

Father-Son Alumni Establish New Certified Farmers Market at LAVC

Every Sunday, 9 a.m. - 2 p.m., the corner of Burbank Blvd. and Fulton Ave. experiences a flurry of activity. It's the [Good Times Farmers Market](#) at Los Angeles Valley College, which draws over 40 vendors selling handmade products and a variety of food vendors offering various cuisines. Established in April, the market is slowly but surely becoming a community mainstay. It is hosted by LAVC alumni.

Roger Sr. (53) graduated in 1994, spending two years in LAVC earning an AA in engineering before transferring to California State University, Northridge, and becoming a civil engineer. The years following saw him get married and raise two children—Roger Jr. and a younger son. He has had his own construction company specializing in residential projects for almost 25 years now. He is also a former Marine, having served four years in the military.

Roger Jr. (24) graduated LAVC in 2020 as a kinesiology major but transferred to CSUN and switched to business, specializing in marketing. He graduated this June with a bachelor's degree. During the week, he is a manager handling sales for a tequila company.

But the weekend sees the duo bond over the farmers market, which combines Roger Jr.'s business and marketing knowledge with Roger Sr.'s hands-on construction background. They want to make this the best farmers market in the San Fernando Valley area.

Both Rogers have fond memories of their time at LAVC. They offer these encouraging words of wisdom for all current LAVC students: Anything's possible if you follow your dreams. Never give up. It's going to be a bumpy road, but at the end, it'll be worth it.



Roger Sr. & Roger Jr. Gonzalez

COMPANY:
Good Times Farmers Market

