

## Client Highlight – Spirit Explosion

Sunnye Evans owns Spirit Explosion (<https://m.facebook.com/SpiritExplosion>) located in Georgetown, Indiana. Spirit Explosion, which has five All Star Cheerleading teams, offers training in tumbling and All Star Cheerleading along with private and semi-private group lessons, open gym, birthday's parties and more.

Before becoming an entrepreneur, Sunnye worked as a cheerleading/tumbling coach in New Albany, Indiana. She also spent three years as an event coordinator at Jam Brands which puts on cheerleading competitions. Sunnye, who was a cheerleader as a kid, enjoys coaching kids and feels that her line of work is fun and exciting.

At Spirit Explosion, Sunnye's passion is for the kids and their self improvement, not only in gymnastics but in competitive sense as well. She loves watching them feel pride when they improve their skills and build their confidence.

When asked what Sunnye enjoys best about her business, she said that she enjoys being around young people and watching them learn and achieve their goals. She loves that at her business, there is time for work and time to be silly. There isn't much that Sunnye doesn't enjoy at Spirit Explosion. The only activities she isn't fond of are those that take her away from coaching on the floor.

Sunnye says it feels like she has overcome a thousand obstacles. She has grown and learned many lessons throughout the process of owning her own business. She says that she has learned that the more organized she is and the more she communicates with others, the more successful her business is. Because Sunnye was able to use an existing gym facility, it didn't take her long to open her business. However, because she wanted to open Spirit Explosion as soon as possible, she needed and received lots of help from her family and friends to get everything accomplished.



When Spirit Explosion opened in August 2013, Sunnye worked with 75 kids, and now the business sees nearly 150 kids.

Sunnye and the kids that are involved in Spirit Explosion make many contributions to the community. Spirit Explosion has a special needs team and raises money for underprivileged kids so that they can participate. Sunnye does fundraising to help pay for the uniform and coaching fees for the underprivileged kids. In addition, Sunnye and the kids at Spirit Explosion have fundraised for causes such as the American Heart Association. Sunnye also encourages the kids to stay involved in the community, and many participate in Harvest Homecoming, 4-H, parades, and community service projects.

Sunnye has been a client of the Southeast ISBDC since 2013. She says that without the help of the Southeast ISBDC and Business Advisor Bryan Potter, she wouldn't have been able to open her business in such a short amount of time. She says that Bryan was a huge help in getting

everything in line to open her business including finalizing her business plan. Sunnye says that she wouldn't be where she is today without Bryan and the Southeast ISBDC.

“By opening Spirit Explosion, Sunnye is able to combine her passion for her sport and love for her kids into a fun and exciting facility. Having passion for what you do is important to being a good business owner. Sunnye has this passion and you see it every time she talks about what she does.” Bryan said of Sunnye.