

## July Fitness Diary

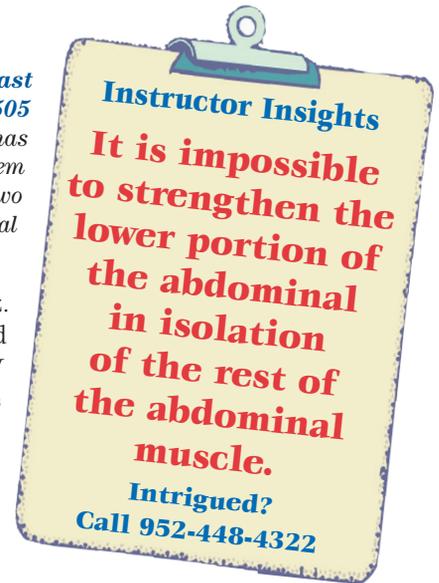
*Steve Ritz, Exercise Physiologist, founded Fitness First in 1998 located on 115 East 2nd St. in Chaska, (952) 448-4322. His second location, conveniently located at 23505 Smithtown Rd./Cty. Rd. 19 in Excelsior, opened in 2008, (952) 401-4322. Steve has developed a prescription for exercise called the SEE-FIT training system. The SEE-FIT system encompasses workouts that are SAFE, EFFICIENT and EFFECTIVE -- all in just one or two intense 30-60 minute appointments a week. Each month we will be profiling the personal experiences of actual Fitness First clients.*



*Rick using a Nautilus abdominal machine with instruction from Nick McCoy.*

Rick Ford found Fitness First by finding Steve Ritz. Back in 1999, Rick had invited Steve, owner and founder of Fitness First to appear on a public TV show that Rick was producing for a Chaska cable station. During the interview for the show, he learned invaluable information about fitness, weight management, and changing your lifestyle to live a healthier life. Fast forward 12 years, and Rick decided at almost 58 years of age it was not too late to finally start a fitness program.

"I have a busy life being a third year member of the City of Chaska Council, and owning an Insurance business," Rick said. "However, improving my fitness level has become a priority. I am getting married in August 2011 which is a great incentive. The fact that Fitness First is conveniently located near my work in downtown Chaska also made it much easier for me to commit to a program. Being directly involved with health insurance, I know all too well the health risk factors. The way I view my appointment only strength training at Fitness First is like buying a fitness policy on my self. I have always been one to take care of myself, but not to this degree. Fortunately I have had no broken bones or sports injuries throughout my life, and my goal is to keep it that way as I age. I am in a business where appointments are everything. I appreciate the fact that Fitness First is operated the same way. When I put my training appointments on the calendar, I know that it is an appointment I cannot miss. This really holds me accountable. I plan to continue what I am doing because it works. I am strengthening my muscles, reducing my body fat and I am ready to live a stronger more physically fit life. I like the entire philosophy of Fitness First. The staff at Fitness First strive to keep their clients satisfied and help them reach their fitness goals."



*Rick strengthening his legs on a Hammer Strength leg press with assistance from Fitness Specialist Nick McCoy.*

**FITNESS FIRST** (952) 448-4322 • 115 E. 2nd St., Chaska  
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