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## **Jones & Roth CPAs and Business Advisors Looks Back on Its 75-year History**

**EUGENE, OR:** Jones & Roth CPAs and Business Advisors has published a new article and video about its 75-year history as a CPA and Business Advisory firm. The firm celebrated its 75<sup>th</sup> Anniversary in 2021 and interviewed 12 retired and current partners to capture and tell the story of Jones & Roth. The feature article was written by Vanessa Salvia, freelance writer and the editor of Eugene Magazine, and is published on the Jones & Roth website at <https://www.jr CPA.com>.

Since its inception in 1946 as a small accounting duo to one of the Pacific Northwest's most trusted firms, Jones & Roth CPAs & Business Advisors has been helping clients achieve excellence in financial and operational management.

Over the past 75 years, Jones & Roth has grown into one of the largest regional firms in the Pacific Northwest and is a trusted advisor to thousands of businesses and organizations.

With offices in Eugene, Bend, and Hillsboro, Jones & Roth is on a mission to help their clients achieve excellence in financial and operational management.

Tricia Duncan, CPA, Partner and Director of Operations at Jones & Roth commented, "Our firm has gotten to where we are today because of the partners who came before us. They built a solid foundation in our culture, how we work, and what we value and that set us up for future success. Our current partner group took that foundation and built on it, adapting

**The Right People Beside You.**

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to make us more flexible and ready for change, and growing us to where we are today with our specialized practice and industry teams.”

The professionals at Jones & Roth are devoted to specialized practice and industry areas where they provide strategic consulting and advisory services year-round. Other services include audit and assurance, tax, estate and trust planning, retirement plan services, and financial advisory services.

For the fourth consecutive year, Jones & Roth was named one of the Oregonian’s “2021 Top Workplaces” as well as being recognized as one of the Accounting MOVE Project’s “2021 Best Firms for Leadership Equity,” an award based on the firm’s 46% women partners and directors and new firmwide Diversity, Equity, and Inclusion initiatives.

For more information about Jones & Roth CPAs & Business Advisors and their services please visit <https://www.jrcpa.com>.

About:

Jones & Roth CPAs and Business Advisors is one of the largest CPA firms headquartered in Oregon. The firm serves companies, nonprofits, and individuals from offices located in Eugene, Hillsboro, and Bend. Industry-specific teams of experts provide services that include audit and assurance, accounting, business strategy, tax, and retirement planning.

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