When Robert Gonzalez was 19, he was given a trial job as a cable TV installer, and his dad bought him tools for the trade. With hard work, attention to quality, and on time work, Robert was eventually hired to manage installation for a local growing cable TV/construction firm. He impressed this major Bakersfield utility cable TV provider, and years later, it is now one of his larger clients. Robert Gonzalez started and owns Broadband Integrators, a cable TV installation business located in Bakersfield CA.

Broadband Integrators, Inc. was started in 2012. The business installs cable services, underground piping, and maintenance and trunk cable replacement for installation throughout Kern County, including Bakersfield, Arvin, Taft, Shafter, Delano and Tehachapi.

Robert needed guidance with business goals and how to get there, which got him thinking about sources of capital and how to hire employees. He met with MCSC’s counselor Linda Miles who provided him with assistance for his business plan and cash flow projections. In addition, she provided guidance in getting his business Minority Certified, which benefited the business as his primary clients are utility companies.

As a result of his reputation for quality on time service, and cable TV customers having outstanding growth years, Broadband Integrators has experienced impressive growth: sales have grown rapidly and employees have doubled to keep up with the demand.

Mr. Gonzalez’s favorite aspect of his business is being outdoors, having flexible hours, and having the right people in place so he can concentrate on managing the growth. He feels his importance to the community is providing an increasing number of stable, local jobs. His advice to an entrepreneur planning to start a business is “Love what you do and know what you are doing.” In addition, he said, “Linda Miles listened to me, gave me guidance and kept me focused.”