

Veterans Business Success Story

Brea Binstock

North Dakota Army National Guard | Lovely Lashes Company

Combat boot on one foot, stiletto on the other, and both hands filled with determination to bring out the best in others.

Brea Binstock wears many hats including friend, wife, mom, active military member, and small business owner. She is no stranger to understanding what it takes to hustle in order to keep life moving forward. As a mother of two little girls and the wife of a husband who also serves in the military, her schedule is what many others may call crazy. When asked how she is able to keep up with everything that she juggles daily, Brea explained, "These three humans are what inspire me every day. As a dual military family, entrepreneur, and parent, our schedules are very busy, but we focus on work-life balance and make it a priority to build everlasting memories together."

Brea graduated from the MSUM in 2006 with a bachelor's degree in Business Administration and an emphasis in marketing and communication. She also served in the North Dakota Army Guard for 21 years. During that time she was deployed three times overseas, including to Iraq, Kuwait, and Kosovo. She currently serves as a platoon sergeant for the Guard. The list could go on and on for Brea, as she has and always will strive to accomplish the most she can in life. Brea shared, "My previous professional positions have provided me with extensive experience in business management, operations, leadership, and HR. This background was critical for my professional development and has established a great foundation for my entrepreneurial spirit." During the midst of the COVID pandemic, Brea and co-owner Ashley Froemke opened Lovely Lashes Company. They knew it might not be the ideal time to open, but they were determined that nothing would stop them. "Faith over fear," stated Brea.

Brea and Ashley are excited to bring people together to work towards a common goal and make a difference in the lives of others. These two women want to empower other women to see their inner beauty. Lovely Lashes is not only an eyelash extension business – they offer so much more. "They treat you like family and make you feel so good about yourself when you leave the door," stated one customer.

That is exactly what they do at Lovely Lashes Company. They enhance the beauty that is already within each client. When asked what her dream job is, Brea stated, "It's what I am doing right now! I am truly loving what I am doing. I feel passionate and fulfilled to show up every day knowing I helped to motivate, inspire, and empower others to reach their full potential whether that's personally or professionally."



Lovely Lashes, in Fargo, North Dakota, is co-owned by Brea Binstock (right) and Ashley Froemke. Brea is still an active member of the National Guard and despite their business opening during COVID, they are finding success after just being open six months!

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