



Douglas C. Broten

September 26, 1947 - October 15, 2022

Douglas Clifford Broten, age 75, passed away at Clovis Community Medical Center in Clovis, California on October 15, 2022 surrounded by those that loved him.

Born September 26, 1947 to Clifford and Lois Broten. Younger siblings include brother Jeff Broten and sister Carol Starr. Doug was born in Whitter, CA and moved to Fresno to attend Fresno State University in 1965. Active in student leadership, he was student body president 1969-70. He received his BA in Social Sciences with a Secondary Teaching Credential in 1971.

Doug's career spanned 40 years in local non-profit management beginning as the Executive Director with Older American Retraining Programs followed by being Executive Director for the California Association of Physically Handicapped Independent Living Center. He will best be remembered through the 25 years of contributions and leadership as CEO of the Better Business Bureau of the San Joaquin Valley concluding with his 2010 induction into the BBB 25-Year Club.

Doug was on the forefront of the technology movement. He chaired the Council of Better Business Bureaus IT Committee. He was instrumental in developing the Data Warehouse for which he received BBB's BOC Meritorious Service Award in 2008. He founded the Dispute Settlement Center in 1995

and established a BBB foundation that has grown to provide mediation under contracts with counties covering central California. In 2017, Doug was nominated and voted into the BBB's Hall of Fame.

For over 40 years, he deepened his love for the Sierra Nevada and the surrounding foothills. He spent many hours backpacking and cross-country skiing throughout the local mountains. He especially cherished annual trips to the Ostrander Ski Hut 10 miles from Badger Pass Ski Area in Yosemite's backcountry. For many years, he led Sierra Club hikes and cross-country ski trips. Following his 2010 retirement, he began kayaking the San Joaquin River year round and leading Sierra Foothill Conservancy hikes.

Doug believed in providing a place for the voices of fairness and value to be heard by serving on a range of boards. These boards included the State Board for Planned Parenthood; Fresno State Alumni Association; Fresno Advertising Federation; and the Council of Better Business Bureaus.

Doug leaves his wife of 35 years, Eve Sproule; his stepson Brandon Sproule; daughter Branisia Sproule and grandchildren Marshall and Mariah Hudson. He is also survived by his brother Jeff and sister Carol.

A memorial gathering will be held on Monday, October 24, 2022 from 2:00 p.m. to 4:00 p.m. at Chapel of the Light, 1620 West Belmont Avenue in Fresno.

A celebration of Doug's life will be Saturday, November 5, 2022 with a hike beginning at 10:00 a.m. followed by lunch at 12:30 p.m. at the McKenzie Table Mountain Preserve, 2247 Auberry Road in Clovis.

Remembrances in Doug's name may be made to Sierra Foothill Conservancy, P.O. Box 529, Prather, CA 93651.

Previous Events

Memorial Gathering

OCT **24**. 2:00 PM - 4:00 PM (PT)

Chapel of the Light
1620 W. Belmont Avenue
Fresno, CA 93728
michael@chapelofthelight.com
<http://www.chapelofthelight.com>

Celebration of Life

NOV **5**. 10:00 AM (PT)

McKenzie Table Mountain Preserve
2247 Auberry Road
Clovis, CA 93626

Tribute Wall

JD

“*Doug did so much to further the cause of alternative dispute resolution in the valley and nationwide. Whenever I had the opportunity to work with Doug, I was always impressed with his passion and dedication. He was a special man and he will be missed by many. My heart goes out to you Eve and the rest of the family.*”

joby dupuis - October 24, 2022 at 09:35 PM

RP

“*Rosa and I will always remember Doug for his kindness, his hospitality, and the times he shared with us so generously. If something important or meaningful was happening in our lives, Doug and Eve were always there in fellowship and support. Their friendship over the last 35 years has meant so much to us. We will miss Doug greatly, but will fondly remember his warmth and sense of humor. We wish to express our heartfelt condolences to his wonderful and loving family.*”

Rosendo Pena - October 24, 2022 at 02:45 PM

DO

“*I am so sorry to learn of Doug's passing. We met as freshmen in Homan Hall, and later roomed together in various places around town. Although I have lived away from California for almost 50 years we were able to keep in touch through social media and mutual friends. My best wishes to you during this difficult time*”

David Ostroff - October 22, 2022 at 02:50 PM