

**Contacts**

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**GRAND OPENING NOVEMBER 12**

**WOLF WELLNESS:**

**Building Confidence, Strength and Mobility  
with Women in Mind**

**TRAVERSE CITY, MICHIGAN** – The plan was to help clients, many who start from little or no routine for fitness, especially women, to begin their journey. They would develop one step at a time to the point where things like Arms & Core Superset w/Plank Finisher, and Bodyweight Conditioning & Burst w/Climber Finisher would become welcoming exercises to develop mobility and strength.

The plan even included a specialist to take care of clients' kids.

But Beth Bohrer's plan seemed dismantled by Covid.

It could be a death nell for her startup business, one that required hands-on contact with clients. For Beth, the business reflected her vision to assist individuals, especially women, in developing and growing healthy habits and fitness routine. Now, it was among the first businesses shuttered in Michigan.

Beth had coached swimming and water polo before moving to Traverse City in 2019. She loved her fitness community in downstate Michigan but didn't find anything similar with childcare close to home on Traverse City's east side.

It was the motivation for her plan that now seemed DOA before she could begin.

But, as many who seek a higher level of fitness come to understand, there's something challenging and addictive about learning how to properly use weights, straps and other tools to succeed and attain a higher level of fitness.

Armed with grit, persistence and vision of what could be, Beth regained her footing with the conviction of better days ahead.



**WHO:** Beth Bohrer, Owner

**WHAT:** Inspiring the desire to raise happy, healthy families starting with us! Join their fit community to get nutrition support and unlimited camps that combine muscle-building, strength training and heart-racing cardio. NCAA certified trainers provide personal training in a group setting.

**WHERE:** 3077 N. Garfield, Suite D  
(West side of Garfield just before South Airport)

**PHONE:** 231-632-0995

**OPEN:**

Mon, Wed, Fri: 5, 6, 7 a.m., 8:30 a.m.\*,  
9:30 a.m.\*, 4:15 p.m.\*, 5:15 p.m.\*

Tues: 5, 6, 7 a.m., 5:15 p.m.\*, 6:15 p.m.\*

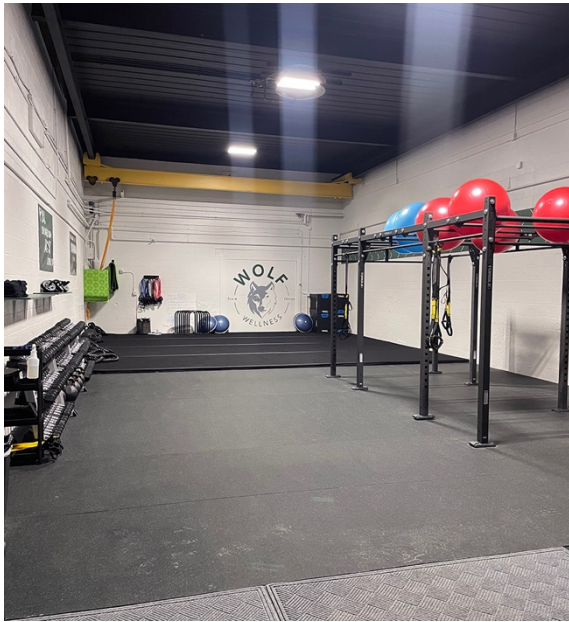
Thurs: 5, 6, 7 a.m., 8:30 a.m.\*, 9:30 a.m.\*  
5:15 pm, 6:15 p.m.

Sat: 7:30 a.m., 8:30 a.m.

*\*Times when child watch is available.*

She resumed her march to muscle through the fear that the ravages of Covid would never end.

Covid would not last forever, Beth thought. And when the fog lifted, Beth had reclaimed her balance and strength to press ahead.



“Success is the peace of mind knowing that you’ve done your best,” says Beth, owner and operator of her sparkling new company – [Wolf Wellness](#) – a gym, mostly for women, fully equipped to make everyone more fit and mobile. “It’s time for us all to be better than we were, stronger, more confident and willing to take risks.”

With capital support from [Venture North Funding and Development](#), Beth’s business is off to a running start with a quiet opening on October 10 – using all the tools, modifying workouts to meet the needs of clients and, as her logo states, to help people train and thrive. Her gym occupies about 1,800 square feet of former warehouse space at 3077 N. Garfield in Traverse City. She even has a wonderful “floating floor” that offers cushion to soften the jarring of exercise – something all should see first-hand at their **GRAND OPENING on November 12, 9:00 a.m. - noon.**

“I knew I needed a source of affordable capital; ideally from an organization that was interested in me and my business,” Bohrer says.

“Venture North’s Steve Brower worked with me to sharpen my business plan and financial forecast, prerequisites for attaining the credit and capital required. They have been a wonderful, reliable partner.”

A certified personal trainer, Beth plans training in a group format based on your current fitness as well as your goals and expectations. Your training plan has the depth and personalized stamp of a fine educator, designed to help you progress at a pace you can manage with benchmarks to celebrate.

While Wolf Wellness embraces all who cross its entryway, it was intentionally created for women. Out of her life experiences as a mom with a passion for wellness, Beth had the foresight to make Wolf Wellness available and accessible to women regardless of circumstance. Her business includes “Child Watch” for every mom who seeks something for themselves with children in tow.

“We want this to be a consistently happy place for women,” said Beth. “If you have young children, you can bring them and know that they’ll be close at hand under the watchful eye of child specialist, even as you focus on yourself. The success of Wolf Wellness rests in the confidence, pride and accomplishments of our clients. For our moms, we offer the means to achieve their fitness goals without worry over the care and safety of children.”

“Beth personifies the adaptability, passion and perseverance of what it takes for a business to succeed,” says Laura Galbraith, president of Venture North. “We are fortunate to be surrounded by heroes like her. Our measure of success plays out in the accomplishments and innovation of people like Beth.”

Venture North is a nonprofit, tax exempt corporation that provides businesses with affordable loans, mini grants for growth and professional business consulting. They are a certified Community Development Financial Institution (CDFI) that centers on providing assistance to businesses in areas of economic distress. They cover ten counties in northwest Michigan: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee and Wexford.

Any business can seek their help by completing and sending a brief intake form on the Venture North website. Learn more by going to [www.venturenorthfunding.org](http://www.venturenorthfunding.org).