

Deb Dalziel Woman Entrepreneur of the Year Award

This award honors a woman entrepreneur who has significantly changed or improved her life and the lives of others. The award is presented in memory of Deb Dalziel, a devoted small business advocate who was director of the Small Business Development Center at Southeastern Community College. Deb passed away from cancer in 1999 at the age of 44.

America's SBDC Iowa

America's SBDC Iowa is a nationally-accredited outreach program of Iowa State University's College of Business. We have 15 regional business assistance centers located strategically across the state, to better serve Iowa's business community. Since program inception in 1981, America's SBDC Iowa has helped Iowa businesses and entrepreneurs through no-fee, confidential, customized, professional counseling and practical, affordable training workshops.

For more information on this award program or America's SBDC Iowa programs and services, call (515) 294-2030 or visit www.iowasbdc.org.

2021 Deb Dalziel WOMAN ENTREPRENEUR OF THE YEAR

Yulia Dannen



IOWA STATE UNIVERSITY

Ivy College of Business

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America's SBDC Iowa

www.iowasbdc.org

Yulia Dannen

with the help of the SBDC...

Yulia Dannen has been an inspirational long-term client of the Small Business Development Center. Her 'can-do' attitude helps put small business owners at ease. Julia's tenacity and dedication to excellence has helped her build a successful and influential business in Mason City, IA.

Yulia Dannen is an Enrolled Agent who is a federally licensed taxpayer representative admitted to practice before all branches of the IRS and IRS Office of Appeals. She currently works with taxpayers who owe the IRS and state taxing authorities back taxes. "Everything to help troubled taxpayers get a fresh start," Yulia explains. "I've been representing individuals and small businesses with complex IRS and State issues. Seeing them getting out of financial tax burden is very rewarding."

Yulia has been called an inspiration by clients and fellow business owners. She immigrated to the United States from Russia in 2004. She put herself through college and in 2010 graduated from University of Northern Iowa with a Bachelor's degree in accounting. She purchased D & S Services in 2008. In 2011, Yulia became a United States citizen and is raising her daughter (now a sophomore in high school) while operating D & S Services.

Yulia Dannen was named a finalist for the Young Entrepreneur of the Year Award at the 2019 NIACC Pappajohn Entrepreneur Gala, with multiple nominations from the community. As a recognized expert in her field, Yulia has built a reputation for D&S Services as providing reliable, superior quality services. Yulia's clients span the Midwest, including Iowa, Minnesota, Wisconsin, and North and South Dakota. The successful growth of her business can be largely attributed to the power of providing a high-caliber, in-demand service. Often the most valuable type of marketing is a satisfied customer's personal recommendation. While D&S Services has also used traditional marketing, the resounding positive word-of-mouth marketing has been a constant and invaluable marketing tool. "Our clients are D & S Services' best advertising," says Yulia.

D&S Services has been a member of the Targeted Small Business program since 2012. Yulia is a valuable advocate for the program in North Iowa. She has shared her experience as a TSB member with other North Iowa business owners at Start Smart and the NIACC John Pappajohn Entrepreneurial Center's Launch & Grow Your Business course at the request of the North Iowa Area SBDC.

- Defined her business concept
- Established a sales and marketing strategy
- Worked with her to get MicroEnterprise funding with the city of Mason City

