

# Dedicated to caring



**Bob Roth**  
Managing partner  
Cypress HomeCare Solutions

602-264-8009  
[www.cypresshomecare.com](http://www.cypresshomecare.com)

**How long have you been in business?**

Cypress HomeCare Solutions will be celebrating its 11th year this April. The Roth family has owned Cypress for the past nine years. I joined the company in December 2003 as managing partner.

**What inspired you to begin your business?**

My desire to help seniors improve their quality of life by offering them the ability to maintain their dignity and remain independent. Personally witnessing the heart-felt companionship my mother received from the caregivers from Cypress in her last year of life gave me a true appreciation for the value for compassionate care in the home.

**Describe your professional background.**

Twenty years of experience in the areas of healthcare, technology

and consumer products. I have a steady record of helping companies triumph by assembling and managing teams of individuals who bring their expertise and creativity together to build a successful company. My vision for Cypress is to maintain the quality of service clients have come to expect, while growing the company into additional markets throughout the Southwest. Prior experience includes executive management positions with Healthone Inc.; Dole Packaged Foods; and the Quaker Oats Company in its Gatorade division and Miss Karen's Frozen Yogurt.

**What obstacles have you overcome in your professional life?**

My success early in my career enabled me to advance in the companies that I was employed. In order to advance in these Fortune 500 companies like Quaker Oats and Dole Foods, you have to be willing to move. We moved to eight cities in 11 years. My wife Susie is a trooper.

**What are your greatest accomplishments?**

Meeting my wife Susie. She has kept me grounded and has given me three beautiful girls and has been my advocate and source of strength.

**What advice do you have to offer to other professionals?**

Be honest with yourself, true to your word and treat people in the manner you would like to be treated — it will come back to you in spades. I always tell Susie, "Under-commit and over-deliver, you'll never go wrong." And one of my father's sayings that has stuck with me is: "We make a living by what we get, we make a life by what we give."

**How do you contribute to the local community, either personally or through your business?**

My family has always been phil-

anthropic and has given to both Jewish and community causes. We at Cypress support many wonderful causes. A couple that we focus on are the Alzheimer's Association and Southwest Autism Research & Resource Center (SARRC). This combined with the fact that we are the only approved agency that can teach the Family Caregiving Program that has been created and offered by the American Red Cross. Currently, we are scheduling community outreach programs throughout the Valley so that we can educate families on the principles of family caregiving. A fact that is not that well known is that there are more than 50 million people in this country caring for someone that is chronically ill, disabled, or an aged family member. This represents over 26.6 percent of the U.S. population and these individuals have no formal training, nor do they have the proper skills to care for their loved ones adequately. This program that the American Red Cross has developed will give the attendees a foundation from which to build from, thereby taking family caregiving to the next level.

**What role does Judaism play in your professional life?** Very important.

**Organizational affiliation:** Temple Beth Israel. Jewish National Fund board member and former board member of Hillel at ASU.

**City of residence:** Scottsdale.

**Spouse:** Susie Roth. She is a personal trainer and the founder and owner of Susie Roth's Functional Fitness.

**Children:** Sami-Jo, 12; Allison, 10; and Jessica, 8.

*Periodically, Jewish News will publish business profiles on local business owners. To receive a business profile form, call 602-870-9470, ext. 206, or e-mail [stephanie\\_henschel@jewishaz.com](mailto:stephanie_henschel@jewishaz.com).*