



## Kim McCarthy '92: On the move

Kim McCarthy started her business, Generations on the Move, as a result of personal experience and feedback from family and friends. "Every time I talked with people, they told me how stressed out they were about having to move their parent or loved one either to a smaller home, assisted living, or their own [children's] home. About five years ago, I was in the same situation with my father. So I decided to start looking for some way of helping people during this trying time."

Officially opened for business since January 2008, the company's services range from helping clients and their families sort through and coordinate the contents of their home to helping them set up their new residence. In order to promote her new business, McCarthy spends quite a bit of time marketing and networking with healthcare providers and organizations such as the local Chamber of Commerce and other professional organizations.

In addition to helping others, McCarthy says she enjoys the flexibility of owning her own business. "I've been a stay-at-home mom for about 10 years and wanted a business that allowed me to make my own schedule. I like being able to determine the direction of my business while still having time for my family."

Finding a need in the marketplace and trying to meet that need has been the key to McCarthy's success. "The biggest response from my business has been from adult children in the 'sandwich' generation who are looking for assistance due to lack of free time, distance between them and their parents and commitments to their own family," she says. "I am the link that allows them to be with their parents on an emotional level while I take care of the physical needs. It is very satisfying for me to know that I can help my clients in a practical way."