

Carpentry at its Finest



A+ plus Carpentry Crew

Rody Gonzalez, owner of A+ Finish Carpentry, is originally from the southern area of Mexico. Coming from a humble beginning, he migrated to the United States in 2000. All of the tools he has now as a person he credits to the example set by his mother, which was rooted in persistence and hard work. "The United States is like a magnet that attracts all kinds of people. Just the possibilities that we have here in this country, the opportunity to have a better life, that was the main attraction," Rody recalled.

With a background in carpentry from his youth, Rody was inspired to gain more knowledge about the equipment, how to use the tools, learn to read blueprints, and ultimately how to build houses. His experience grew and Rody started his company in 2004, specializing in finish carpentry, wood and metal stud framing, drywall, mud and tape, and painting. For Rody, the definition of success is "the economic improvement of my team and looking forward to going to work."

Rody looks at every day as

an opportunity and sees abundance all around. The people he works with have a similar mindset. "As an immigrant, we are really hungry for opportunities to be successful. And success can be defined differently, everybody has their own definition. For me, it's that-to improve our economic status, the guys that work for me, to improve their lifestyle status. Personally- to have my kids have a place to come home. We achieved that already, we have a house... when I was a kid I lacked that part. But that's awesome, they come in and just throw their shoes all over the place but they do that because they have a place where to do that." I know what he means, my kids' shoes are everywhere and he's right, I find comfort in that too. What Rody is really talking about is safety and security and for Rody, looking forward to going to work is really rooted in knowing that he is providing that safety and security. Not only for his own family but for many other families in his community who are hungry for these opportunities too.

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The Portland Small Business Hub is a free resource for local small business owners, supported by federal American Rescue Plan funds allocated by Portland City Council to help Portland businesses and communities recover from the COVID-19 pandemic and resulting economic recession.

The Hub is a collaboration between Prosper Portland and local service providers and offers culturally specific small business resource navigation.

The Hub also connects business owners to financial relief programs and provides one-on-one assistance for applying for loans, grants and other funding opportunities.

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