



## NEWS RELEASE

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### THE BUZZ ABOUT WOLF WELLNESS

**TRAVERSE CITY, MICHIGAN** – For this startup business, the buzz is about growth that builds muscles, mobility and a positive outlook on life – all at once while providing childcare, too!

“We’ve grown in a few short months from embracing our one regular client, to 130-150 clients weekly,” says [Wolf Wellness](#) owner Beth Boher. “And we just worked on a marketing project that brought us 100 new clients. We have a full-time employee, an intern and five wonderful women who earn \$15 an hour watching the kids of the folks who are here to work out!”

Those three sentences speak volumes about Beth Boher and Wolf Wellness where encouragement and friendship are always available with workouts designed to maximize results in 45-minute sessions.

“We specialize in seeing progress one step at a time depending on where folks begin. We like to mix up the muscle groups so we can focus on the whole body and avoid monotony. While we focus on fitness and well-being for women, we also have co-ed camps each day. And, yes, bring your kids! Our trained staff will watch over them and give you time to yourself.”

“Wolf Wellness is sure doing their part to dispel myths about startup businesses,” said Laura Galbraith, President of [Venture North Funding and Development](#). “We are proud to have their successful business as a client. And, of course, proud that we were able to provide them with capital, business planning help and a Mini Grant to help them get underway.”

This Mini Grant recently enabled a Wolf Wellness intern receive the training, education and certification to be a personal trainer.

“Great that we could help with that,” said Galbraith. “Perhaps more than ever, retaining and promoting good people is essential to business operations and customer service. Helping small businesses build skills and capacity is one of the goals of our new Small Business Growth Fund that we just announced. We’re seeking help from philanthropy, foundations and agencies to build that fund that will be dedicated to helping propel small businesses forward in the region we serve. Beth and Wolf Wellness serve as a great motivator for all of us. It’s fun to be part of the buzz!”

Venture North provides affordable loans, mini grants and consultant services to small businesses that have a plan for growth in Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee and Wexford Counties. As a certified Community Development Financial Institution (CDFI), Venture North focuses on deploying resources to help low-income people and communities.

