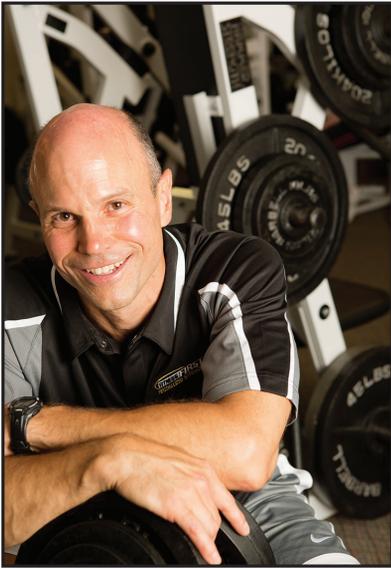


November Fitness Diary - Meet the Founder

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, Ste. 150, in Excelsior, opened in 2008, (952) 401-4322.



Fitness First Founder, Steve Ritz

Are you discouraged by the typical gym scene? Are you tired of investing your time and effort not getting the fitness results you expect? Whether you want to look your best for an upcoming wedding, vacation or want extra distance on your golf drive, get ready to take your workout to the next level with a unique approach to overall personalized fitness.

Since 1998, Fitness First has been a unique fitness business providing appointment only health services. Founder, Steve Ritz has developed an approach that provides personalized strength training, rehabilitation, conditioning, flexibility and nutritional advisement in a private, non-threatening, comfortable yet stimulating atmosphere using top of the line equipment originally designed for professional athletes and medical institutions. The unique approach and background of Steve Ritz is what makes Fitness First different from the typical fitness-center model. Ritz earned a Bachelor of Arts degree from Gustavus Adolphus College and a Master of Arts degree with a major in Exercise Physiology from the University of Minnesota, Mankato. He is also a certified strength and conditioning specialist through the National Strength and Conditioning Association. Ritz has worked as Assistant Strength and Conditioning Coach for the Minnesota Vikings, and trained major and minor league players for the Cleveland Indians. He has also been involved in various college and high school

programs including Villanova University, North Dakota State University, Gustavus Adolphus College, Anoka High School as well as training cardiac and rehabilitation clients. Steve has also had various appearances on KARE 11, KSTP, WCCO TV and Radio in addition to being interviewed by numerous print publications.

Ritz developed a prescription for exercise called the SEE-FIT training system. The SEE-FIT system was developed by Ritz allowing people to achieve health goals with only two intense 30-60 minutes workouts per week. The customized total body workout implements biomechanically correct training for complete SAFETY, cutting edge equipment for maximal EFFICIENCY and scientific research guaranteeing a very EFFECTIVE workout. The workouts are conducted on an appointment only basis and supervised by Ritz or a highly educated, experienced expert on the Fitness First staff.

Many Fitness First clients diverse in age, gender and fitness levels, ranging from the competitive athlete to the casual exerciser, have shared their Fitness First experiences on this page. The heart felt stories that appear monthly on exemplify the quality of service provided by Steve Ritz and his hand-picked staff at Fitness First. The bottom line is the unique, customized approach at Fitness First works. Fitness First will cater to specific goals, objectives and ability levels. Life is short, live it to the fullest. Prioritize your health by calling Fitness First for a complimentary private consultation and training appointment to put the SEE-FIT system to work for you today!



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