sports Hall of Fame
Wyoming Outdoor Industries
Yellowstone Baptist College - Billings, MT
Yellowstone Headwaters