Joyce Cranston's more than 30 years of extensive business experience began as the partner of an awardwinning design and marketing communications firm with large and diverse accounts such as the Denver Botanic Gardens. Her entrepreneurial skills led her to develop and market new health promotion products for schools, foundations and public health professionals, and ad specialty products for Nestles, Burger King, Levis and other mainstream retail clients. Within the non-profit sector, Ms. Cranston directed her team at NeighborImpact in assisting qualified households with their utility bills, updating heating systems and weatherization.

She currently serves on the Bend Redmond Habitat for Humanity Board of Directors Executive Committee. She is also a member of the Habitat Family Services Committee where she works to include native, water-wise plants in the landscapes for new Habitat homes.