

Getting to Know Your Local Businessperson In their own words



Bill Baldwin

Most people know me as the proud owner/broker of Boulevard Realty. To toot our horn, the firm has 55+ agents in Houston and Galveston, and together we had more than \$110 million in sales and 608 closed transactions during 2011.

People might also know my partner, Joe Gonzalez, and me as the proud owners of 205 Bayland Avenue. Beginning in 2005 and continuing for 18 months, we painstakingly renovated the 1910 William A. Wilson home. Today, we enjoy sharing our home with family, friends, neighbors, and business associates. Last year we made additions to our home: a kitchen garden in the back yard, as well as an amazing chicken coop for our recently acquired laying hens. The “girls” provide us with fresh eggs every day.

What you probably don’t know about me is that I’m an avid reader and wine collector. I’m also a passionate supporter of the Houston Heights, and am always sending people to my favorite shops and restaurants in the area. This is a great place to live, work and play!

And, many people don’t know that I’m the proud father of Ginger, who is in her second year at the University of Mississippi and Richard, who is a senior at St. Thomas High School. Regardless of any successes in my life – and I hope there will be many more – Ginger and Richard make me the proudest!

Boulevard Realty
1545 Heights Boulevard
713.862.1600
YourBlvd.com



Jose Madrigal

Jose Madrigal is a NASM Certified Personal Trainer, and the founder and President of Studio Fitness. With a BA in religion with a minor in psychology, Jose originally worked in various counseling positions but during the summer of 2001 he began the path to his true calling when having become frustrated with being overweight and out of shape, he began an aggressive fitness and nutrition program. He soon became obsessed with fitness training as often as twice a day 6 days per week. As his physique and outlook began to change he soon began motivating co-workers to join him at the gym.

The gym’s fitness director took note of Jose’s passion and suggested to Jose that he consider becoming a personal trainer. That suggestion immediately struck a chord with Jose and after acquiring his first certification, began personal training professionally. Finding more personal fulfillment than his counseling job provided, he quit his “day job” and never looked back.

After several years working at a larger gym as both trainer and eventually fitness director, Jose began to realize that he had different aspirations than the big box gyms, and in early 2008 he converted a small house in the Heights into a private training studio and began with a few personal clients. His business quickly grew, and not wanting to refuse the growing demand, Jose decided to look for a larger space that kept the private feel and remained in the Heights. In August of 2009 Jose finally found the perfect spot for Studio Fitness at 325 W. 19th street among all the unique, eclectic shops. Despite the steady growth, Jose’s vision for Studio Fitness as a smaller private studio that focuses on great service, training and classes remains constant.

Studio Fitness
325 W. 19th St. 713.863.8414
StudioFitnessHeights.com



**Dr. Stanley & Lisa Woo
with George, Kate and Victor!**

As parents of 3 children, Kate (7), George (4), and Victor (3), we know that we have a great responsibility. My husband and I have our hectic schedules and like most families, we try to balance the many facets of our lives. Between the work deadlines and pediatrician visits, we want to teach them so much.

One of these lessons is to instill in them the values that we share – honesty, respect, responsibility, fairness and compassion. Fortunately, some of these seem innate to them, but other times can be a challenge. For instance, if one of the siblings were hungry for a snack, they’d just as soon eat everyone’s portion than try to be fair and share. When they do get it and say, “sharing is caring,” it’s a proud moment that is thankfully becoming more common.

Also, we have a sense of wonder about the world and the many cultures that abound. With the birth of each child, we’ve made the trek to visit great grandma in Hong Kong to introduce the newest addition to the family. One child on a 16-hour plane flight is not as scary as you might think. Three young ones and you’re playing zone defense with your husband and it can be a bit more daunting. However, once there, to see the sights and sounds of a different country through their eyes is a wonder. Embracing both Western and Chinese culture and languages is a challenge, but one that we strive to cultivate in all our kids. It’s a labor of love and we’re grateful for a healthy, happy and prosperous family life. We hope that the New Year may bring the same to our friends and the families here in the neighborhood.

Eye to Eye
432 W. 19th St. 713.864.8822
EyeHeights.com

In their own words



Ruben P. and Cynthia D. Sanchez **By Ruben**

Ruben and Cynthia, both native Houstonians born and raised in the heart of Houston, TX. Naturally, we have a love and care for this great city. The Heights has always been a place where we hung out in our earlier days. My grandmother lived on Waverly Street for many years and of course Cynthia grew up inside the 610 Loop as well. Needless to say, Cynthia and I married 28 years ago and at that time I was working at Entex Gas Company. I worked for Entex for 18 years, where I learned everything I know today about natural gas.

Both of us received the entrepreneur spirit from our family. I received it from my grandmother and grandfather Sanchez who owned their own produce company where I made deliveries for them to local merchants. They also opened up a small store in front of their house right under the Elysian Bridge that still goes into Downtown Houston. Cynthia received her entrepreneurial spirit from her father, Louis Delgado, who worked for himself as a carpenter back in the 60's thru his retiring in early 2000. Our families taught us to always have faith in God and know that whatever challenges come our way, if we press through and work hard, always doing the right thing, we will overcome.

I started Tru-Lite knowing that it would be a risk leaving Entex after 18 years but with Cynthia's support of saying, "you will never know until you try," we made the decision to start Tru-Lite Gas Products in the Heights. We would offer the best service, best products and knowledge in the industry. Today, over 10 years later, Tru-Lite continues to thrive in the Heights and the surrounding areas of Houston. In the past 3 years we have added a handful of new employees including our son Christopher. With the addition of Christopher, Tru-lite has continued our mission of serving the local Houston area while developing long lasting relationships with our local clients and builders. We will continue to offer the best service and advice to each and every customer that walks through our doors, creating a lasting relationship with Tru-Lite Gas Products.

Tru-Lite Gas Products
1903 Lawrence St. 713.682.2053
TruliteGas.com

