

# University of South Florida College of Business Newsletter

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## Student Spotlight: Trey Wells



Trey Wells is an accounting major

Florida's hurricane season brings storms that sweep across the state almost every year, wreaking havoc on local businesses. But for one USF College of Business student, hurricane season was the jumpstart to a family business that continues to thrive today.

Trey Wells, a senior accounting major, has been in the coffee business now for six years. He recalls Key West's 2005 hurricane season as one to remember.

"There were several hurricanes that isolated the Florida Keys from the rest of civilization," Wells said. "Finding fresh products was a challenge, especially coffee."

Making the most of the situation, Wells and his family began handing out home roasted coffee samples to customers of their gas station. It was then that Wells discovered his niche, the coffee business.

When he's not in Key West working at his family's coffee shop, Wells, who goes to school full time and works part time at a local sandwich shop, helps run Island Joes Coffee from Tampa.

"I roast all of the wholesale orders here," Wells said. "This entails the direct sourcing of green coffee beans, actual roasting of the product, packaging, and sales and demonstrations throughout Florida."

He says his accounting classes at the College of Business have been beneficial in helping run the business, because he now knows how to properly communicate with people in the food service industry, understanding terms such as Freight on Board (or FOB) which pertains to shipping goods.

Wells says he is not afraid to go the extra length to work hard both inside and outside of the classroom. When it comes to business, he lives by his family's motto "Born out of necessity and crafted with passion."

"I believe having a passion for what you do is the biggest reward," Wells said.

Actively involved in Beta Alpha Psi, Wells has participated in several volunteer opportunities with the honors organization, including helping out at Tampa's Lowry Park Zoo or Paint Your Heart Out Tampa, an opportunity for the community to lend a helping hand to the low-income elderly.

Wells, who will graduate in December, aspires to become a licensed CPA and possibly pursue a master's degree in accounting in the future.