



October 03, 2005
The Story of Us

All great products have a great story behind them. For the **Montana Card Company** that story begins with Alisha and Clint Walker nearly 10 years ago...

Clint & Alisha met while working as photojournalists at McMullen Argus Publishing in 1997. Alisha was the Managing Editor for **Auto Sound & Security** magazine and Clint was the Technical Editor for **Car Audio & Electronics** magazine. Although they were two distinct publications, Clint and Alisha frequently traveled to the same events and trade shows and soon struck a friendship that blossomed into a life-long partnership when the two wed in the year 2000.

Alisha left the publishing industry for a few short years to join newly formed **FlashCards.com**—a member of the **Buy.com ThinkTank**. As the Content Acquisition Manager for the first-ever online company dedicated to Flash-based e-greetings, Alisha quickly learned where niche marketing could effectively penetrate the greeting card industry.

Meanwhile, Clint was working as the Editorial Director for eMap/Petersen Publishing's High-Tech Group as the Editor-in-Chief of such titles as **Home Theater Interiors**, **Digital Home Entertainment** and **Home Theater Buyer's Guide**. At the age of 25, Clint became the youngest Publisher in eMap/Petersen's history when he was promoted to the position on **SportTruck** magazine.

While Alisha and Clint were certainly on the fast track, they soon realized that they were much happier when they were editorial "grunts" as they had more time to spend outdoors chasing wild trout with flies through their shared passion for flyfishing. They had spent a great deal of time vacationing in Montana, during their annual fishing trips, only to return home with a dream of "retiring" there someday.



Clint & Alisha Walker 2005

By the Spring of 2001, Clint & Alisha had made the decision to sell most everything they owned and leave California, partnering in a publishing company with plans to launch two consumer magazines.

After a short time in Oregon, in 2003 Clint & Alisha moved to Whitefish, Montana full-time and eventually founded their own publishing company [His & Hers Publishing, LLC](#). The couple continued to turn out freelance writing and photography for national publications while offering custom publishing jobs for various companies throughout the U.S. In the summer of 2005, **His & Hers Publishing** was awarded the contract to produce a consumer magazine on behalf of the National Forest Foundation entitled, **Your National Forests Magazine**. The publication is set to launch in the Spring of 2006 and will be distributed at nearly every hosted campground on National Forest land in North America.



As Clint's photography began to appear in more mainstream/lifestyle publications, local and national recognition grew for his outdoor and wildlife photography, which primarily centers around Montana-based subjects. Inquiries to purchase prints of Clint's work prompted him to offer [Limited Edition](#) prints and, soon after, he launched [Imagery Montana](#) with long-time friend and photographer Tim Tepas. The pair developed a website and business plan to offer stock photography and commissioned photography services to local and national clients.



Offering stock photography allowed Clint to dig deep into his archives to offer images that he previously thought had little or no market value. As Clint's catalog continued to expand and demand for his [Limited Edition](#) prints became greater, the idea sparked to offer the images as high-end photo greeting cards.

By October of 2005 Alisha had founded the **Montana Card Company** with an initial offering of just under 50 different images. She began calling on local retailers and within six short weeks, had lined up several NW Montana retailers as **MCC** dealers. Following her first Christmas buying season, Alisha began to expand her "pocket-sized-idea" as the catalog of cards grew beyond 100 styles and the dealer list continued to rapidly expand. No stranger to the value of a solid website, Alisha launched www.MontanaCardCompany.com to help traffic the number of dealers looking to carry the **MCC** brand of finely crafted photo cards.



There is certainly more to come with the story of Clint & Alisha and the **Montana Card Company**. And when asked the question of where they feel it might go from here the pair responds, "We're certain that the company will continue to grow and evolve because this type of product seems to demand a much larger orientation than our pocket-sized community of Whitefish. The growth we're achieving is largely based on the excitement from our valued customers with whom we are so blessed to share this experience with." –Clint & Alisha Walker

On behalf of the entire staff at **Montana Card Company**, Thank you for being a part of our story.