

Posted on Wed, May. 04, 2005

## Her company grew, even as customers cut back



Honoree runs training firm based in Fort Mill for physical therapists  
MIKE DRUMMOND  
Staff Writer

Jane Boston is rooted in South Carolina, but her business of training physical therapists has mushroomed into a nationwide company.

Motivations Inc., based in Fort Mill, now offers 160 training courses in 30 states at some 300 facilities. Between 2002 and 2004, she more than doubled the number of customers her business trained.

For shepherding that kind of growth, as well as for her deep involvement with professional associations and community organizations, Boston on Tuesday was named the 2005 Woman Business Owner of the Year by the Charlotte chapter of the National Association of Women Business Owners.

Boston's company grew during sour economic conditions -- when business spending on training "usually is the first thing to go," Roberta Farnum, NAWBO's awards committee chairwoman, said before Tuesday's ceremony at the Westin Charlotte hotel.

Farnum said Boston wooed health care facilities by eliminating sign-up fees and granting group discounts to those that became members of a consortium, something many of her competitors didn't do.

Boston graduated from Winthrop University and has a master's of education from the University of South Carolina. She is the executive director of the S.C. chapter of the American Physical Therapy Association. She is on the National Continuing Education Advisory Committee for the American Occupational Therapy Association and is co-founder of the Women's Initiative Network, a Christian organization for working women.

The local NAWBO chapter also awarded Betsey Macholz, owner of Baskets of Yarn, a Charlotte knitting supply and teaching company, the 2005 Rising Star Award. The honor is for entrepreneurs running their companies fewer than five years.

Macholz, a Charlotte native, started her company in 2003. She graduated from Southern Methodist University's Cox School of Business and from Birmingham-Southern College.