

## 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](http://www.iowasbdc.org).



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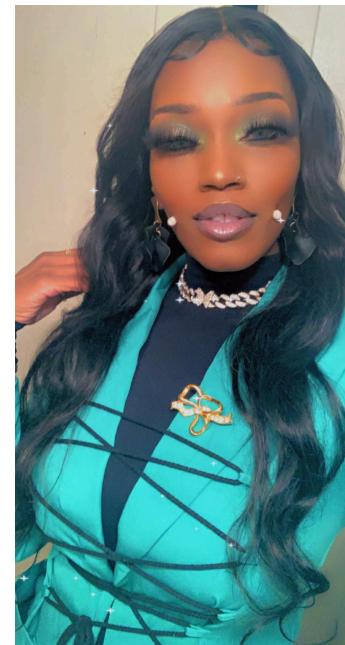


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# 2022 *Deb Dalziel* WOMAN ENTREPRENEUR OF THE YEAR

## Erica Brewer



America's SBDC Iowa

[www.iowasbdc.org](http://www.iowasbdc.org)

# Erica Brewer

with the help of the SBDC...

Erica Brewer opened Belle Allure Minkz & Boutique, a women's retail, in the summer of 2020. Featuring all occasion dress attire, including clubwear, business attire, everyday dress, shoes, outerwear, accessories, and lashes, Belle Allure Minkz & Boutique opened along the Central Avenue Corridor, one of the city's most underutilized areas for retail.

In her second year, Brewer has grown to be a leader in the business community. In 2020, Brewer completed her degree in Business Management-Business Science at Northeast Iowa Community College and the University of Dubuque. In addition to this, Brewer rose to win the "Best Black Business of 2021" at the inaugural Black Business Expo. She was also voted in as Dubuque's Collective Small Business Alliance president.

With the growth of her business and realizing the initial space was no longer serving her business, Brewer set to expand her retail capacity. Opening a store during the pandemic, especially a retail store, has many challenges. Brewer overcame them to serve her community and grow her business into a new storefront in early 2022. Still in the Central Avenue Corridor, her new location is set to open in Spring 2022 after storefront adaptations are made. In the meantime, Brewer is meeting with clients one-on-one and launching her retail platform in addition to Facebook sales.

- Inventory and revenue management best practices
- Develop e-commerce presence
- Deliver top notch customer service
- Prepare for moving to new location



**"I've learned so much during this process with the Northeast Iowa SBDC such as keeping up with money managing, inventory, top notch customer service and developing my online sales presence. I'm blessed to move to a new location that better fits my ideas and plans for Belle Allure!"**

**- Erica Brewer, Owner, Belle Allure Minkz & Boutique**