

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

