

PORTERVILLE

NOVEMBER 2017

NEWSLETTER



BILLIOU'S & HOAGIE'S HEROES NAMED BUSINESS LEGACY HONOREES



The City of Porterville is pleased to announce Billiou's as a Business Legacy Honoree.

Lawrence and Jean opened their store doors on April 1, 1946 in Porterville when the population was less than 10,000.

It began as a small shop offering items such as bikes, sewing machines and more. In the beginning they offered used items they had repaired. After the war, newer products were few between. John Billiou, son of Lawrence and Jena, recalled how his dad would go to the junkyard and would find old bicycles, fix them, paint them and then sell them. John recounted with a smile that "the first big new item they sold was the Red Flyer Wagon."

Billiou's first location was on D Street and Putnam Avenue. They later moved to Jaye and Putnam, then to 275 N. D Street and finally in 1989 they moved to their present location on South Main Street, which is now 44,000 square feet.

John took over the family business in 1989 and Billiou's became more of a distribution facility and closed its retail store.

Billiou's distributes a complete range of products filling the requirements of the outdoor power equipment. They have the most popular lines of engines, mowers, riders, tillers, chainsaws, trimmers, blowers and other related equipment designed to meet lawn and garden needs.

In September Billiou's merged with Cantrell Turf Equipment (CTE) to form CTE+ and John announced his retirement.

Congratulations to Billiou's for being recognized as a Porterville Business Legacy Honoree.

The City of Porterville is pleased to announce Hoagie's Heroes as a Business Legacy Honoree.

Steve and Joan Feleay opened Hoagie's Heroes nearly 40 years ago. Their first location was on Olive Avenue, directly across the street from Porterville High School. The eatery quickly became a favorite of the high school students. They served a variety of sandwiches, burgers and the locally-famous "Hoagie's Fries." Hoagie's Heroes soon became a household name.

The Feleays continued to enhance their business and turn potential obstacles into opportunities. An example of Hoagie's Heroes ability to adapt was when the high school went to closed campus model, having students to remain on campus during the lunch hour. Hoagies began to contract with Porterville Unified School District to provide sandwiches to the local middle schools and high school campuses. They found a winning combination having a drive through, delivery, school contracts and quick friendly service.

The Feleays sold their Olive Avenue location and searched to find a new site for their business. They knew that no matter where they opened, the new location would have to have a renewed look and feel as there was no replacing the original store. After months of searching, a deal was struck and their new location would be in the Centennial Plaza building. The new Hoagie's Heroes would locate in downtown Porterville, next to Centennial Park. They opened their location on January 14, 2010, exactly 31 years after opening their first location.

But like all good things, the great Hoagie's Heroes came to an end. Steve decided to retire after serving Hoagies famous fries. Congratulations to Hoagie's Heroes for being recognized as a Porterville Legacy Award recipient.

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