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GeffenMesher



Preston R. Byrd, CPA  
Partner

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### PROFESSIONAL ORGANIZATIONS

American Institute of Certified Public Accountants  
Oregon Society of Certified Public Accountants  
Auto Team America

### EDUCATION

Bachelor of Business Administration, Baylor University,  
1992  
Certified Public Accountant, Oregon

### COMMUNITY INVOLVEMENT

Joni and Friends Family Camps, Volunteer  
Dallas Business Magnet High School, Past Tutor for  
Accounting Students  
Young CPAs of the Dallas CPA Society, Past Committee  
Member

### KEY TO SUCCESS

"It's important to be able to shift your perspective between the big picture and the minutia. When you look from the top, examine how the big picture came into being; starting with the details, look at what they're building toward."

### INDUSTRY EXPERTISE

Dealer Services

### SPECIALIZATIONS

Corporate and partnership taxation  
Payroll compliance and taxation  
State and local taxation  
Real estate and family entities  
Accounting controls and processes consulting

### BACKGROUND

When Preston and his wife decided to relocate from Texas to Portland in 2010, one of his primary goals was to find a firm dedicated to the automotive industry so he could continue working with an industry he is passionate about. "Any move is a big deal, whether you're moving to a new city or changing firms. I was doing both, and I'm happy with where I landed." While the majority of his career has been in public accounting, Preston also spent four years as a controller in the automotive industry. "Geffen Mesher quickly became a new home, especially since I was able to jump right into working with auto dealership clients. What quickly impressed me was just how deep the firm's roots were in the industry, and how excited they were to have my expertise."

Preston has continued to expand his focus areas within the firm, most recently in the realm of forensic accounting. "We do a lot to help prevent fraud, regardless of the industry. Having a proactive outlook really benefits clients, and is a big part of my reason for wanting to work in that area." Out of the office, Preston and his wife enjoy spending time with their young son, exploring the Portland area's restaurants—they're always on the lookout for good Tex-Mex—and, depending on the season, head to Mt. Hood for a few snowboard runs. Preston also volunteers his time with a number of community organizations, including Joni and Friends, which supports kids and adults with disabilities.