



## SIMONE BRUNI, 37

Owner, Demo Diva

Recently, when faced with the choice of buying a new pair of diamond earrings or ordering a lot of bright pink dumpsters for her demolition business, the Demo Diva. Simone Bruni chose the dumpsters.

She got the idea for buying equipment in her company's signature pink color from a movie producer who was working on a documentary (scheduled to air on TLC in March) about Make it Right, a charitable foundation that hired Bruni's company to do site prep work for the new, eco-friendly houses it's building in the hurricane-ravaged Lower Ninth Ward.

"He said, 'You're the Demo Diva with the dangling earrings and the pink scarf. Now you need pink dumpsters and excavators. You should have your own reality show,'" Bruni recalls. Although she's not banking on a TV deal just yet, Bruni says a Demo Diva show would be about "a city that is being rebuilt and how to give people hope after a disaster

Getting into the demolition business was the last thing Bruni — formerly an event planner — thought she would end up doing. But since she was the first person to move back to her flooded neighborhood



after Hurricane Katrina, her neighbors often asked her for advice. At first, she was just referring people to demolition crews, but eventually she decided to become a contractor and start her own company.

Bruni credits her crew of workers for Demo Diva's success. "They take pride in their work, they're diligent and they follow through." Bruni says. "That's what the great American company *is* built on."

She passes on the lessons she's learned to preteen and teenage girls at the K-Bar-B Ranch youth home in Lacombe, encouraging and fostering an entrepreneurial spirit in them.

"I want them to know that once you get past the fear of failure, the world is yours for the taking," she says. — *Nelson*