

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo from the desk of Dean Don Capener

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Finding the Benefits of a Career in Accounting

A career in accounting is not only rewarding financially but you can make a big difference for many individuals and businesses. Most people believe accountants audit, prepare tax documentation, or review financial statements, but more and more accounting work is involved in analysis. Financial analysis helps companies improve their financial performance, assess risks, and provides more benefits and growth for our economy. Some accounting positions and roles deal directly with clients that require teamwork while others are primarily individual work. More and more opportunities now combine tech savvy with analytical skills.

Amanda Thompson-Abbott, one of our Professors of Accountancy, said, “Accounting tells the story of business success or failure. For better or worse, all the decisions a business makes are reflected in the financial statements. This means that accountants are essentially the storytellers. Communication is key. Accountants must interact and directly work with a wide variety of stakeholders. Telling a compelling story involves using data analytics and emerging technologies that communicate information in a visual way. In this complex environment, accountants are becoming trusted advisors and skilled storytellers. Given these facts, it is a career with endless opportunities because every business needs a great storyteller.”



I encourage you or someone you know to investigate a career in accounting. Any of the Marshall faculty can help you learn more.

We Are Entrepreneurial

One of our recent LCOB Alumni, Katy Spears, is seeing her entrepreneurial endeavors come to fruition. Katy was an Entrepreneurship major and received first place at the MU qualifying stage of the WV Innovation and Business Model Competition in Spring 2022. She then went on to compete at the finals and placed fifth, using the prize money to invest into her own business of bringing "Tiny Homes" for student housing near Marshall's campus.

More about Katy and her Story

"I went to Chesapeake High School right across the river from Marshall. Being from Chesapeake, I basically grew up in Huntington and bled green from a very young age. I graduated from Chesapeake High School in 2020 and started taking classes on campus and virtually. In my final year at Marshall, I stayed on campus in a four-bedroom dorm with five roommates. The combination of my entrepreneurship classes and the tight shared living quarters quickly inspired Wildflower Homes.



The entrepreneurship program sparked my interests and further helped develop my business plans. Along with the program, I was able to compete in the West Virginia Innovation and Business Model competition in which I placed first at the campus qualifier and then moved on to the next round of the competition and an investor showcase. Professor Olen York was a huge help during school and after school as I began to pursue this business idea.

I graduated from Marshall in April of 2022 after just two years on campus. I was finally able to create the business and get it off of the ground in 2023 after saving up money to go towards our future property. Then, I started registering the business, purchasing property, getting my licensing, contacting contractors, and applying for construction loans. I ran into several roadblocks in 2023 that I had to work around, and I am still facing barriers today. I am proud that I was finally able to break ground on my property at the beginning of the year, and aim to have the properties ready to rent in August of this year.

The biggest factors that influenced my time on campus were the five roommates that I spent my final year on campus with. As an introvert, I planned on staying at home for both years of college, but a last-minute decision convinced me to move onto campus. Those roommates quickly turned into friends that I still see on a monthly basis and talk to almost daily. The amount of support that I have received from these roommates, the Lewis College of Business, my professors, and the entire Marshall Community has been overwhelming and I could not have gotten where I am without Marshall University. I am a proud Daughter of Marshall."



"Today, dorms and apartment buildings are overrated. Our tiny homes eliminate all the stressors of renting, and make your life much easier, more comfortable, and more enjoyable."

Katy is a great example of how the Marshall University Lewis College of Business can better prepare our students for the business world, and we are excited to see what her future holds.

For more information contact [Andrew Kesling](#)

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Marshall University | One John Marshall Drive, Huntington, WV 25755

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