

## Made in the Mid-Willamette Valley: Select Impressions

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Company Name: Select Impressions

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

Business description: Printing and Communication Experts

Employees: 40

Business Specialties: Printing, mailing, website development

Business history: Established in Salem in 1889 under the name Ross E. Moores "Book and Job Printer." Bought by current owners DeWilde & Basinger in 1994.

What is biggest advantage of doing business in the Mid-Willamette Valley: The quality of life that the Mid-Willamette Valley has to offer.

Essential business philosophy: Treat others as you wish to be treated.

Best way to stay competitive: Listen to your customers, hustle, and to quote John Wooden: "Don't let what you can't do prevent you from doing what you can do."

What is most challenging in work: Staying abreast of technological changes.

Best Business decision: Hiring good people.

Toughest business decision: When we have had to do work force reductions.

What trends do you see happening in your Industry: More integration of modern communication methods.

Company affiliations: Macore Company, Lafayette, Oregon

Major clients: Health care, manufacturing, agriculture, finance, nonprofit

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



**Special to the Statesman Journal**  
Select Impressions provides printing, mailing, website development and other services.

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.