



**FOR IMMEDIATE RELEASE**

January 29, 2020

**SIoux CITY BUSINESS CHOSEN FOR STATEWIDE SBDC AWARD**

***Pickled Palette, Sioux City, chosen for Small Business of the Month Award***

AMES, Iowa – America's SBDC Iowa (SBDC) is pleased to announce that Pickled Palette of Sioux City, is the winner of the SBDC's statewide January Small Business of the Month Award.

Pickled Palette was founded in Sioux City with the intent to provide a new, fun and unique social event space. Owner Ashley Prince has a passion for helping people find their connection to art, and went to work to fill the gap in the community for DIY art. In 2014, she opened Pickled Palette and expanded the selection of classes to include pottery, glass, boards, and an art camp for kids.

Pickled Palette also takes time to give back to the community. Ashley especially takes pride in supporting Empty Bowls, a hunger awareness event for the Siouxland Food Bank. She also enjoys hosting art camps, as this touches the lives of kids to release their creativity.

Ashley reached out to the Western Iowa Tech SBDC for assistance in launching her business, including how to structure her business and apply for a sales tax permit. She also appreciates working with Regional Director Todd Rausch, using him as a sounding board for her growth ideas. Todd had to say about Ashley, "I'm always amazed at the creative ideas from Ashley. She has created a wonderful business that fills an important need in our community. I'm proud of how far she has come, and I expect to see many more great things from her in the future!"

For more information about Pickled Palette, visit [www.pickledpalette.com](http://www.pickledpalette.com) or on Facebook at <https://www.facebook.com/pickledpalette/>.

America's SBDC Iowa is an outreach program of Iowa State University's Ivy College of Business and the Office of Economic Development and Industry Relations. Iowa State University does not

discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. Veteran. Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 3410 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, Hotline 515-294-1222, email [eooffice@iastate.edu](mailto:eooffice@iastate.edu).

Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit [www.iowasbdc.org](http://www.iowasbdc.org), <https://www.facebook.com/AmericasSBDCIowa>, or @IowaSBDC on Instagram and Twitter.

**Press Contacts:**

Stacy Dreyer, America's SBDC Iowa, 515-294-5595, [sdreyer@iastate.edu](mailto:sdreyer@iastate.edu)

Todd Rausch, Western Iowa Tech SBDC, 712-274-6454, [todd.rausch@witcc.edu](mailto:todd.rausch@witcc.edu)

---

**PHOTO**



Pickled Palette Owner, Ashley Prince