

# Your Future Starts Here

## Brown's Shoe Fit Company — Storm Lake, Iowa

*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

What Makes Brown's Different	Details
73 Stores Nationwide	Each store is individually run by a local owner with full decision-making authority over staffing, marketing, and purchasing. No corporate micromanagement.
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 — Step by Step

Step	What It Looks Like
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 Owners	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

Trait	What It Means
Career Focused	Wants a long-term path with real growth and an ownership destination.
People & Customer Driven	Genuinely enjoys connecting with customers and building lasting relationships.
Strong Work Ethic	Understands that you get out what you put in — shows up ready every day.
Financially Driven	Motivated by earning potential, profit sharing, and ownership rewards.
Competitive & Organized	Thrives on hitting goals, tracking results, and bringing structure to their work.
Team Focused	Knows a great store is built by a great team — 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, 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 location, completed the federally registered apprenticeship program, then relocated to College Station, Texas in March 2025 to train under another experienced store owner — 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 became the owner of the Brown's Shoe Fit store right here in Storm Lake, Iowa.

*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.*

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

Stop in and talk to Emily, or reach out directly. If you're the right person, this is the opportunity that changes everything.

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**Brown's Shoe Fit — Storm Lake, Iowa**

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[brownsshoefitco.com](http://brownsshoefitco.com)

*Locally owned. Community driven. Brown's Shoe Fit since 1911.*