

spotlight



Bob Roth

BANNER ALZHEIMER'S FOUNDATION
BOARD MEMBER

IF YOU were to ask Bob Roth what is most meaningful to him – his immediate answer would be “family.” This is certainly reflected in the work that he has dedicated himself to both professionally and in our community. As the Managing Partner of Cypress HomeCare Solutions, Bob brings a unique perspective to his work with the Banner Alzheimer's Foundation Board of Directors. We recently had the opportunity to talk to him about the road that led him to Banner.

Share with us a little bit about your background and how you came to Arizona.

I was born and raised in Baltimore, MD where my grandfather started one of the first food distribution companies in the United States. While I never met my grandfather (he passed away a couple of years before I was born), he has always been an inspiration to me – a Russian immigrant who in 1919 began selling butter and eggs off a horse-drawn cart. During the Great Depression, a time when many small businesses failed, my grandfather

continued on page 8

spotlight

Bob Roth *continued from page 7*

persevered because of his work ethic and because he found someone that believed in him – the president of the bank he did business with. My father had that same work ethic and grew a little butter and egg business into a full-line food service supplier in the 1960s and 70's. My grandfather and father's passion for their work obviously rubbed off on me and that is where my professional career began. I worked for several big-name food-manufacturing companies (Quaker Oats, Gatorade and Dole Foods) and had the opportunity to live all over the country.

I met my wife, Susie, in 1985 through a mutual friend and 10 years later we were living and working in California. By that time, my parents had moved to Arizona as a result of my mother suffering a heart attack and the subsequent sale of our family's business. My father was encouraged to move to Arizona by the new owners so that he could turn around and run a food distribution company here in Phoenix.

In 1994, with the help of my Dad, my brothers and I started Cypress HomeCare Solutions so that we could provide the same level of care that we had provided to our mom to other “moms and dads” here in our community. I took over as Managing Partner in December 2003. I can honestly say that working at Cypress does not feel like “work” – it is truly a “calling”. It is a joy to work with our staff and, of course, the clients and families that we serve every day. My mom is my “guiding light” and is an inspiration for my commitment to what I do every day.

What led you to Banner Alzheimer's Foundation?

Although I do not have a personal connection to Alzheimer's disease, I have seen its devastating effects on the families we work with at Cypress HomeCare Solutions. The enormous hardship it brings struck a chord with me and I wanted to become involved on a community level. That desire led me initially to the Arizona Alzheimer's Association. I have been very involved with that organization for the past eight years – chairing the Memory Walk for 4 years here in Phoenix, and serving on the Golf and Development committees. My work there, combined with a few personal connections to Banner, ultimately led me to Banner Alzheimer's Foundation. I was immediately struck by the research being done here and its potential to move the treatment and prevention of Alzheimer's forward at an incredible pace. I joined the Development Committee and, in 2009, joined the Board.

What sets Banner Alzheimer's Foundation apart as a viable and important giving option?

As Dr. Eric Reiman put it, “We are in a race.” We can no longer afford to wait on a cure or preventative treatment for Alzheimer's disease. Banner Alzheimer's Institute has the greatest scientific minds, the one-of-a-kind family and community services and the clinical trials that are breaking new ground all over the world – all in our own backyard!

This disease is affecting more and more people every day. And, the worst part is, it doesn't just take its toll on the individual, it becomes an almost unbearable burden for entire families. Everyone in our community has the chance to be a part of ending Alzheimer's disease by supporting the Institute.

As a Board Member, I am on a mission to get the word out about everything happening at Banner Alzheimer's Institute and, hopefully, help others in our community by giving hope to those patients through financial support.

You are obviously passionate about your business and philanthropic work, what are some of your other passions?

My family – hands down they are my number one passion. Susie, my wife, is the CEO of our family and we have three beautiful daughters, Sami-Jo, Allison and Jessica. I am so grateful for the love and talents of my wife – she has done an exceptional job in helping our family to thrive. Now that our oldest is a sophomore at the University of Arizona, we are acutely aware that we are at the beginning of a new phase of our life. We are especially appreciative of the quality family time when all five of us are together. We love traveling to new places, hiking around Phoenix and Scottsdale, and I am a huge Diamondbacks fan. Susie works as a personal trainer and tries to keep my “inner foodie” in check, as I love to explore new restaurants and frequent old favorites.

Truly, I am passionate about all of my “families” – my immediate family, my Cypress HomeCare Solutions family, the families we work with at Cypress, the families Banner Alzheimer's Institute serves, and the future generations of families that will benefit from the science and research happening at the Institute.