



directly for such items as trophy buckles.

“We work through the dealers and bring participation to a community level,” Potzman said. “Over the years, we’ve developed a tremendous market share and strength in our trophy award buckles.”

“We’ve given away twenty scholarships thus far, and the class of 2006 is now live on our Web site,” Wagner added.

The company provides a trophy buckle hotline to help sort out the details.

“We allow the committees to call and work with us, and then we route it back through the Western retail store, which puts money in their pockets,” said Potzman.

“Thus the name, Everybody Wins,” added Wagner.

Montana has adopted a like policy for its online sales.

“We take those orders and send them to one of our participating dealers,” Potzman said. “We don’t know of anybody else that’s doing that in the industry.”

The company continues to be active in sponsorships and licenses with several organizations, including PRCA, AQHA, the Cowboy Mounted Shooters Assn., Miss Rodeo America, NHSRA, FFA and 4-H, as well as a relative newcomer, National Day of the Cowboy.

“We have a great new buckle that Judy’s been instrumental in getting designed that is hopefully going to be ready in July,” Potzman said. “I think we’ll end up making it a collector’s series.”

The company also got in on the ground floor of the Wrangler-inspired Tough Enough to Wear Pink campaign, for which it designed a set of jewelry with a pink rope theme.

Montana Silversmiths enjoys an ongoing relationship with several artists, including Paul Cameron Smith who created a sculpture line, and whose artwork was used on “Time in a Can” watch packaging.

In January, outdoor television personality Marc Pierce designed a signature collection of wildlife and outdoor-themed products. Steve Miller, the company’s vice president of sales and marketing, is an accomplished artist, and launched a home decor line including sculptures, dinnerware and picture frames.



Montana Silversmith’s headquarters sits on the peaceful banks of the Yellowstone River.

The company plans to step up its twice-yearly product introductions to quarterly.

“That will be very challenging on the development end, but very rewarding on the retailer end,” Potzman said.

Among the company’s recent new products are Cowboy Kickers, a slipper that looks like a cowboy boot, and Western Lifestyle Candles.

“Candles are the single biggest selling item in gift stores, and really haven’t been taken advantage of in Western stores,” Potzman said.

Potzman believes the future of the Western industry and Montana Silversmiths is bright.

“I don’t know that I’ve ever been quite as excited about it,” he said. “The early 2000s were a struggle for a lot of people. We were fortunate to grow through



Montana chooses artists whose work tells a story, touches the heart and brings joy to the owner. Daddy’s Hands is by Paul Cameron Smith.

those periods and be innovative with how we did it. We’re excited for 2007 because we’ve got our house in order and we’ve made some great changes that allow us to move to a different level and perform better for our dealers.”

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