

One in a Vermillion

The Art of Success Series:

When it's important one counts on Pressing Matters

By Katie Clausen
For the Plain Talk

For 28 years, Paulette and Lindy Wipf have been part of the lives of Vermillion residents, even if they didn't realize it. Throughout the day-to-day motions of going to the grocery store or picking the kids up from school, chances are along the way their work is on display somewhere.

"It's all printed," said Lindy Wipf. "Everything, everywhere, is printed."

That was the revelation that planted the seed for Lindy Wipf, whose father was in the printing business as well.

"I think that's what made

me realize, that wow, this is really cool," Lindy Wipf said.

Beginning this adventure as a young family in Vermillion so many years ago has been a roller coaster ride for the Pressing Matters. With impressive statistics such as their inventory of over 250,000 pieces of paper, envelopes and labels in stock, it's no surprise they've been able to keep busy.

"We used to work a lot of night time hours, the kids would come in and sit in the shop with us," Paulette Wipf remembered. "They were tough years but there are great memories."

"Sometimes we still burn the midnight oil," Lindy Wipf added.

Pressing Matters operates as a husband and wife duo. A few part-time employees have been through the doors throughout the years, but it is mostly a family run business located at 102 E. Main St.

"It's just us," Paulette Wipf said. Paulette Wipf graduated from USD with a degree graphic design, which gives her the back-bone understanding to help people design logos and imagery.

"I was a craft kind of person and USD offered a fine arts degree," Paulette Wipf said. "At the time, that was hard to find."

Pressing Matters specializes in helping businesses promote their services, assisting organizations in marketing their events, and helping individuals distribute information.

Their ability to keep ahead of the technological curve has been part of their success.

"We've always been a



Paulette and Lindy Wipf make one successful team at Pressing Matters in Vermillion.

(Alan Dale)

leader in innovation," Lindy Wipf said. "We've also entered the market first. You need to be there for your customers."

Currently in the third storefront Pressing Matters

has been in they have seven computers that run off of three different operating systems. In addition, they have over 30 pieces of specialized equipment and the experience to back it all up as well.

"We can do letterpress, offset, xerography and digital printing," Lindy Wipf said. "We have the ability to do very specialized things, which helps our customers."

Their talents and

dedication help them stay relevant in an ever changing market.

"We still use pieces of each one of our technologies," Lindy Wipf said. "Both old and new."

Pressing Matters has seen a shift in the pressing business since they first opened their doors in 1986.

"It's getting more digital," Paulette Wipf said.

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The public is invited to undenominational bible talks in the Vermillion Library November 12th and 19th in the small conference room 7:30 P.M.

Questions? Contact: 605-254-6587

THANK YOU!

The family of Maurice ("Maury") Erickson wishes to extend a very sincere "thank you" to the many friends who remembered him on his recent 95th birthday.

A special "thanks" to the Sanford Care Center, its staff and many wonderful "Care Givers" who have provided such excellent care to "Maury". He thinks highly of everyone.

Dr. Yelverton, you are "special" for without your skilled care for "Maury", this would not have been possible.

With much appreciation and our love.

Lois E. & family: Kathy, Helen, Margaret & Joe & their families

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Race Starts in Prentis Park • Vermillion, SD

Registration Instructions
online: <http://bit.ly/1thx0m>
Please mail money (adults \$20, under 12 years-old \$10), names, phone number, and t-shirt size to:
Robin Svendsen
38 Muirfield Court, Vermillion, SD 57069
If you have any questions contact:
Robin.Svendsen@lcbhs.net
605-624-1960
(shirt not guaranteed if registered after November 15)

Proceeds go to the Vermillion Backpack Food Program
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7:00 pm
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Saturday, November 22nd
9am - 3pm
Over 30 local vendors and crafters to shop from!

List available on Facebook by searching "Holiday Kick Off" Activities for the kids!
Lunch and Goodies will be available!

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All proceeds from raffle will be donated to the Theta Omega Chapter of ESA in Vermillion to assist with gifts for the Giving Tree