



**Small Business
Development Center
Shippensburg University**

*Helping businesses
start, grow, and prosper.*

Thrive Fitness, LLC.
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York County

**Industries: Health
& Wellness**

Founded: 2019

**SBDC Assistance:
Business Planning
Marketing**

"Jennifer Horning has provided me many resources and connections that I couldn't have achieved on my own."

-Zach Detwiler

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Having the Drive to Thrive!

Zach Detwiler, owner of Thrive Fitness, LLC saw a need for fitness beyond the typical gym setting. During the past nine years, Zach has served the York community in many ways including managing a fitness center with a team of



personal trainers, providing training to his own group of clients and expanding that outreach to service the wellness needs of local businesses. Zach expressed his passion for his work by commenting "I've seen the impact that movement and healthy habits have had on my life and that has inspired me to help others on their journeys."

As Zach prepared to branch out on his own, as a first-time entrepreneur, he didn't hesitate in reaching out to find resources to support him, including the services provided by Shippensburg University SBDC. In April of 2019, Zach established Thrive Fitness, LLC with the plan to offer personal training & wellness coaching services in his clients' homes, at a rented studio space and outdoors. This kept his overhead low and provided him the opportunity to cater to the active, over 50 client he was looking to target with his services.

He met with Jennifer Horning, Business Consultant, on multiple occasions and was receptive to any guidance or resources that were provided to him. Over several months, the SBDC assisted Zach with general startup assistance, creating a business plan, developing projections, providing research assistance and helping with his marketing initiatives. Zach said "Meeting with Jennifer helped me focus in on areas that I needed to grow in, in order to move forward and grow as a business."

He faced a few obstacles through his first year but nothing could have prepared him for the pivot he had to make when faced with the restrictions created by COVID – 19. Zach was forced to find an alternative platform to provide the in-person training he and his clients had become accustomed. "COVID – 19 caused me to rethink my entire business model," said Zach. Needing to adapt quickly to keep the business afloat, Zach reached out to all of his individual and institutional clients to offer virtual options. Within one week, he was able to transition 90 % of his in-person clients to adapt to his virtual offerings. Since then, Thrive Fitness has continued to grow its virtual offerings as well as its client base.

In fact, Zach has recently broken into a new market with his services by working with companies that employ manual laborers to conduct baseline physical screenings of employees in fields such as construction, plumbing and heating. Additionally, starting in September of 2020, Zach has established a partnership with a local non-profit organization to provide a grant-funded program benefiting the health of older adults.



Zach has shown his ability to grow and pivot with changing dynamics of his business. However, he knows if there is anything he would like to talk through or get assistance with he can reach out to the SBDC at anytime. In the meantime, he will continue to build relationships in his community and inspire others on their health and fitness journeys guided by his mission to help active, older adults in his community maintain optimal health as they age.

Success Story