

Hillsborough Economic and Business Development Commission (EBDC) Recognizes National Women's Small Business Month - Spotlight on Jayne Mochnacz of Super Sundaes



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 will feature weekly "Q&A Profiles" of successful female business owners in Hillsborough.

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

A: To provide Ice Cream treats and cakes. We wanted it to be a place for families to come and celebrate life!

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

A: My first jobs were in the restaurant industry. I received a BSBA from Northeastern University. Following graduation, I worked in the training department in a contract foodservice company, where I met my husband, Steve. When we started our family, I jumped out of that industry and into family childcare. Running my own accredited family childcare business was so rewarding! So, with all these experiences, I knew that in my next job, I wanted to continue to be my own boss.

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

A: 22 plus years!!!! We are residents of this town! We surveyed the town looking for what was needed and what was different. Using our business model, our shop was Needed! As far as Ice Cream/dessert shops, we have been around the longest! Our plan was to be the owner/operator of a business, so we needed to agree. We both had a strong food service background. I started my Ice Cream "career" at 16 at a Friendly ice cream shop. When the opportunity to take a leap of faith and open a family business, what better way of bringing families together than with ice cream!

Q: What has your experience been from owning this business in Hillsborough and has it been what you expected?

A: OMG it is so much more! It is empowering to know we have such great customers! But without the customers, we would not succeed. Just as they give to our business, we needed to give back too. We realized that our business can be an avenue to help our community thrive. Through the years, we have supported many Hillsborough based non-profits, schools, scouts, churches and sports groups. It has been so rewarding and fulfilling.

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

A: Issues related to perfectionism, procrastination and time management are intertwined daily.

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

A: That is a difficult question to answer without writing a novel. Knowing what I wanted in a job, I have been able to create a livelihood that maximizes the best in me. I guess the saying, "Hard work puts you where good luck can find you" is my motivation.

Q: COVID-19 has obviously impacted all businesses in some way, and has been the toughest on small businesses. What challenges has it brought to your business and how have you dealt with them?

A: I look at life as a Joy-ride rollercoaster. You have anticipation of the uphill climb: the anxiousness of the free fall, and the happiness of the rest of the ride. But, we are on a CORONA-coaster! You might start the day with the feeling of "I got this" only to plunge and plunge into a fear fall. You can't catch your breath and you can't see when the happiness part will start. We have been hit hard by the pandemic and had to change the way we do business. Although, we always embraced new ideas, right now it feels like it takes twice as much energy to do half as much work. We are constantly adjusting and creating/recreating.

Q: Moving to a more positive topic, October is "Women's Small Business Month." As a woman business owner, what are you most proud of?

A: I am amazed at how long Super Sundaes has been in business. I could not have done it alone, I am fortunate that I have a strong family, great employees, and wonderful customers. Being my own boss has brought out the best in me.

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: "No one can make you feel inferior without your consent" and "Hard work puts you where good luck can find you." Although you could own/run a business alone, remember you can't be successful without customers and the community.

Q: What do you envision for your Hillsborough business going forward?

A: To continue on! Finally, we have a Walk-Up Window! May maneuvering through this time be nothing more than a speed bump. We can't wait to get back on the Highway!

Q: Any final comments or thoughts you would like to share?

A: Live life as an exclamation point and not a question mark!

Super Sundaes

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