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**Rodney Cook**

**Rodney Cook**, director of Financial Planning at **Rosell Wealth Management**, has recently obtained his Certified Exit Planning Advisor (CEPA) certification, further solidifying his expertise in guiding business owners through the complexities of selling their companies.

With this designation, Cook specializes in helping clients strategically minimize capital gains, income, and estate taxes associated with their business sales. At Rosell Wealth Management, this approach is part of their proprietary program, The 6 Percent Advantage, designed to help business owners retain more of their hard-earned wealth during a transition. Cook's expanded knowledge and strategic planning skills ensure that clients navigate the exit process with confidence, maximizing their financial outcomes and securing their legacies.

**Compass Commercial Real Estate Services** welcomes **Adam Bledsoe** back on board as a principal broker. Bledsoe originally joined Compass Commercial in 2017 and has extensive experience in land and industrial sales, as well as office, industrial, and retail leasing. As a seasoned broker, Bledsoe has over \$300 million in commercial production volume. Before transitioning to commercial real estate, Bledsoe gained experience in sales and marketing working for high-end companies such as Paulson Capital Holding Co., Stryker Orthopedics, and Chase Bank, where he worked as a mortgage banker/broker. In 2021, Bledsoe and his family moved to Boise, Idaho, where he joined local CRE company TOK Commercial. While there, Bledsoe focused on acquiring and selling land for developers, property owners, investors, and companies looking to establish new locations near the Boise area. At TOK Commercial, Bledsoe honed his expertise in land acquisitions and sales before ultimately returning to Bend.

Bledsoe earned academic All-Big XII honors as a member of the University of Colorado football team, where he graduated with his bachelor's degree in history. Bledsoe is active in the community as a youth sports coach and is a founder of The Loft of Bend, a private social and wine club that also partakes in philanthropic initiatives.



**Adam Bledsoe**



**Cynthia Engel**

**Cynthia Engel**, a leader with nearly 25 years of experience in higher education, has rejoined **Oregon State University – Cascades** as director of career services.

Engel will oversee the Career Development Center at OSU-Cascades and lead Cascades Edge — a program that provides all undergraduate students personalized access to career development tools and experiential learning opportunities throughout their academic experience. She will also develop partnerships with state, regional and national employers that advance opportunities for students and graduates.

About 80% of OSU-Cascades undergraduate students complete one or more experiential learning activity by the time they graduate.

Engel will work closely with career development staff at the Corvallis campus to increase career preparation programming, and the OSU Alumni Association to build relationships with OSU and OSU-Cascades alumni in Central Oregon.

Engel most recently served as director of program development for ISEP Study Abroad and prior to that was director of internships abroad with CEA/CAPA Education Abroad. From 2003 to 2006 she served as coordinator of student life and international programs at OSU-Cascades, and as coordinator of student programs in the Office of Student Life at Central Oregon Community College from 2001 to 2003.

She received a master's degree in educational policy and administration from the University of Minnesota.



HAYDEN HOMES TEAM | PHOTO COURTESY OF HAYDEN HOMES

**Hayden Homes** announces it is Certified by **Great Place To Work** for the second year in a row. Great Place To Work is the global authority on workplace culture, employee experience, and the leadership behaviors proven to deliver market-leading revenue, employee retention and increased innovation.

This year at Hayden Homes, 98% of all team members said the company is a great place to work, compared with an average of just 57% of employees who felt the same at other companies in the U.S. That's a ranking more than 40% higher than the average U.S. company, and a 2% increase in satisfaction for

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**Gwenn Wysling**

**Bethlehem Inn** announces the upcoming retirement of Executive Director **Gwenn Wysling**, effective June 30, after 15 years of dedicated service to the organization and the Central Oregon community.

To ensure a seamless transition, the Inn's Board of Directors established a committee to oversee the search for Wysling's successor. The Board is committed to selecting a leader who will uphold Bethlehem Inn's values and vision while continuing to advance its vital work. In support of this goal, the Board has appointed Michael Hancock, currently director of operations, to serve as Interim Executive Director until the Board names a permanent executive director.

**Holm Made Toffee Co.** captured the people's hearts recently at the 21st annual Oregon Chocolate Festival. Featuring a wide selection of over 50 exhibitors, artisan chocolatiers and confectioners from across the west coast, Holm Made Toffee walked away with a win in the People's Choice category. This is Holm Made Toffee's 16th award in 12 years presented by the Oregon Chocolate Festival.

Owner Randi Holm is quick to also recognize her staff as a large part of Holm Made Toffee's success.



PHOTO | COURTESY OF HOLM MADE TOFFEE CO.

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New hires, promotions, accolades, awards, retiring?  
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**Who's Who!**

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# Freshen My Home Relaunches with User-Friendly Website & Enhanced Services

by SANDRA CLOUD — Freshen My Home

Freshen My Home, a local, woman-owned subscription-based home cleaning service, is launching a brand-new, user-friendly website. The site highlights the company's expanded service offerings as well as their affordable, efficient, and eco-friendly cleaning solutions. After an initial soft launch in October 2024, Freshen My Home is relaunching to provide an exceptional customer experience from booking to cleaning.

"We learned a lot from our initial launch and have listened carefully to customer feedback," said owner Sandra Cloud. "Our new website and expanded services reflect our commitment to providing the best possible cleaning experience. We're really excited about the new Apartment Service and Companion Cleaning options, which address specific needs in our community."

In addition to its popular Bathroom Only and Bathroom Plus services, Freshen My Home is introducing two new options designed to meet the diverse needs of its clientele:

- **Apartment Service:** Simplify apartment living with our quick and affordable cleaning solution tailored specifically for smaller spaces. This service includes a bathroom cleaning and vacuuming/mopping of living areas, making your small space shine.

- **Companion Cleaning:** Reclaim space and peace of mind with our personalized decluttering and cleaning assistance. Work alongside or direct your Fresh Pro to tackle specific projects, organize cluttered areas, or simply get a helping hand with tidying up.

The new website offers streamlined online booking, easy subscription management, and transparent flat-rate pricing. Customers can now effortlessly schedule regular cleanings and enjoy a consistently fresh home without the hassle.

"Open communication is key to a successful cleaning experience," Cloud continues. "Freshen My Home encourages customers to let them know about

any special requests. Whether it's clearing specific areas for cleaning or needing a little help with tasks like changing bed linens, we're happy to discuss how they can customize our service to meet their needs. Our Fresh Pro will do their best to accommodate customer requests within the scheduled cleaning time."

Freshen My Home is committed to using eco-friendly, high-quality products, which is why we've incorporated Norwex microfiber cloths and cleaning supplies into our services. These products allow us to clean effectively with fewer chemicals — better for your home, your health, and the planet. Interested clients can now shop Norwex through the new website and bring the same sustainable cleaning power into your daily routine. Freshen My Home remains committed to eco-conscious practices, using safe and sustainable cleaning products. The company also prioritizes fair wages and financial education for its employees.

Freshen My Home's Fresh Finds Co-Branding Program offers local businesses a unique way to reach new customers. Each week, a partner business provides sample-sized products that each Fresh Pro leaves for clients after cleaning, adding a touch of delight while promoting local brands. Interested businesses can start the process via the Contact Us form on our website.

In addition to these new services, Freshen My Home is giving back to the community through its Fresh Freebie program, offering free home cleanings to individuals or families in need. Anyone can nominate a deserving recipient — whether a neighbor, a friend, or even themselves — and should start the process via the Fresh Freebie Nomination form in the footer of our website.

### About Freshen My Home:

Freshen My Home is a local, woman-owned business providing affordable, efficient, and reliable subscription home cleaning to simplify busy lives.

[freshenmyhome.com](http://freshenmyhome.com) • 541-391-5404

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Hayden Homes since its 2024 Great Place to Work Certification.

The prestigious award is based entirely on what current team members say about their experience working with Hayden Homes, which is the largest private homebuilder in the Northwest. Among the most commonly used words by team members to describe Hayden Homes during the Great Places to Work Certification process were Team, People, Culture, Give, Care, Community, Everyone and Truly.

Hayden Homes offers a home purchase discount program, 401k match of up to \$10,000 per year and up to 16 hours of paid volunteer time per year, encouraging team members to contribute directly to nonprofits in their communities. Team members are also active participants in uplifting events such as wall raisings and key dedication ceremonies for First Story — a nonprofit founded by Hayden Homes in 1998 that provides homeownership opportunities to under-resourced families, breaking cycles of generational poverty. The company offers a 100% match for team member paycheck contributions to First Story, totaling more than \$1.8 million dollars to date, with more than 85% participation from team members.

According to Great Place To Work research, job seekers are 4.5 times more likely to find a great boss at a Certified great workplace. Additionally, employees at Certified workplaces are 93% more likely to look forward to coming to work, and are twice as likely to be paid fairly, earn a fair share of the company's profits and have a fair chance at promotion.

As part of Hayden Homes' continuing commitment to honoring team members' contributions, this week the company will celebrate Women in Construction and National Team Member Appreciation Day with special recognitions throughout the Northwest.

According to feedback from Hayden Homes team members:

- 98% said people at Hayden Homes are given meaningful responsibility
- 98% of all team members said they feel proud of what we accomplish
- 98% of all team members said they are proud to tell others where they work
- 98% said people at Hayden Homes care about each other
- 99% said when you join the company you are made to feel welcome
- 99% said they feel good about the ways they contribute to the community
- 100% of women and minorities said Hayden Homes is a great place to work

**AP Fleet Management** announces the expansion of its team with the addition of ten talented professionals. These new hires reflect AP Fleet Management's continued commitment to growth, innovation, and delivering exceptional customer service to diverse industries looking for rental and fleet management solutions.

Joining the AP Fleet Management team are the following individuals, who bring a wealth of expertise and add to a total of 300+ years of industry experience on the team: **Andy Draayer**, client development and operations; **Brian Gorman**, national sales executive; **Chris Kamman**, business developer officer; **Tyler McCollough**, truck rental location manager; **Justin McKirgan**, account manager; **Matt Nevius**, national sales executive; **David Osborne**, account manager; **Amber Ross**, fleet manager; **Linda Roughsedge**, account



PHOTOS | COURTESY OF AP FLEET MANAGEMENT

manager; and **Kevin Westmoreland**, account manager.

AP Fleet Management's new team members will be instrumental in fostering opportunities for growth, enhancing customer partnerships, and bringing fresh insights into supporting industries that rely on dependable fleet services. From national sales strategy to everyday operational excellence, each one of these professionals contributes to the company's vision of providing innovative solutions and unparalleled customer care.

And **AP Equipment Financing** announces its feature in the Best Companies in Equipment Finance, Culture Category by *Monitor* magazine. This recognition highlights the exceptional company culture fostered at AP Equipment Financing that has been instrumental in driving its success.

Founded in 1998, AP Equipment Financing remains committed to its motto, "The Power of Personal," channeling this ethos into every client and partner interaction. The company has grown into a trusted leader by providing not only financing solutions but also innovative business growth programs, including inventory floor plan financing, fleet management services, and customized rental plans.

A pivotal moment in AP's cultural evolution was the creation of its House Rules, designed to define and sustain the core values of the organization. Inspired by CEO Chris Enbom, CLFP, after attending a seminar stressing the central role of culture in business success, the House Rules were built collaboratively across all levels of the company. These 11 principles, from "Attitude is Everything" to "We Stand Behind Our Word - We Do What We Say," are cornerstones of AP's thriving workplace environment.

To ensure these values thrive, AP created a Culture Committee to foster enthusiasm, collaboration, and inclusivity through initiatives like virtual gatherings and team-building events, connecting its predominantly remote workforce. Transparency and employee well-being are emphasized through quarterly Town Halls, anonymous Q&A sessions, and flexible work options. AP also supports growth with programs like educational reimbursements, Women's Leadership Programs, and CLFP certifications. Recognition remains vital, with highlights such as Employee of the Quarter awards and the year-end 'Rock Star Award,' ensuring team members feel valued for their contributions.

This recognition by *Monitor* magazine underscores AP Equipment Financing's unwavering dedication to a thriving workplace culture, enabling sustained growth while meeting the needs of diverse customers.