

**Pam Holland, President and Instructor**  
**TechMoxie**  
**[www.tech-moxie.com](http://www.tech-moxie.com)**

After a career as an attorney and with the itch to start a business, she had been thinking about a business that would teach technology to “late adopters,” both the tech adverse and older generations. A lover of gadgets, Holland was always playing with the latest technology, testing apps, and troubleshooting devices. It all began with a class she called “Getting to Know your iPad” which she offered at a local community center. “Bingo! That was it. The class was full with a waiting list. She went to other community centers and started picking up one-on-one clients. It’s mostly coaching, filling in the gaps, and getting the client comfortable with the technology.”

That was two years ago and TechMoxie continues to evolve. While Holland still does classes and works occasionally one-on-one with clients, she hires contractors to provide most of the services while she concentrates on growing the business. That has proven the biggest challenge thus far: “It’s a very scalable business, I want to go national, but I need to step back and see the bigger picture.”