

CODY, WYOMING

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Cody, Wyoming 82414  
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www.walkingstar.com  
ppotter@walkingstar.com



**WALKING STAR**  
MARKETING • DESIGN • INTERNET

**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**



**Karen Leisy**  
Internet Site  
Development & Design



**Tina Fagan**  
Internet Site  
Development & Design



**Johannah Ward**  
Internet Marketing,  
Website & Graphic Design

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](http://www.pahaska.com)  
[www.yellowstone-lodging.com](http://www.yellowstone-lodging.com)  
[www.barenecessitiesinc.com](http://www.barenecessitiesinc.com)  
[www.tongueriverrealty.com](http://www.tongueriverrealty.com)  
[www.thepowderhorn.com](http://www.thepowderhorn.com)  
[www.powderhornrealty.com](http://www.powderhornrealty.com)  
[www.reimerspeakers.com](http://www.reimerspeakers.com)  
[www.11thstreetspa.com](http://www.11thstreetspa.com)  
[www.wingateinnsheridan.com](http://www.wingateinnsheridan.com)  
[www.cottonwoodshop.com](http://www.cottonwoodshop.com)  
[www.webstermotorscody.com](http://www.webstermotorscody.com)  
[www.bighorngalleries.com](http://www.bighorngalleries.com)  
[www.alcocorporation.com](http://www.alcocorporation.com)  
[www.cookecitychamber.org](http://www.cookecitychamber.org)  
[www.yellowstoneheadwaters.com](http://www.yellowstoneheadwaters.com)  
[www.codywyomingrealestate.com](http://www.codywyomingrealestate.com)  
[www.codybedandbreakfast.com](http://www.codybedandbreakfast.com)  
[www.irmahotel.com](http://www.irmahotel.com)  
[www.codyonline.com](http://www.codyonline.com)  
[www.irmagifts.com](http://www.irmagifts.com)



**Erin Langford**  
Graphic Design,  
Photography &  
Customer Support



**Janice Kinkade**  
Administrative Support

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  
D.B 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  
Goold, 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  
Irma 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  
Mayors 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