



RIGHT AT HOME

JANET KUEBLER



WHAT IS YOUR PROFESSIONAL BACKGROUND PRIOR TO OWNING THIS BUSINESS?

I have been a bench chemist for General Electric, done market research for a consulting company, worked in marketing for a filtration manufacturing company, and worked as a sales representative for Ciba Geigy in their plastic additives division.

WHAT DO YOU FIND THE MOST CHALLENGING ASPECT OF OWNING YOUR BUSINESS?

After surviving the challenges of the COVID pandemic, hiring new caregivers is becoming our biggest struggle, even though we have been chosen as an Employer of Choice, a Leader in Training, a Provider of Choice, and one of the top 50 home care agencies in North America.

GIVEN THE CHALLENGES OF OWNING YOUR OWN BUSINESS, AND THE HARD WORK INVOLVED, WHAT MOTIVATES YOU EVERY DAY?

We are in the business of helping others every day and that is our motivation.

AS A WOMAN BUSINESS OWNER, WHAT ARE YOU MOST PROUD OF?

Owning and operating a successful business for the past 15 years.

TELL US A LITTLE ABOUT YOUR BUSINESS MODEL/SERVICE AND YOUR TARGET CLIENTELE

We help families that are challenged by the care needs of their elderly loved ones by allowing them to be daughters, sons and grandchildren again, instead of caregivers. We provide peace of mind to families regarding the care of their loved ones.

WHEN DID YOUR CURRENT BUSINESS OPEN, WHAT LED YOU TO OPEN THIS PARTICULAR BUSINESS, AND WHY DID YOU CHOOSE HILLSBOROUGH?

We started our business at the end of May 2007, moving into Hillsborough that summer. I have been a family caregiver since I was 12 years old and my mother was diagnosed with metastatic breast cancer. My husband's mother had multiple sclerosis and needed care arranged after her primary caregiver unexpectedly passed away. Family members who thought they could help with her care were not able to continue due to the magnitude of her care needs. That situation and providing care for other family members made us realize how important the proper care for the elderly and disabled adults is, and that we could provide that care.

We choose Hillsborough for our office due to its central location between Somerset and Hunterdon Counties since we provide care to clients in both counties. We rented commercial space until we purchased a building at the end of 2018. We have recently purchased another building in the same complex in order to start a home health aide training school.

WHAT IS THE BEST ADVICE YOU'VE BEEN GIVEN? WHAT ADVICE WOULD YOU GIVE TO A WOMAN LOOKING TO START HER OWN BUSINESS?

Best advice: just because you may be knocked down at the moment doesn't mean you can't get back up and start again.