



**Meet the up-and-coming business leaders of the Tri-Counties.**

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# Wolff's copier business cannot be duplicated

Steve Wolff brings more than a decade of experience to what he does best.



Wolff, 39, is the founder, president and chief executive officer of DocuProducts Corp., a Santa Barbara-based firm that sells and services document management tools. Prior to founding DocuProducts in 1996, Wolff

worked for nearly eight years for Xerox, rising in that time from a marketing representative to an executive, supporting Xerox partners in four counties.

Since 1996, Wolff has grown DocuProducts from a home-based business to a thriving business with nearly 20 employees and offices in both Santa Barbara and Ventura. He's also vice chairman of the board of the Tri-Counties Better Business Bureau, and he supports the Lymphoma Research Foundation and the American Cancer Society's Relay for Life.

Perhaps Wolff's success can be partly

attributed to his grandfather, who Wolff said has always been his mentor. "When he was a young boy," Wolff said, "he sold oranges on the streets of New York to help pay his family."

Clearly Wolff is in the business of providing something larger and more complex than the oranges his grandfather sold, but the lessons taught to him were evidently well learned.

When he's away from the office, Wolff enjoys surfing, playing softball and mountain biking through the trails of Santa Barbara. Wolff holds a bachelor's degree in communication from the University of California, Santa Barbara.

**Hit shuffle on your iPod. What are the first three songs that come up?**

Foo Fighters, Ray Charles and Jack Johnson.

**What was your first job?**

Washing dishes at a neighborhood restaurant just outside of San Francisco.

**What's been your biggest business mistake?**

Not buying more real estate in Santa Barbara a few years ago.

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## Congratulations Steve

The Staff at DocuProducts wishes to congratulate our President and Founder Steve Wolff on all of his accomplishments including his well deserved honor of being chosen one of the 40 under 40.



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