

## August Fitness Diary

**Steve Ritz, exercise physiologist, founded Fitness First in 1998 located on East 2nd St. in Chaska, (952) 448-4322. His second location, conveniently located at 23505 County Rd. 19, Suite 150 in Excelsior, opened in 2008, (952) 401-4322.**

Steve has developed a prescription for exercise called the SEE-FIT training system. The SEE-FIT system encompasses workouts that are **SAFE, EFFICIENT and EFFECTIVE** -- all in just two intense 45-60 minute sessions a week. Each month we will be profiling the personal experiences of actual Fitness First clients.

Mark Lavin, 46, moved from Boise, Idaho to Chanhassen due to a corporate transfer for his job with SuperValu. Having previously seen benefits from personal training in Idaho, Mark wanted to find a place to continue strength training in Minnesota. He noticed the Fitness First Fitness Diary in *Southwest Business* and decided to check it out.



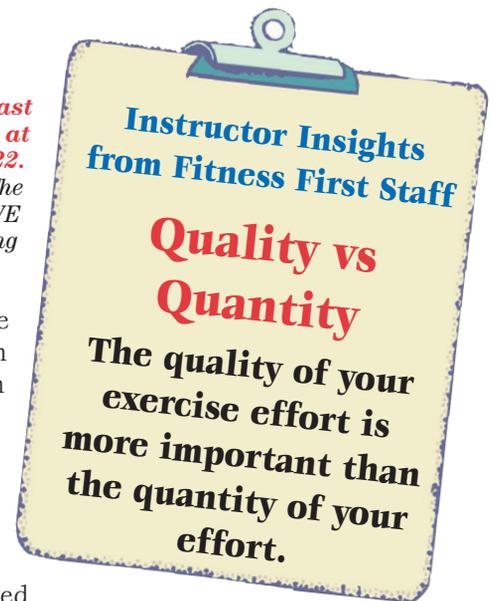
*Fitness Specialist Ben Maisenbach assisting Mark on a MedX torso arm machine.*

"I was searching for a fitness service that would offer appointment only strength training and conform to my busy schedule. Fitness First has provided the perfect service for me. I have had the majority of my training sessions with Ben at 6:00am which allows me to get an early start on my work day so I can spend evenings with my family. The staff at Fitness First are extremely professional, highly skilled and all around great people. The other thing I really like about my appointments at Fitness First is the scientific approach to strength training that

is utilized. They customize the routines to your goals and implement training protocols that make sure you get a safe, efficient workout. Each muscle is trained to momentary muscle failure. I am spending less time strength training than I had before and getting more effective results. The bottom line is I typically perform only one set of 6-8 repetitions for each body part within my workout. This approach is a very efficient method to strength training the entire body each and every appointment. I believe this approach is really helping me get the desired results. Fitness First is top notch!"



*Ben instructing Mark on a Avenger leg press.*



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