



The U.S. Small Business Administration (SBA) announced that Jeff Reynolds, president of VAS Entertainment in San Luis Obispo, has been selected as the 2004 State of California Small Business Person of the Year.

Awarded annually, the designation recognizes a business owner who exemplifies the entrepreneurial spirit and honors his or her individual contributions to the community. First Bank of San Luis Obispo nominated VAS Entertainment (established in 1988 as Video Action Sports) for the award. VAS was selected after a statewide competition held among SBA's six California district offices in Fresno, Los

Angeles, San Francisco, Sacramento, San Diego and Santa Ana.

"Wow, to win something like this in a state the size of California is wonderful," said the surprised Reynolds when he learned of the prestigious award. "I'm excited and honored."

As the California Small Business Person of the Year, Reynolds will participate in National Small Business Week and SBA Expo '04 events in Orlando, Florida the week of May 17-21. VAS will compete among 52 other State Small Business Persons of the Year for national honors. The National Small Business Person of the Year Award will be presented by SBA Administrator, Hector V. Barreto.

"Jeff Reynolds has persevered in the struggles all small business owners face as they start and grow their companies," said Bruce Thompson, SBA's regional administrator for California, Arizona, Nevada, Hawaii and Guam. "To now become the California Small Business Person of the Year caps an amazing story for VAS Entertainment."

Small Business Person of the Year nominations are judged on seven basic criteria: staying power, growth in number of employees, increase in sales and/or unit volume, current and past financial reports, innovativeness of product or service, response to adversity and evidence of contributions to community-oriented projects.

In 1988, Reynolds and a friend started Video Action Sports operating out of Jeff's garage. The company has grown from a sports marketing company into the world's leading distributor for action sports DVDs and videos. With their on-site production facility, VAS has the capabilities to produce a wide-array of sports programs on videos or DVDs. The company distributes and sells for clients such as Foot Locker, The Sports Authority, Best Buy, Hollywood Video and thousands of other retailers worldwide. Their selection can be found on the company's website www.JustPushPlay.com.

In 2001 with the help of an SBA loan through First Bank of San Luis Obispo, Reynolds was able to restructure the ownership of the firm and move to its current location. Reynolds also changed the operating name to VAS Entertainment to drop the antiquated connotations of "video" and capitalize on the larger studio-like connotations of "Entertainment." Today, the firm employs 50 with plans to hire several more employees.

Reese Davies, President of First Bank of San Luis Obispo said, "The SBA certainly made the right decision in naming Jeff Reynolds as the State of California Small Business Person of the Year. Jeff is an extremely innovative guy and as long as I have known him, he has always been way ahead of his time. He is a loyal customer and friend of First Bank and is an inspiration to all who know him. I can only imagine what lies ahead for Jeff and his talented team at VAS Entertainment.

"First Bank of San Luis Obispo is very proud to add Jeff to the growing list of those outstanding Central California Small Business Persons of the Year selected from our County. Since 1985, eight individuals and their businesses from San Luis Obispo County have been recognized as the SBA's Central California Small Business Person of the Year. By adding Jeff and VAS, First Bank of San Luis Obispo is now proud to have nominated five of these eight local firms."

"It is truly an honor and a privilege to work with First Bank of San Luis Obispo, the SBA, and to be an entrepreneur in America," said Jeff Reynolds.

Contacts:

Jeff Reynolds, President
VAS Entertainment
211 Tank Farm Road
San Luis Obispo, CA 93401
(805) 543-4812

Melende Ward, Public Info Officer
U. S. Small Business Administration
2719 N. Air Fresno Drive, Suite 200
Fresno, CA 93727
(559) 487-5791, ext 143

Reese Davies, President
First Bank of San Luis Obispo
995 Higuera Street
San Luis Obispo, CA 93401
(805) 541-6100

Past Central California Small Business Person of the Year Winners

2004	*VAS Entertainment, Inc. (Video Action Sports) San Luis Obispo, California	Sports Video and DVD Distributor
2003	Quoin International, Inc. Ridgecrest, California	Technical RND, Engineering-Mfg.
2002	Accessories Marketing, Inc. Grover Beach, California	Environmental Tire Sealant
2001	Leon Construction, Inc. Grover Beach, California	General Building Contractor
2000	Anlin Industries Clovis, California	Window Manufacturing
1999	The Brownie Baker, Inc. Fresno, California	Gourmet Wholesale Bakery
1998	Professional Print & Mail, Inc. Fresno, California	Printing/Direct Mail Service
1997	SLO Brewing Company, Inc. San Luis Obispo, California	Beer Brewery/Restaurant
1996	San Luis Ambulance Service, Inc. San Luis Obispo, California	Emergency Ambulance Service
1995	MRL Industries Sonora, California	High Technology Furnace Systems
1994	Ziatech Corporation San Luis Obispo, California	Industrial Computer Manufacturer
1993	De Mar Plumbing and Heating Clovis, California	Installation Plumbing/Heating Systems
1992	Pacesetter Construction Modesto, California	Prefabricated building construction
1991	*Wildewood Creative Products Sonora, California 95370	Designer/Manu Childrens Toys
1990	*International English Institute Fresno, California	English Language School
1989	Hind, Inc. San Luis Obispo, California	Athletic Clothing Manufacturer
1988	PRN, Nursing Services Stockton, California	Home Health Care Nursing Service
1987	*San Luis Sourdough San Luis Obispo, California	Sourdough Bakery
1986	Hood Brothers Industrial Crating Fresno, California	Industrial Crating Manufacturer
1985	Trusco Tank, Inc. San Luis Obispo, California	Welded Steel Tank Erectors (Storage)
1984	*Motion Designs, Inc. Clovis, California	Wheelchair Manufacturer
1983	**Ruiz Food Products, Inc. Dinuba, California	Frozen Mexican Food

* State of California Small Business Person of the Year

** National Small Business Person of the Year