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Newcomer switches careers after moving here

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Greenville is quite different for Betsy Tetsch than when she first moved to the city more than 10 years ago.

She's now a business owner and appreciates that Greenville has changed and grown since she was here last.

Tetsch first came to Greenville in 1996 after her husband took a job with BMW. Before that, the Tetsch family lived in Columbia. Her husband was the director of the master's program in International Business program at USC, and she taught French.

After arriving in Greenville, Tetsch taught French and German to corporate clients, such as Michelin and BMW. She also did translation and interpretation work. Tetsch says that learning new languages comes easily to her, and she quickly picked up French after living in France for one year during college. In her young adult years, she lived in Germany for a time and studied German with Turkish immigrants.

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"I attended German classes that were free, given by the Communist party. We watched movies and I picked a lot of the language up on my own. I was able to include it as an extra second language in my M.A. study," she says.

In 2000, the Tetsch family was again transferred due to a corporate move. This time, they went to Munich. In Germany, Tetsch taught English and instructed aerobics. She also happens to be a dancer who danced with a company at one point.

When the family was once again reassigned, this time back to Greenville, Tetsch decided to move beyond her comfort zone and open a business outside the realm of her previous experiences in languages and dance.

She opened CanvasOne, located on Pelham Davis Circle off Pelham Road, in March 2006. CanvasOne is a business that takes photographs and transfers them to canvas. "We are a photo to artwork business. We produce canvases of photography as well as drawings and fine arts gicle canvases. All the canvases we produce are ready to hang on the wall, no glass or framing necessary," she says.

Tetsch got into the business through a friend of hers that owns a similar business in Charleston.

"My friend convinced me to leave the world of teaching and move into something new. It's been a great move for me," says Tetsch. "I really like running my own business and the creativity and flexibility it allows me. I also enjoy meeting new people. Greenville is such an international community that I speak French and Germany almost every day."

Tetsch appreciates the many changes in Greenville. "Greenville has grown for the better. The downtown area is amazing, and Greenville is an easy place to start a business. Banking is easily accessible and the Chamber of Commerce is wonderful," Tetsch says.

Tetsch says she's noticed that Greenville residents are more committed to their quality of life, promoting organic foods and physical fitness, something the Tetsch family embraces.

"Our family runs a 5K each month, and we only eat organic," Tetsch says.

She also likes the grassroots efforts to make Greenville a better community, citing organizations like GOFO (Greenville Organic Foods Organization) and Upstate Forever as ones that are making a difference. "I appreciate that I am living in a place where people are grassroots-oriented to preserving a way of life and the environment," she says.

Tetsch says that she also enjoys working with charities and nonprofit organizations, noting that her business created canvases for sale at the BMW Celebrity Pro Am at the Cliffs to benefit South Carolina charities. She has also worked with the South Carolina Ovarian Cancer Foundation, producing canvases for a program called "Buy Art Save Lives."
