

INTERVIEWS

By: The Professor

Interview with David K. Montoya Part II



Hey, everyone. It's the The Professor here as we continue with the second part of the interview with Chief Executive Officer and President, David K. Montoya. We join this interview already in progress.

David K. Montoya: We had to change the name of the company.

Professor: Any ideas?

David K. Montoya: Actually yes. Terry and I came up with a replacement name. I drew up a rough logo and Rebecca worked up the final draft.

Professor: Cool, so what's the new name?

David K. Montoya: We decided to go with MythWurks Corporation.

Professor: I like. It has a fun sound to it.

David K. Montoya: Thanks, Bunky—we like it.

Professor: So how is MythWurks going to be different from Dar—uha, the old company?

David K. Montoya: As of right now, we are moving away from our corporate appearance. For many years (as TJ brought up in the forum), we presented ourselves as a club or group rather than a company. It was more personal and we want to go back to that.

Professor: But, I thought that businesses wanted to create a corporate presence?

David K. Montoya: True. But at this point in the juncture that's just not too important to us. What I'm about to say is going to make every business professor cringe, but we're not approaching this as how many products can we sell or how much money we can make in a quarter. In fact, products that will be produced from here on out will be based on how much fun it will be.

Professor: Honestly, sir, isn't that kind of dangerous to conduct business in that manner?

David K. Montoya: No not at all. We will continue to sell products the same way and our loyal customers will enjoy the same quality product as before.

Professor: What about the shareholders? What do they say? I mean, couldn't they vote you out with a vote of "No Confidence" and replace you as CEO?

David K. Montoya: They shareholders are fine with this decision. And yes, technically I could be voted out as CEO, but you forget one thing, Bunky.

Professor: What's that?

David K. Montoya: Who do you think holds the majority of the shares and thus giving them the majority of voting power, eh? Besides, I'm not one hundred percent certain that I will be returning as the company's CEO.

Professor: Interesting you say that, I wanted to ask you about this one thousand product rumor.

David K. Montoya: What rumor?

Professor: The rumor that once you sell one thousand products, you're going to retire.

David K. Montoya: (Laughs) Well, I should retire now since we've sold 1,208 items, and that's not counting the comics I sold before going to books and calendars.

Professor: So the rumor isn't true, then?

David K. Montoya: I didn't say that, Bunky.

Professor: I don't understand.

David K. Montoya: Well, let me enlighten you, Professor. Sometime back—when Mario [Martinez] was President—I told myself that by the time I reached 1,000 products sold, if I felt I had lost the passion or desire for what I do as a Publisher, I'd hang it up.

Professor: So obviously that day came and went.

David K. Montoya: It came at the end of 2010. At the time, I was charged and was ready to go. So I kept on going. But I said I'd re-evaluate things as I approach the 1,500 marker.

Professor: If you don't want to do it, then why wait for a certain number?

David K. Montoya: It's not about wanting or not wanting to do it. It's about passion and desire... Whether it's still there or not. I will always want to do this, but if the motives aren't right—then I cheat myself and most importantly the readers.

Professor: Forgive me for saying this, but you talk like you've personally—

David K. Montoya: I've had my part in everything we've ever produced. I've formatted every product, I've been involved with most of the cover designs and of course, I've been the publisher for everything we've made. I guess the best way to describe it is in movie terms—a director doesn't necessarily have to have written, or even, produced the film for it to be his. He was in charge of the direction—the final outcome. Same can be said with a publisher, though; it was someone else's creation, but it was the publisher who was the one in charge of the direction and outcome.

Professor: Okay, I get ya. So as you come upon the 1,500 mark, what are you asking yourself at this point?

David K. Montoya: Do I have the passion it needs to continue, or is it purely done because I simply can. Passion is everything in this field, even as a publisher.

Professor: Please explain.

David K. Montoya: The best way to explain is the passion you had when you first became involved with your girl or boy friend. That kind of passion. You know the kind when you ditch your friends to spend more time with them. The excitement that builds when you follow them into the bedroom. When they ask you to do something that you'd normally wouldn't do, but because you're so head-over-heels for them you do it anyway. That's what I'm talking about, brother—that kind of passion. No matter the situation, you know going into it that it's going to require a lot of work from you, but it makes the outcome even better.

Professor: So where does the retiring thing come into play?

David K. Montoya: Okay, so you're with the same person, but now we're twenty years into the future. You don't spend much time with that person—while they may still be just as interesting, the intrigue isn't there—you may head to the bedroom every six months or so. At what point do you say, is this happening because I want it to, I need it to, or because it just continues to.

I don't want to be in something, just because it “continues to”. And, when that happens to me as a publisher, as an executive to a company, it's simply time to move on. I guess as we approach that 1,500 number I'm working to finish my own stories just because this might be the last chance I have to finish them.

Professor: Wait. You are a writer?

David K. Montoya: Ohmagod.

Professor: So what do you write?

David K. Montoya: I shouldn't get upset with you. This is one the reasons I'm pondering whether to hand of the CEO job to someone else. I've spent the better part of eight years publicly being the Chief Executive Officer of Dark Myth Production Studios; most people nowadays have no clue I was a writer in the beginning. I guess that's the price you pay—either being an executive or writer, but I guess you can't be both.

Professor: As a writer have you done anything newsworthy?

David K. Montoya: Hello, “The End.”

Professor: The end. Are you done with the interview?

David K. Montoya: When did you start coming to The World of Myth, Bunky?

Professor: If you refuse to call me Professor, could you at least call me Justin?

David K. Montoya: Uha... No. What about my question to you?

Professor: I came in a couple of issues after thirty. So like 2008. Why?

David K. Montoya: From issue six to issue thirty-four, I wrote a serial called, “The End.” It was nominated and won some awards. That was what I was known for as a writer. Before that I was a comic book writer and artist.

Professor: But issue thirty-four was back in 2008, that was four years ago. You haven't written

anything since then?

David K. Montoya: Yes. I continued to be a regular writer throughout the years mainly horror or comedy. I actually started a new serial in 2010, but when management changed hands I found it kind of hard to contribute. Then, after my step-father passed (he was my main inspiration for the story), I lost the desire to continue the tale.

Professor: Could you give us a brief rundown of your publishing credits?

David K. Montoya: It would take too long to list here, but you can go to www.davidkmontoya.com to see my complete writing portfolio.

Professor: Interesting. So, either you stay as CEO or not, will you pursue your writing career more?

David K. Montoya: Definitely. I have two books that I would like to release this year. Also, I want to get back into comic books—that medium is where I started and I will always hold a special place for it. Expect to see a lot of my projects to come out of MythWurks in the coming months.

Professor: What about those potential authors who would normally have an opportunity to be published through you guys?

David K. Montoya: As of right now we are not accepting any unsolicited materials.

Professor: Is that “The World of Myth” included?

David K. Montoya: No. TWoM is excluded, as it is and always has accepted unsolicited materials.

Professor: Okay. Well, I really want to thank you for taking the time to visit with us, today. Before we go, is there anything we didn't cover that you would like to share with our readers?

David K. Montoya: In all seriousness, I want to thank each and every one of you for coming to our little e-zine month after month. All of us who work on this project, every month put our hearts into it, to try and provide you with something that will meet your fancy and maintain your interest, so keep coming back and continue your support for The World of Myth!

Professor: And I want to thank you Mr. Montoya, whether you stay around or, if, in fact it is time to move on, thank you for twenty years of hard work to simply entertain everyone. Thank you for never backing down when the going got rough, and, thank you for being you.

Thanks for reading everyone, until next month; this is the Professor signing out.