

# BOULEVARD

fundraiser that helped build-out the new eye-exam office.

In 2017, Peterson spoke at an after-school program at Grant High School and invited students to That Guy for an art project.

"I set them up with chips and salsa, gave them art supplies and trade magazines, and told them to paint eyeglasses and people wearing glasses," he said. "I said, 'Go for it.'"

Today, those vibrantly colored art pieces help decorate the store.

A few months later, Peterson recruited artist Gerry Simpson of nearby GOS Art Gallery Studio to supervise a group of Grant High students while they painted an eyeglasses-centric mural on the side of the building.

"Kids have a blank slate," Peterson said. "There's nothing they can't do, but it's what they're surrounded by that they absorb."

Peterson has been in the vision-care industry since 1985, first in Phoenix and then in Tracy. He moved to Sacramento in 2014 and worked at several optical companies before going into business for himself. His first "office" was his garage.

"I decided I needed a place to go to every morning," he said. "I was driving down Del Paso Boulevard and saw a 'for lease' sign. I was going to do wholesale only, but once I put in the retail front, it took on a life of its own. I think the location is a good choice. It's a changing area and there's a need here for what I do."

Of course, not all of Peterson's eyewear is designer-wear. Basic glasses with single-vision lenses sell for \$69, and he has bargain-priced close-out frames. His turnaround for a new pair of glasses is usually one to three days.

But back to his community work. The question is, Why?

Said Peterson, "I guess because I've seen so many people who don't have opportunities for the basic things, like being able to see."



## THAT GUY EYEWEAR

1825 Del Paso Blvd., Sacramento  
916-925-6747  
www.hekaspecs.com.

## UPCOMING EVENTS

**THURSDAY DEC. 5  
- SATURDAY DEC. 7**

**The Clean House  
8PM ; 2PM 12/1**

Sarah Ruhl's THE CLEAN HOUSE opened Nov. 15 and closes Dec. 14 at Big Idea Theatre. A romantic comedy about loss, love, change and redemption, The Clean House is both whimsical and touching. THE CLEAN HOUSE performs every Thursday (\$12 Thrifty tix), Friday, and Saturday at 8pm! THE CLEAN HOUSE has one \$15 SUNDAY MATINEE performance on Dec. 1 at 2 p.m.! Buy your ticket TODAY at: [bigideatheatre.tix.com](http://bigideatheatre.tix.com) BIT DEALS! Weekly \$12 Thrifty Thursday tickets. \$15 Sunday Matinee (Dec. 1 at 2 p.m.). \$12 tickets to groups of 6+. ADD US ON INSTAGRAM! @bigideatheatre Website: [bigideatheatre.org](http://bigideatheatre.org)

📍 Big Idea Theatre  
1616 Del Paso Blvd.

**WEDNESDAY DEC. 11**

**Job Coaching  
2PM**

Looking for a job? Need help? Come meet one-on-one with a trained job coach who will help you spruce up your resume, build better job searching techniques, learn how to ace the interview, and more!

📍 North Sacramento  
Hagginwood Library  
2109 Del Paso Blvd

**SATURDAY DEC. 12**

**New eyeglasses line showcase  
4-8PM**

Dennis Peterson will host his next quarterly trunk show from 4 to 8 p.m. Dec. 12, showcasing his new That Guy Eyewear line. Food, wine and beer, and live music

📍 That Guy Eyewear  
1825 Del Paso Blvd.

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