



tSunela

by Julia Paulus

With no help from anyone else on their team, JoAnna Dettmann and Kaysha Kalkofen won a big account for the digital marketing agency where they were employed. It was their turning point. “It made us realize that we could really do it on our own and for ourselves,” says Kalkofen. “It also really helped having a supportive spouse and a business partner that was taking the leap with you.”

Although the partners started Internet marketing firm tSunela sooner than they ever anticipated, Dettmann says it was the best decision she has ever made. “I think since we didn’t plan it for a long period of time, we were more eager to jump in and continue producing great service,” she says.

With that service, tSunela has grown from a team of two to six. By being conservative, the company has been able to continue to grow. “Don’t spend more than you make,” says Dettmann. “Wait until you have the contract signed before you celebrate.”

In its first year, 2006, tSunela had revenue of \$60,000; last year it had revenue of \$1 million.