

## Made in the Mid-Willamette Valley: Allied Video Productions

Company Name: Allied Video Productions

Contact: Scott Hossner, president

Address: 2121 Front St. NE, Salem, OR

Phone: (503) 363-7301

Website: [www.alliedvideo.com](http://www.alliedvideo.com)

Business Description: Full-service video production and audio visual services company

Employees: Nine

Business Specialities: Nonprofit communications, event production, corporate communications, TV image ads.

Business History: We were founded in 1984 by Tom Marks as a one-person operation. Scott Hossner joined the firm as an unpaid intern in 1990, accepting a full-time position after college in 1993. Dan Walker and Jeff Hart joined the company in 1995. In 2002, after 18 years heading the firm, Tom sold the company to three long-term employees Scott Hossner, Dan Walker and Jeff Hart. We have grown slowly, but steadily and just moved into our newest

12,000 sq ft. office — allowing for continued growth. Our new facility has a 2500 sq. ft. studio, sound booth, studio kitchen, theater room, six edit suites and more.

What is biggest advantage of doing business in the Mid-Willamette Valley: We are in a unique central location that allows us to serve clients in Portland, Salem, Eugene, Bend and Lincoln City. We produce large events in all those locations at the same rates as "local" vendors. As a result, we travel with many groups the produce events in all those metro areas.

Essential Business Philosophy: Do or do not, there is no try. In other words, if you commit to a project, a deadline, or an appointment, there is never an excuse to fall short of what you promise. Always exceed expectations.

Best Way to Stay Competitive: Never take your existing clients for granted or risk an existing business relationship while seeking a new one.

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What is most Challenging in Work: Keeping up with the technology of a rapidly changing industry - and never, ever, missing a deadline.

Best Business Decision: Two best decisions.

1. Partnering with Dan Walker and Jeff Hart in purchasing the company in 2002. 2. Partnering with the Salem Conference Center to handle AV services.

Toughest Business Decision: Whether to proceed with purchasing and renovating a new building when the economy was sluggish.

What Trends do you see Happening in your Industry: The two trends that are impacting us more than any other are High Definition and web delivery... two things that barely existed a few years ago. Almost everything we produce ends up on the internet, and more and more clients are exploring HD.

Company Affiliations: Salem Area Chamber of Commerce, SEDCOR.

Major Clients: United Way, Red Cross, Family Building Blocks, Travel Oregon, Salem Leadership Foundation, Habitat for Humanity, Family Building Blocks, Opus Creative, BAM Agency, C-SPAN, Salem Conference Center, Oregon Bankers Association, Oregon Fruit, Oregon Cherry Growers and Salem Area Chamber of Commerce.

For additional information, contact SEDCOR at 503-584-7303 or email [sappleby@sedcor.com](mailto:sappleby@sedcor.com).

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

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**Mom Dilemma #36:**  
Your daughter insists on wearing her princess costume to the grocery store. Allow it or not?

YES, at least she's dressed!

NO, I have some rules!

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