

# OWN YOUR FUTURE

BECOME A **BUSINESS OWNER**

CREATE & LEAD **YOUR TEAM**

ACQUIRE THE SKILLS TO FURTHER **YOUR CAREER**

EARN **BENEFITS**



*Brown's* SHOE FIT CO.

# MISSION STATEMENT

Our purpose is to be a **value** to our team and our community in the most **honest** way possible.

Not just believing, but **doing** this will lead us to success!

We will be respectful and honest in our dealings with each member of the **Brown's Shoe Fit Company** team and each of our **customers**.

We will focus on developing and nurturing **long-term relationships** with each other and our customers.



# LETTER FROM THE PRESIDENT

Fellow Entrepreneur,

I invite and encourage you to explore the Brown's Shoe Fit Company opportunity. With 109 years of tradition-rich and proven success, Brown's Shoe Fit Company is a unique and one-of-a-kind career path. Be your own boss, call your own shots, and build your own individualized team. If you are self-motivated, goal oriented, and driven by your own desires and ambition to succeed, then Brown's Shoe Fit Company may be the perfect match for you. We seek entrepreneurial-focused individuals who dream of owning their own business.

Our sole focus is on the total CUSTOMER EXPERIENCE! This is what truly separates us from the rest of the retail world. We love people and taking special care of their footwear needs is of the utmost importance. We ARE the experts in the retail footwear market! Our strength is our people who go about cultivating and creating a culture, that not only our customers enjoy, but our employees thrive and flourish in as well.

Brown's Shoe Fit Company helps guide you into a position to have a successful career, not just a job. Our financial stability is an appealing asset as you can control your own income. At the same time, Brown's Shoe Fit Company assists you in the process of owning and investing in your operation.

Please, allow us the pleasure of exploring your future and a potential career track by reaching out to us here at Brown's Shoe Fit Co.

Thank you,



Steve Ruzek  
President



# Brown's Shoe Fit Company is a Registered Apprenticeship Program



## What is a Registered Apprenticeship Program?

A Registered Apprenticeship is a nationally recognized program that is approved by the US Department of Labor. All Registered Apprenticeships are paid and include regular wage increases during the program. People who complete a Registered Apprenticeship earn a **nationally recognized credential** and can get **credit toward a college degree**.

Being a Registered Apprenticeship Program allows our company the ability to offer credit for those individuals who enter our Store Manager Trainee Program. Apprenticeships allow you to start training in **real work environments** gaining experience and skills which can later lead to a full-time career upon completion. Apprenticeships give the option to gain the **essential experience** needed without the added expenses of post high school education.

---

## Why Brown's Shoe Fit Company

We possess a long-standing history of success in building customer relationships, financial wealth, and a family-like work environment. Since 1911, Brown's Shoe Fit Company has been providing communities across 12 states with exceptional service and we are known for being experts in providing the ultimate customer experience.

The BSFC Trainee Program is structured and well defined to help prepare you for a career in business ownership. Our program consists of comprehensive on-the-job training, which can be done at any one of our store locations (a portion of your skills will be learned in a simple and streamlined online method). You will be given the opportunity to train with at least two training managers, gaining knowledge and exposure and developing your management techniques.

# What We Look For in a BSFC Apprentice



We are looking for ambitious leaders who possess that entrepreneur spirit and for those individuals who are looking for a secure management/ownership career path. Brown's Shoe Fit Company has an opportunity for you to expand your knowledge while performing work on the job. This is a Department of Labor recognized Registered Apprenticeship program. The program is approximately 0 to 4 years in length while working full-time. Once you complete your apprenticeship, you will be on your way to a successful long-term career with no educational debt.

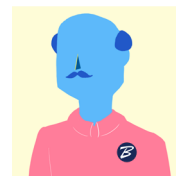
## Skills & Requirements

- **Self-Starter**
- **Ambitious**
- **Exceptional leadership skills**
- **Problem-solving ability**
- **Financially savvy**
- **Must be willing to relocate**

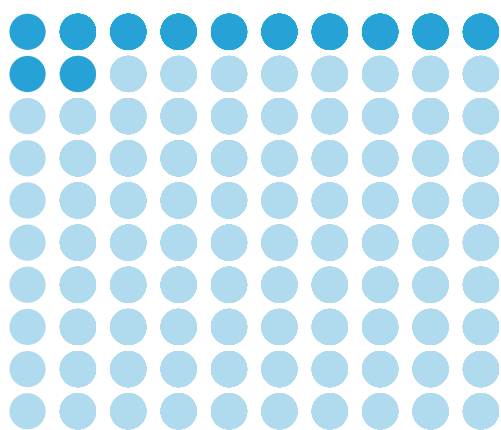
If you are interested in applying for our Store Trainee and Registered Apprenticeship Program, you can either apply today in person at your local store or at [www.brownsshoefitco.com](http://www.brownsshoefitco.com). If we feel you meet the qualifications for a position within our team you will be contacted by phone for an interview.

Please visit [earnandlearniowa.gov/sponsors/browns-shoe-fit-co](http://earnandlearniowa.gov/sponsors/browns-shoe-fit-co) to further explore our Registered Apprenticeship opportunity with Brown's Shoe Fit Company!

# OWNERSHIP EQUALS OPPORTUNITY



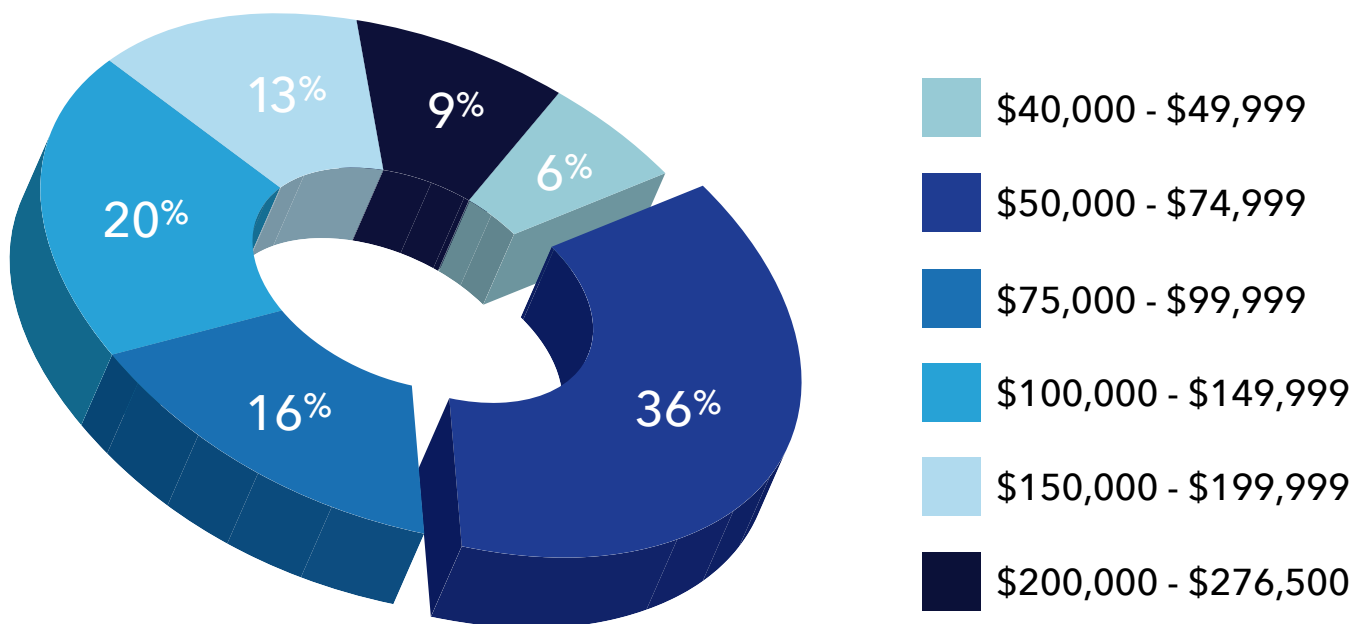
## STORE OWNER INCOME



12¢ of every dollar collected goes to the Manager's Pocket.

Average income is over \$100K

Percent of Store Owners  
By Income

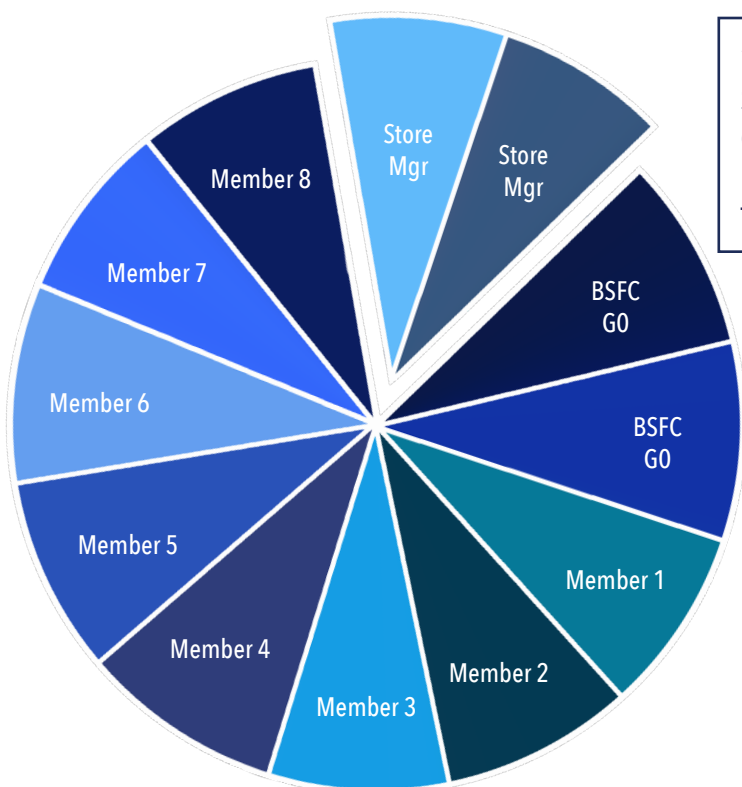


# Store LLC Ownership Model



## "Pizza Example"

Store Manager = 2 Slices  
General Office = 2 Slices  
Members (8) = 1 Slice Each  
Total = 12 Slices



## Store Member Income Model

At the end of each quarter, the store's net profit is divided equally among the 12 slices.

### Example:

Quarter 1 Net Profit = \$12,000  
Each Slice = \$1,000

Store LLCs are sold 2x per year.

**Member =** Another BSFC store manager  
Retired BSFC store manager  
General Office manager  
Retired General Office manager

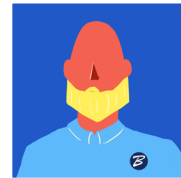
## Brown's Shoe Fit Store in Cheyenne, WY



## Retirement

Store member keeps their LLC membership for 15 years after retirement date. At end of 15 years, store memberships are purchased back from retiree at current value.

# A Day in the Life of a BSFC Store Owner



"I like how each day is a little bit different. You'll always have your daily and weekly work, but there's always somebody new in the store – a new conversation, a new experience."

- Josh Danielson, BSFC Shenandoah

A typical day will most likely start off preparing for customers to enter the store. Vacuuming, unloading freight, and making sure the floor looks good. Keeping the shoe racks filled and handling window displays. Everything that goes into making sure the customers have a great experience.

Handling these items before the store opens helps a manager stay present for the most important aspect of their job: interacting with customers. Holding conversations and meeting the needs of each person that walks through the door is the central duty of a BSFC manager. A lot of managers say it is also their favorite part of the work. Interacting with people and having fun helping them makes the hours more meaningful.

Staying flexible and managing time wisely are skills that BSFC Store Owners integrate into every aspect of their day. Whether they are handling special orders, working with their team members, or brightening someone's day with that perfect pair of shoes, managers approach each task with creativity and a problem solving attitude. The wide variety of new requests and duties each day require an adaptable, positive person to lead the charge.

A typical day will likely end with wrapping up some bookkeeping, cleaning, and preparing the store for another day of helping customers. However, it is important to remember that a BSFC manager's typical day is often different from the one that came before. Every day is unique and rewarding in it's own way. That is what makes the prospect of another day at Brown's Shoe Fit Company so exciting.

# Brown's SHOE FIT CO.

## APPLICATION FOR EMPLOYMENT

Brown's Shoe Fit Company is an Equal Employment Opportunity employer. We do not discriminate against qualified applicants in hiring or employment on the basis of race, color, religion, creed, national origin, ancestry, gender, marital status, status with regard to public assistance, age, disability, affectional preference or status as a disabled or Vietnam-era veteran, or any other status protected by any federal, state, or local statute or ordinance. No question on this application is intended to secure information to be used for such discrimination. The use of this form does not mean that there are positions available and does not obligate Brown's Shoe Fit Company in any way.

Name \_\_\_\_\_  
LAST FIRST MIDDLE INITIAL

Address \_\_\_\_\_  
STREET CITY STATE ZIP PHONE NUMBER

Are you 18 years of age or older?  Yes  No

Do you have a valid driver's license?  Yes  No

Would you be willing to relocate?  Yes  No

Any geographical preferences? \_\_\_\_\_

Are you available for work:  Full Time  Part Time  Temporary

Date available \_\_\_\_\_

Have you been convicted of a felony within the last 7 years  Yes  No (conviction doesn't necessarily disqualify applicant for employment)

If yes, please explain \_\_\_\_\_

Describe any background experience, education, or training which you consider applicable to the position for which you are applying. \_\_\_\_\_

### EDUCATION

Please indicate the highest level of education you have achieved.

High School  Two-Year Degree  Four-Year Degree  Post Graduate

### WORK HISTORY

Employer \_\_\_\_\_ Address \_\_\_\_\_

Phone \_\_\_\_\_ Supervisor \_\_\_\_\_

Dates of Employment \_\_\_\_\_ Wages \_\_\_\_\_

Reasons for leaving \_\_\_\_\_

Employer \_\_\_\_\_ Address \_\_\_\_\_

Phone \_\_\_\_\_ Supervisor \_\_\_\_\_

Dates of Employment \_\_\_\_\_ Wages \_\_\_\_\_

Reasons for leaving \_\_\_\_\_

# Brown's SHOE FIT CO.

## Willingness Checklist

Part of the activities required to maintain and operate a retail store involve duties or tasks that are often overlooked when describing a specific job. Please indicate your feelings regarding these tasks and duties by placing an "X" on the appropriate line.

Would you be willing to:	NO	MAYBE	YES
1. Stock and organize inventory?	_____	_____	_____
2. Dress to our standard every day?	_____	_____	_____
3. Refresh displays throughout the day?	_____	_____	_____
4. Approach all customers with a positive attitude?	_____	_____	_____
5. Maintain a clean work environment?	_____	_____	_____
6. Uphold strict security policies?	_____	_____	_____
7. Stand on your feet for long periods of time?	_____	_____	_____
8. Work seasonal, weekend, and evening hours?	_____	_____	_____

## Applicant Statement

I certify that all information I have provided in order to apply for and secure work with this employer is true, complete, and correct.

I expressly authorize, without reservation, the employer, its representatives, employees or agents to contact and obtain information from all references, (personal and professional), employers, public agencies, licensing authorities and educational institutions and to otherwise verify the accuracy of all information provided by me in this application, resume, or job interview. I hereby waive any and all rights and claims I may have regarding the employer, its agents, employees or representatives, for seeking, gathering and using truthful and non-defamatory information, in a lawful manner, in the employment process and all other persons, corporations or organization for furnishing such information about me.

If I am hired, I understand that I am free to resign at any time, with or without cause and with or without prior notice, and the employer reserves that same right to terminate my employment at any time, with or without cause and with or without prior notice, except as may be required by law. This application does not constitute an agreement or contract for employment for any specified period or definite duration.

If hired, I understand that I will be required to provide proof of identity and legal authorization to work in the United States and that federal immigration laws require me to complete an I-9 Form in this regard. I also understand that if I am offered full time employment, I must successfully complete an alcohol/drug screen prior to my hire date.

I understand that any information provided by me that is found to be false, incomplete or misrepresented in any respect, will be sufficient cause to 1) eliminate me from further consideration for employment, or 2) may result in my immediate discharge from the employer's service, whenever it is discovered.

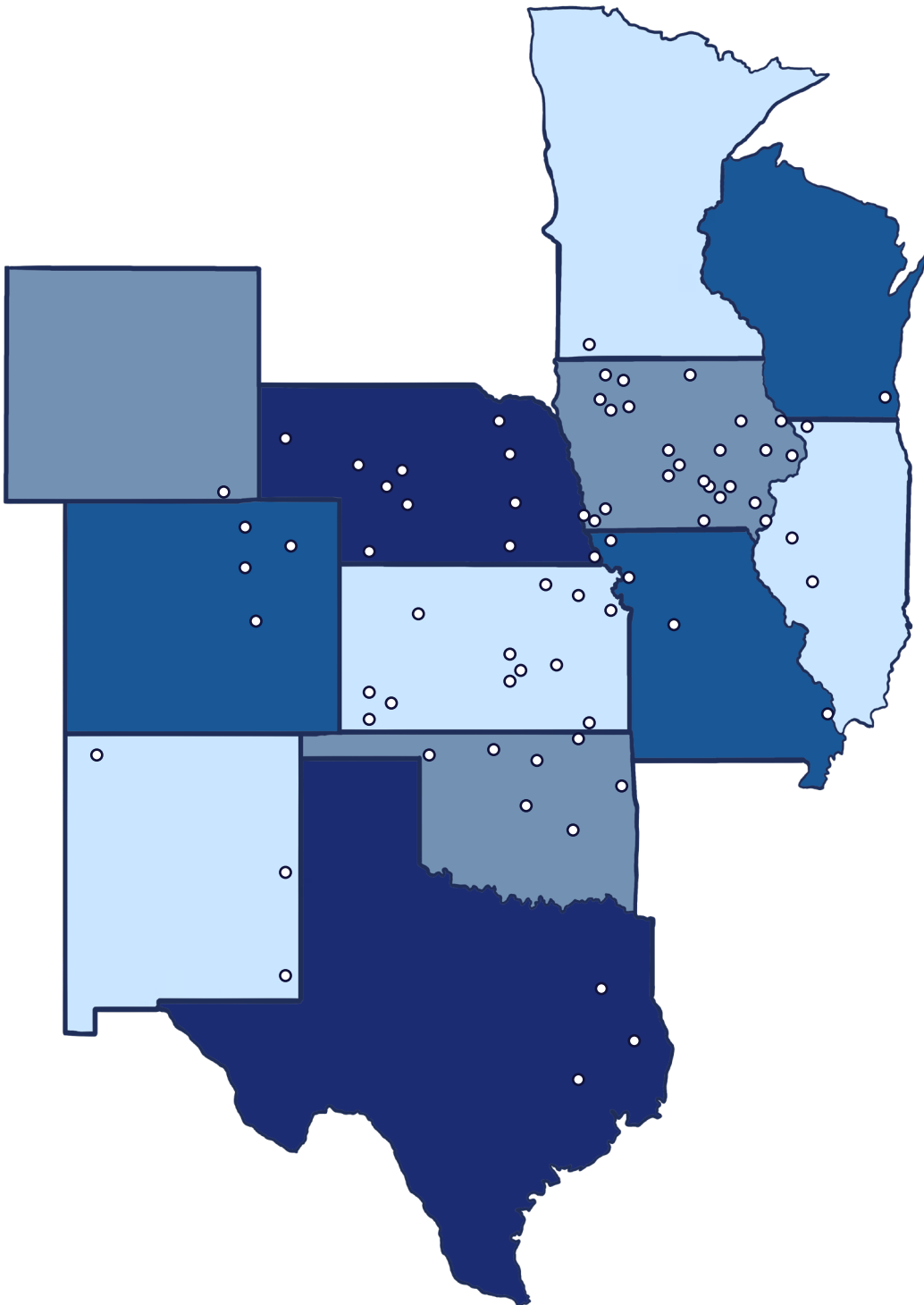
**DO NOT SIGN UNTIL YOU HAVE READ THE ABOVE APPLICANT STATEMENT**

I certify that I have read, fully understand, and accept all terms of the foregoing Applicant Statement.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_



# Visit Our Locations!



## **COLORADO**

Colorado Springs, CO  
Ft. Collins, CO  
Ft. Morgan, CO  
Longmont, CO

## **ILLINOIS**

Freeport, IL  
Jacksonville, IL  
Macomb, IL

## **IOWA**

Algona, IA  
Ames, IA  
Ankeny, IA  
Atlantic, IA  
Burlington, IA  
Carroll, IA  
Cedar Falls, IA  
Centerville, IA  
Clinton, IA  
Dubuque, IA  
Fairfield, IA  
Ft. Dodge, IA  
Grinnell, IA  
Marion, IA  
Marshalltown, IA  
Mason City, IA  
Mt. Pleasant, IA  
Oskaloosa, IA  
Pella, IA  
Shenandoah, IA  
Spencer, IA  
Storm Lake, IA  
Washington, IA  
West Des Moines, IA

## **KANSAS**

Coffeyville, KS  
Dodge City, KS  
Emporia, KS  
Garden City, KS  
Hays, KS  
Hutchinson, KS  
Lawrence, KS  
Liberal, KS  
Manhattan, KS  
McPherson, KS  
Salina, KS  
Topeka, KS

## **MINNESOTA**

Worthington, MN

## **MISSOURI**

Cape Girardeau, MO  
St. Joseph, MO  
Warrensburg, MO

## **NEBRASKA**

Beatrice, NE  
Columbus, NE  
Falls City, NE  
Grand Island, NE  
Hastings, NE  
Kearney, NE  
Lincoln, NE  
McCook, NE  
Nebraska City, NE  
Norfolk, NE  
North Platte, NE  
Scottsbluff, NE

## **NEW MEXICO**

Clovis, NM  
Farmington, NM  
Hobbs, NM

## **OKLAHOMA**

Ada, OK  
Bartlesville, OK  
Enid, OK  
Muskogee, OK  
Norman, OK  
Stillwater, OK  
Woodward, OK

## **TEXAS**

College Station, TX  
Longview, TX  
Lufkin, TX

## **WISCONSIN**

Watertown, WI

## **WYOMING**

Cheyenne, WY

*Brown's*  
SHOE FIT CO.



**KELSI BOURAY - PERSONNEL DIRECTOR**

111 N. SYCAMORE ST. • SHENANDOAH, IA 51601

kbouray@brownshoefitco.com • 712-246-2218