

Brown's Shoe Fit Company

STORM LAKE, IOWA · LOCALLY OWNED

 YOUR FUTURE STARTS HERE

The opportunity is real. The path is proven. The next step is yours.

Most opportunities ask what you've already done. Brown's Shoe Fit asks who you are and where you want to go. Whether you're looking for a part-time job, starting your career, or thinking seriously about owning a business someday — this is worth your attention.

WHO WE ARE



73 Stores Nationwide

Each store is individually run by a local owner with full decision-making authority over staffing, marketing, and purchasing. No corporate micromangement.



Federally Registered Apprenticeship

Our retail store management apprenticeship is federally recognized — structured, credentialed, and designed to build real business leaders.



Real Ownership Model

Store owners buy into their store, earn commissions, receive quarterly profit sharing, and make all key business decisions. Entrepreneurship with a support system.

THE PATH TO OWNERSHIP

1

Join the Team

Start part-time or full-time. Some customer service experience is helpful, but above all we're looking for the right person — someone who loves working with people and is ready to learn.

2

Complete the Apprenticeship

Our federally registered program builds a strong foundation in retail store management — from operations to customer experience to business fundamentals.

3

Train Under Experienced Managers

Work alongside experienced store owners across different markets. You'll grow fast, gain real-world leadership experience, and see firsthand what ownership looks like.

4

Own Your Store

Buy into an existing store with established inventory, built-in investors, and a general office support team behind you. You're in business — with a foundation already in place.

WHO THRIVES AT BROWN'S



Career Focused

Looking for more than a job — wants a long-term path with real growth and an ownership destination.



People & Customer Driven

Genuinely enjoys connecting with customers and building relationships — not just completing transactions.



Strong Work Ethic

Understands that you get out what you put in — and shows up ready to prove it every day.



Financially Driven

Motivated by earning potential, profit sharing, and the financial rewards that come with ownership.



Competitive & Organized

Thrives on hitting goals, tracking results, and bringing structure to everything they do.



Team Focused

Knows that a great store is built by a great team — and takes pride in lifting others up.



Reliable & Dependable

The person others count on — consistent, trustworthy, and always follows through.



Adaptable & Open to Change

Embraces new experiences and environments — including the possibility of relocating during training.



Goal Oriented

Keeps the long game in mind and stays focused on the destination: ownership.

A REAL EXAMPLE — RIGHT HERE IN STORM LAKE

I started my journey in **Cedar Falls, Iowa**, completed training in **College Station, Texas**, and was given the opportunity to come back to Iowa to own and operate the **Storm Lake store**. It started as a part-time job. I had no idea it would change my life.

"You get out of Brown's what you put in. And what you can get out of it is a business of your own."

MEET YOUR STORM LAKE STORE OWNER



Emily Uhlenhopp

OWNER — BROWN'S SHOE FIT, STORM LAKE

My path to business ownership started simply — my little brother insisted Brown's Shoe Fit would be a good fit for me while I was finishing my Bachelor's degree in Movement and Exercise Science at the University of Northern Iowa. I figured it would be a great part-time job. I had no idea it would change my life.

I joined Brown's in July 2021 at the Cedar Falls, Iowa location, where I completed the federally registered apprenticeship program and built my foundation in retail store management. In March 2025, I relocated to College Station, Texas to continue my training under another experienced store manager — a big move, but one I'd make again without hesitation.

In December 2025 — four and a half years after walking in the door as a part-time employee — I was given the opportunity to be the owner of the Brown's Shoe Fit store right here in Storm Lake, Iowa.

Outside of the store, I love spending time with my family, my boyfriend, and my golden retriever puppy — and I'm rarely without a good book. I'm proud to call Storm Lake home, and I'm passionate about helping the next generation of business owners find the same opportunity I did.

Brown's Shoe Fit — Storm Lake, Iowa

Emily Uhlenhopp, Owner

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We're not just offering a job.
We're offering a future.