

2003-2004 - Business Person of the Year

The 2003-2004 Phi Beta Lambda Business person of the Year is Rick Mask. He is CEO of Visual Lease Services, Inc. of Holdenville. Mask, his brother, and cousin began their business out of their homes. Now they employ over 30 people, servicing more than 44 Oklahoma Counties, and have a budget in excess of \$1 million.

The business began as an assessment operation using GPS equipment in conjunction with GIS analysis, to build an information database for county governments. This has led to many counties receiving tax dollars from the oil and gas industry that previously had gone undetected.

Mask has more than 34 years experience in comprehensive real estate revaluation of governmental entities in various states. He has been CEO of Visual Lease Services, Inc. since 1996.

He is married to Estella Bennett-Mask, Eastern Oklahoma State University Business Instructor, and has two daughters and two grandchildren. In his spare time, he enjoys riding his Harley-Davidson motorcycle and spending time with family.