

# Rebecca and Kirk Treece Open Minuteman Press Franchise in Missoula, Montana



Operating for 40 Years, Advertiser Montana Printing is Now Minuteman Press in Missoula

NEWS RELEASE BY MINUTEMAN PRESS INTERNATIONAL INC


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Rebecca and Kirk Treece are the new owners of **Minuteman Press in Missoula** located at 2100 South Avenue West. They bought the long-running independent printing business Advertiser Montana Printing, which has a 40-year history in Missoula, and are now operating as a **Minuteman Press franchise**.

Rebecca says, "It is a real honor to become part of Missoula's thriving business community. The Palmers (former owners) had a 40-year long relationship with this community and their loyal customers have welcomed us and trusted us with their service, which has given us a great start here in Missoula."

She continues, "We are enjoying the opportunity to help others promote and grow their business. Getting the word out to the community that we are so much more than just a copy center has been key! We have been out meeting new people, marketing, and making connections through the Missoula Chamber of Commerce and BNI groups. Over the course of these six months, people have been welcoming and genuinely happy for us when we tell them about our new venture. Many have stopped by for a tour and have been responsive to learning more about the services we provide."

One of the ways Rebecca is looking to stand out as a new business owner is by expanding on the products and services offered by Minuteman Press and educating clients on what is in high demand right now. She explains, "Our high-demand products are business cards, menus, point of sale products like invoices and forms, and medical facility materials. As businesses open up, the demand for envelopes, letterhead, and other consumables has grown. Being part of Minuteman Press family has given us a huge opportunity to share with customers our expanded line of products like mailing, signage, apparel, and promotional items. It has really given us the ability to help people promote their business."

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**“Missoula is a growing, vibrant, and diverse community that includes the University of Montana. We are sitting on the confluence of three beautiful rivers, between two amazing national parks. Owning a business for me is all about making connections. My goal is to help people market their business so they can use their unique skills to serve their clients. These growing businesses make our community stronger and I am proud to be part of that.” -Rebecca Treece, owner, Minuteman Press Missoula (formerly Advertiser Montana Printing)**

### **Career Transition**

Prior to Minuteman Press, Rebecca and Kirk had varying careers. Rebecca shares, “Before owning my own business, I was utilizing my teaching degree as a vision therapist at an optometry office in Missoula, working with children and adults to improve their visual skills. My husband Kirk was previously a financial and operational manager for a large company. He and I also own a franchise of Fish Window Cleaning and Sunbelt Business Brokerage. We are familiar with business and the franchise concept, but were really drawn to the Minuteman Press structure, training, support and record of success.”

While Rebecca and Kirk have experience owning a business, they had never been involved in the printing industry before. Minuteman Press really helped them fill those knowledge gaps and was crucial in finding the right business for them to buy **through their special conversion program** that connects sellers of independent print shops with qualified buyers.

Rebecca says, “Advertiser Montana Printing was an independent print shop that had been in business for 40 years and they had a very loyal base of long-standing customers. An established customer base was the opportunity we were looking for when buying a new business. Our goal is 100% retention and we have worked diligently to meet and develop relationships with each customer. We hit the ground running and it gave us an opportunity to get experience across the board. **Our local Minuteman Press field representatives** were able to train us on every aspect of the business, which gave us the confidence to meet the demands of our customers.”

 Business owners Kirk and Rebecca Treece (center, right) commemorate the opening of their Minuteman Press franchise with the Missoula Chamber of Commerce.

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**“The support from Minuteman Press has been exceptional. The training was very comprehensive, and we felt like we were well-prepared for starting up and getting straight to work. We also know exactly who to call when we have a question or issue to manage. The network of Minuteman Press is amazing in the way that everyone is there for you at any time and in any capacity that you need. The expertise of the training and the continual mentoring are the powerful tools we need to succeed.”**

#### **Owning a Business vs. Having a Job**

Reflecting on her experiences as an employee and as a business owner, Rebecca shares her insights on the key differences between the two. “As an employee, you work hard and serve the

customer. However, you have very little control over the direction of the business. As business owners, we have the power to create the type of business we want and control its presence in the community.”

As for Minuteman Press in Missoula, Rebecca and Kirk know exactly where they want to go. She says, “Our goal is to become the premier printing and advertising design company in Missoula and the Greater Northwestern Montana area. We want to develop the reputation for supplying the highest quality products and having superior customer service. We strive to make Minuteman Press in Missoula the place to go for all advice and services. The main lesson Minuteman Press impressed upon me is that if you do not like the current state of your business, change it! Get up, get out there, market, make connections, and grow your business. We have been given the tools and the support to create something great and that is extremely exciting for us.”

When asked about the rewards of owning her own business, Rebecca answers, “We are truly fortunate to have a highly skilled and dedicated staff and I love coming in every day to work side-by-side with these incredible people. It is personally rewarding to create a workplace that fosters teamwork and allows employees to create and take pride in their work. It is also very satisfying to develop quality relationships with customers and members of the community.”

She continues, “Professionally, our goals are to grow this business significantly over the next year and become more involved members of the community. Business ownership has many challenges but the rewards are well worth it. Owning our own business allows us to balance our work and home lives and gives us the power to make the right decisions for our future.”

**Minuteman Press in Missoula is located at 2100 South Avenue West, Missoula, MT 59801. For more information, call (406) 728-5200 or visit their website: <https://missoula-mt.minutemanpress.com>.**

**Learn more about #1 rated Minuteman Press franchise opportunities at <https://minutemanpressfranchise.com>.**

**Independent printers looking to sell their printing business can learn more about Minuteman Press International's conversion program at <http://bit.ly/minutemanpressconversions>.**

## **Contact Details**

**Minuteman Press International**

Chris Biscuiti

+1 631-249-1370

[cbiscuiti@mpihq.com](mailto:cbiscuiti@mpihq.com)

## Company Website

<https://minutemanpressfranchise.com>

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