

Video store caters to DVD devotees

By JONDI GUMZ
SENTINEL STAFF WRITER

BEN LOMOND

Steve Kuehl thought about opening a video store five years ago. "As soon as DVDs hit the market, I knew it would be big," he said.

This week, Kuehl, who lives in Boulder Creek, expects to turn his dream into reality.

He plans to open SLV Video on Friday, giving Ben Lomond residents a place to

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rent or buy movies. The shop is on Highway 9, in the newest building in town, up the street from Ben Lomond Market and across from the Tyrolean Inn.

Kuehl, 32, who was a dispatcher for National Semiconductor over the hill, is excited about his career change. An avid DVD collector, he started with "L.A. Confidential," one of the first movies to come out in the DVD format, which was introduced in 1997.

Just out this month are "Matrix Reloaded" and a special edition of "The Lion King," the best-selling video of all time, and the three Indiana Jones films.

SLV Video

WHAT: Movies to rent for \$3.25.

WHERE: Highway 9, on the bend in Ben Lomond.

HOURS: 10 a.m. to 10 p.m. seven days a week.

INFORMATION: 336-8865.

A year ago, electronics retailer Circuit City began phasing out VHS, the old-style videos, because of customer demand for DVD.

And in June, DVD sales surpassed VHS, but Kuehl said he'll still stock VHS videos for kids, to rent and to buy.

"My goal is to be family-friendly," said Kuehl, who has two preschool-age children.

He plans to sell Marianne's, the popular Santa Cruz ice cream, at his store as well as juice and health drinks, rather than sodas, and take-and-bake pizza from Papa Murphy's.

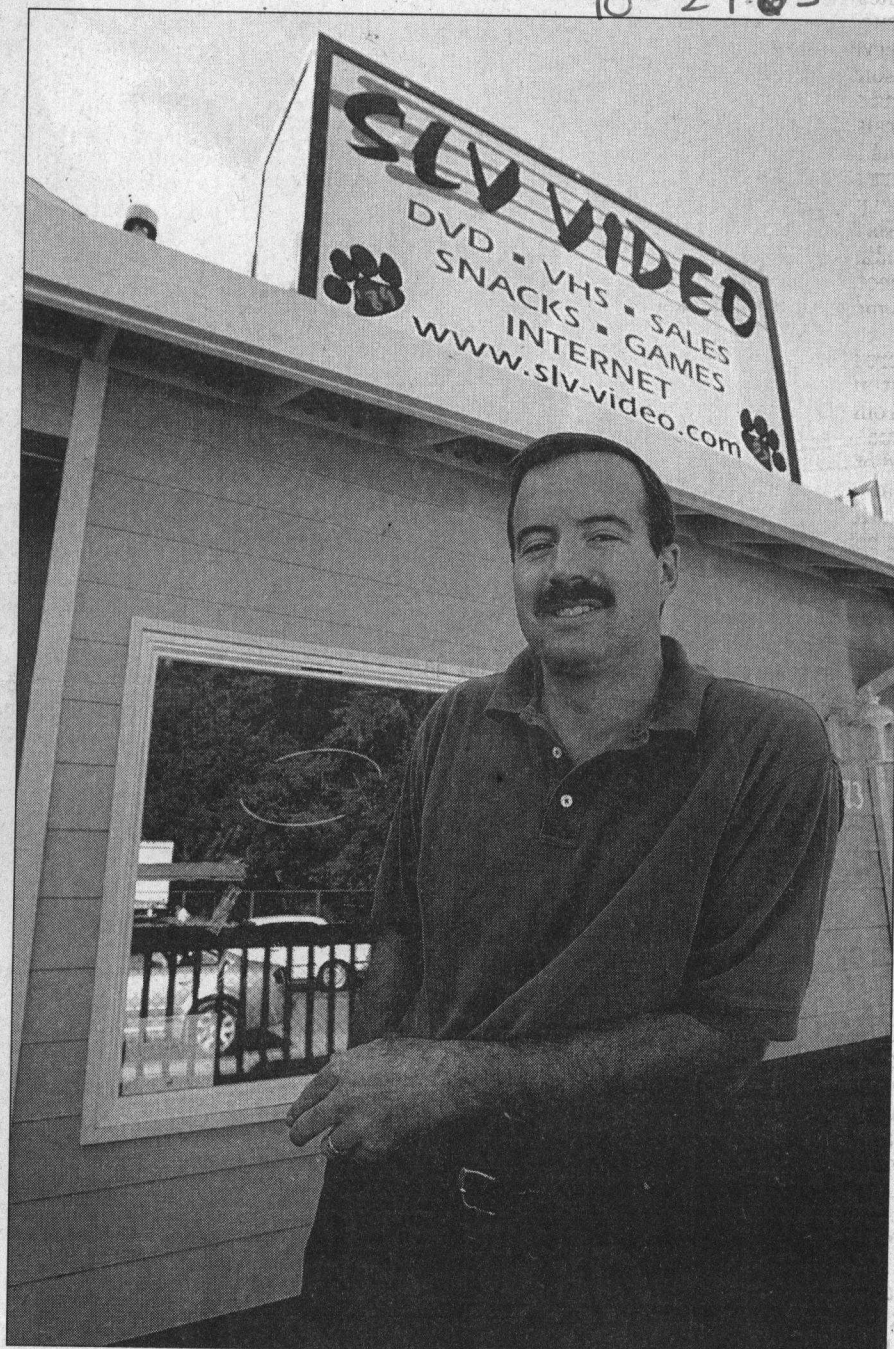
Both Kuehl and his wife, Melissa, are graduates of San Lorenzo Valley High School. She is a hairdresser and part-time high school softball coach.

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It's hard to believe, but more than 60 people ranging in age from 14 to 65 have come in to apply for a job, he said. Kuehl will be looking for people who care as much about movies and DVDs as he does.

"You have to love what you do," he said.

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Dan Coyro/Sentinel
Boulder Creek resident Steve Kuehl is set to open SLV Video, a store on Highway 9 in Ben Lomond that will specialize in DVD sales and rentals. Kuehl also plans to sell Marianne's ice cream, juice and take-and-bake pizza at the store.