



Coin Meter Appoints Blair Holt President

Third-generation leader continues family legacy

Portland, Ore., Sept. 15, 2026 — Blair Holt has been named president of Coin Meter, a third-generation, family-owned Oregon business that provides custom laundry room solutions for multifamily properties, affordable housing developments and campus housing. Holt succeeds her father, Mike Marsden, who is retiring after serving as president and working at Coin Meter for 46 years. Marsden will move into an advisory role for Coin Meter as senior advisor. Holt will also take the reins as president of Cascade Fresh, a Coin Meter company that provides commercial laundry services.

Coin Meter was founded in 1972 by Holt's grandfather, Donald Marsden, and his wife, Lee, out of the garage of their home. The company has grown to 45 employees, serving more than 240,000 residents across Oregon and Washington.

"When I joined Coin Meter as a member of the sales team, I started working alongside people I'd known since childhood and it truly felt like coming home," said Holt. "Coin Meter has always been family, whether it was my actual family working here or the people who've become like family. I take the responsibility of caring for this business very seriously, and I want to continue the values put in place by my grandparents and father over the last 54 years: being a caring employer, a dedicated member of the multifamily housing community, a champion for the regional route operator and a service our community can count on."

Holt points to the examples set by her father, who as president of Coin Meter was integral in championing the local laundry route operator during a time of intense consolidation, ensuring that local and regional operators had a seat at the table as national companies grew. He served as president of the Multi-housing Laundry Association and on the board of the Metro Multifamily Housing Association (now Multifamily NW). He supported local property owners and property management companies, offering deep connections within those communities to support clean, safe housing. Under his leadership, Coin Meter grew fivefold and expanded north into Seattle, east into Bend and south into Medford. He also took Coin Meter from a coin-only operation to a digitally enabled business and is credited with building a company culture where employees stay for decades, some even bringing their own family members into the business.

"Passing the torch to Blair is a proud moment as a business owner and a dad. Anyone who has worked with her knows that she is more than ready to build on Coin Meter's success and push us to new heights," said Mike Marsden. "Just as important, she has the steady hand and experience it will take to navigate the inevitable bumps down the road. We're in great hands with Blair, and I know she's in great hands among everyone at Coin Meter."

A Portland-area native, Holt joined Coin Meter in 2017 and previously served as vice president of sales and marketing and as regional sales manager for the company. She has also held sales

and marketing positions at Yahoo, Intel and Entercom and earned a Bachelor of Science in marketing from the University of Idaho.

Holt serves on the board of the Multi-housing Laundry Association, the North American trade association for operators and supplier companies providing professional laundry services to the multi-housing industry, as well as the board of Good Neighbor Center, a local organization that empowers families experiencing housing insecurity by providing shelter, resources, and support. Holt also coaches 6-year-olds in soccer, which she considers her greatest leadership challenge.

About Coin Meter

Coin Meter provides tailored laundry room solutions to multi-family properties, including affordable housing developments and campus housing. The company provides innovative equipment, dedicated customer support, reliable repair and maintenance solutions, and cashless payment systems. Coin Meter has deep community roots as a third-generation, family-owned and operated business based in Portland, Oregon for more than 50 years. For more information, visit www.coinmeter.com.