

Celebrating

NATIONAL
WOMEN'S SMALL BUSINESS

MONTH



OCTOBER
2021

Hillsborough Economic and Business Development Commission (EBDC) Recognizes National Women's Small Business Month - Spotlight on Ada Yung of The Little Gym of Montgomery/Hillsborough



October is "**National Women's Small Business Month**" and was created to celebrate the growth and accomplishments of female entrepreneurs and to recognize the vital role they play in our economy. The Economic & Business Development Commission (EBDC) is taking the opportunity to recognize women business owners in Hillsborough. The EBDC has invited all Hillsborough women business owners in the Hillsborough Business Association (HBA) to share a few details of their business by completing a questionnaire. These business owners' responses will be released on the [Hillsborough Business Association Facebook page](#), the Township's website and in the Mayor's e-newsletter. Additionally, October features "Q&A Profiles" of successful female business owners in Hillsborough. Get to know Ada Yung of The Little Gym!

Q: Tell us a little about your business model/service and your target client.

A: The Little Gym is a recreational and enrichment center for children under the age of 12 years old. We provide in-person classes for children and their family to promote physical activities and problem-solving skills. Our curriculum teaches children confidence and independence through gymnastics skills.

Q: What is your business background prior to owning this business?

A: I was a communications, advertising, and marketing executive in the education and technology fields for fifteen years. Experienced in managing complex projects and delivering high-profile events.

Q: When did your current business open, what led you to open this particular business, and why did you choose Hillsborough?

A: We picked Hillsborough because of its family-friendly environment and presence of other kids-related recreational services. There's no kid-oriented and family-focused enrichment and learning center for children outside of schools in the area. So Hillsborough is a good fit. People in the Hillsborough area are friendly, kind, and family-oriented, and we've found that to be true. (Including folks who work in the Hillsborough Township Office!) Our customers come from other towns outside of Hillsborough also, so we feel that Hillsborough is a suitable central location for people to travel to.

Q: What do you find to be the most challenging aspect of owning your business?

A: Finding the right people to join your team. Developing staff retention in a very challenging hiring market.

Q: Given the challenges of owning a small business, and the hard work involved, what motivates you every day?

A: The beautiful smile on a kid's face and loving hugs---that keeps me going and reminds me who I'm working hard for---bringing happiness and a positive learning experience for each child that comes to The Little Gym!

Q: As a woman business owner, what are you most proud of?

A: Success in developing a well-established business and creating a fun, positive, and caring community for our members throughout the year.

Q: What is the best advice you have been given? What advice would you give to a woman looking to start her own business?

A: Stay true to your calling and passion, and work very hard to make it come true! Be yourself, never give up, and learn from the best people around you.

The Little Gym

133 Stryker Lane

Hillsborough, NJ 08844

[Website](#)

[Facebook](#)

