



Bob Calderara: Blind Ambition

By JAMES FLORENCE, Diamond Certified Program Reporter

After more than 30 years in the window covering industry, Bob Calderara recounts his early introduction to the field. “I first got into doing window treatments when I was about 12 years old,” he remembers. “My brother-in-law was an installer for a large commercial company and needed some help. After high school, I tried a few other careers, but I couldn’t find anything I enjoyed as much as window coverings, so I got back into the industry as an installer.”

Over the next few years, Bob felt an emerging desire to start his own enterprise. “I wanted to get to a place where I could handle both sales and installation, which would allow me to have more control over the process,” he says.

“...30 years later, I’m still enthusiastic about what I do.” “I saw a lot of flaws in the way some companies operated, and I learned from them. Eventually, I went out on my own and founded Discount Blinds and Shutters in 2011.”

Today, Bob says his favorite part of his job is its characteristic versatility. “The window covering industry is a diverse and exciting field, with new innovations happening all the time. Also, my company recently expanded its capabilities to encompass exterior window coverings, so that has opened up a whole new dimension that I really enjoy working in.”

Raised in Oakland, Bob resides today in Ripon with his wife, Magda, and their children, Gabriella and Gino. “After growing up in the East Bay, I appreciate the laid-back lifestyle here in Ripon,” he says. “The Central Valley is a nice location—it’s remote enough from the city, but it’s easy to get there if you want.”



Bob Calderara is owner of Discount Blinds and Shutters.

Outside of work, Bob engages in a variety of active pastimes, both independently and with family. “Personally, I enjoy playing golf and exercising,” he says. “I have a home gym, so that helps me stay fit. With my family, it’s a lot of outdoor activities like hiking, kayaking, bicycling and going to the beach.”

In regard to his professional career, Bob espouses the importance of having enthusiasm for his livelihood. “I think people can sense my level of enthusiasm when I interact with them, especially in a customer service situation,” he explains. “It really sets the tone for the exchange, which is why it’s important for me to be genuinely invested in what I’m doing. I’m thankful that, 30 years later, I’m still enthusiastic about what I do.”