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## Bozeman Watch Company

Christopher Wardle founded the Bozeman Watch Company with the intention of reviving American inspiration in an industry that has largely relocated overseas. "In the 1970s the United States had 14,000 people employed in watchmaking, but many of those companies have been bought by Swiss companies," Wardle says. "The influence of the American watch has been lost since then. We're trying to do our part to recapture it."

A watch enthusiast since his teenage years, Wardle left a successful position as owner of a management company in Michigan to pursue his dream. He launched his company in December 2005 from a showroom in Bozeman, Montana's historic downtown. He describes the showroom as "an old Western building housing a New York boutique." To create the inaugural pieces of the Montana Class Watch Collection, Wardle recruited the best third- and fourth-generation dial makers and case makers. Each watch model of the collection is a certified Swiss chronometer—the highest level of distinction a mechanical timepiece can attain for accuracy in timekeeping. The first watch to carry the Bozeman name, the SmokeJumper Chronograph, is a tribute to the airborne firefighters who preserve life, save property, and protect our national forests. "Last December was our second anniversary as a company, and we were up 250 percent from the previous year," Wardle says. "We've built a wonderfully loyal clientele." Among those already wearing Bozeman watches are CNN anchors, NFL superstars, and members of the British Parliament.

*Bozeman Watch Company, 11 E. Main St., Bozeman, Montana, (877) 878-1780, www.bozemanwatch.com.*



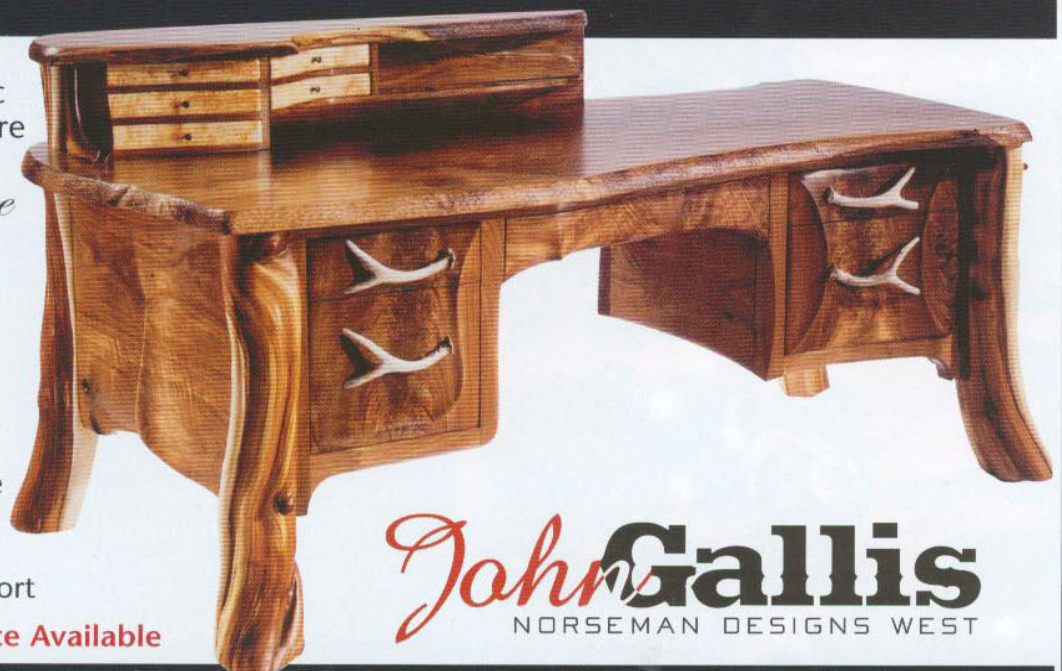
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