



ACCOUNTING STAR



## A Model Accounting Professional and Citizen: Dorothy S. Eisenberg

[By Amit Agarwal]

"I possess within me what I call my six success signs. They are: patience, focus, drive, determination, people skills, and follow-up," said Dorothy S. Eisenberg, CPA and partner at Gerson, Preston, Robinson & Company, a renowned South Florida accounting firm.

Eisenberg advises clients on tax planning and consulting, accounting, compliance, mergers and acquisitions, partner compensation, and strategic planning. She provides training and supervision to the firm's professional staff and is a strong believer in community service. Eisenberg is a role model for anyone aspiring to build a career in the field of accounting and taxation.

Eisenberg began college with a desire to enter the business field. After taking various business courses, she became interested in accounting. She earned a bachelor's degree in the subject and started her career working in a large New York City firm. She joined Gerson, Preston, Robinson & Company in 1993 and has practiced with the company ever since.

With 18 years of experience in the public accounting field, Eisenberg has earned a reputation for excellence and superior results for clients. She manages large and complex tax and general accounting matters for high-net-worth individuals and businesses served by Gerson Preston. She works out of the accounting firm's Boca Raton and Miami offices and has significant experience in industries including healthcare, manufacturing, real estate, retail, and professional services.

Eisenberg has successfully represented clients during federal and state tax audits and effectively handled and negotiated

assessments that minimized client exposure. She has provided strategic counsel in multi-

state tax matters and advised clients on various aspects of their business decisions.

**Q. What do you do for fun?**

**A.** I spend time with my kids as much as I can now that they are both in college. My husband and I plan a lot of family outings and enjoy each other's company.

**Q. What CD is in your CD player right now?**

**A.** Funny, but it's actually a rap CD my son put in there from when he was in the car last. I usually listen to Howard Stern or the news stations.

**Q. What is the last magazine you read?**

**A.** *Time* magazine, on the plane yesterday coming back from taking my daughter back to college.

**Q. What is your favorite TV show?**

**A.** *Boston Legal* and *Grey's Anatomy*.

**Q. Who is your role model?**

**A.** Absolutely my mother. She was a woman before her time. She could have been the CEO of one of the Fortune 500 companies, where only 6% of top executives are women today. She was very successful in business, guided me along, and exposed me to various opportunities. My focus and drive are definitely traits of my mother. I owe her me.

Eisenberg, who is a strong believer in giving back to one's community, is involved with several charitable organizations. She has set up a program for the firm's employees that helps them contribute their time and talent to the community as well.

Eisenberg was recently named to the board of directors for the Boys and Girls Club of Boca Raton, where she will also serve as treasurer.

"The Boys and Girls Club of Boca Raton is an excellent organization that helps kids find a positive direction in life, and I look forward to helping it grow and succeed so that we can assist as many children as possible," said Eisenberg.

She is also on the board of the Children's Home Society of Broward County, a mentor with the University of Miami School of Business's mentoring program, and a high school coordinator for the Florida Institute of CPAs at Plantation High School, where she promotes accounting.

**This prominent certified public accountant is a member of:**

- The Florida Institute of Certified Public Accountants



ACCOUNTING STAR

- The New York State Society of Certified Public Accountants
- The Greater Miami Chamber of Commerce
- The Boca Raton Chamber of Commerce Trustees
- The Academy of Finance of Broward County Schools
- The Commonwealth Institute
- Temple Kol Ami
- Amer-I-Can

An unfortunate trend Eisenberg has witnessed is a shrinking college-graduate candidate pool in the accounting industry.

“There are not enough students coming out of accounting programs for the industry to pull from, and that’s unfortunate,” she said. “I trust this trend will soon begin to change, and that is why I am active in the University of Miami mentoring program. These college students need motivation to join our field.”

She advises young professionals, “Dive in headfirst! Don’t be afraid. You cannot be scared. This can be a very entrepreneurial field where you can reach your highest potential. But you have to be patient, driven,

determined, focused, and willing to work hard. The possibilities are endless.”

**ON THE NET**

Dorothy S. Eisenberg, Treasurer, TCI South Florida, Gerson, Preston, Robinson & Co.  
[www.commonwealthinstitute.org/tcisouthflorida/about/advisory/#Eisenberg](http://www.commonwealthinstitute.org/tcisouthflorida/about/advisory/#Eisenberg)

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[www.gprco-cpa.com/gpr/bios/dorothy\\_eisenberg.html](http://www.gprco-cpa.com/gpr/bios/dorothy_eisenberg.html)

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