

# Be Stronger For The Journey



As part of his life journey, Fitness First Founder Steve Ritz applies strength training to mountain climbing in Arizona .

Recently, Balance MN had the opportunity to visit with Steve Ritz, founder of Fitness First to learn more about the “behind the scenes” workings of the business. Fitness First, located in Chaska and Excelsior, is an appointment only strength training business providing top of the line equipment originally designed for professional athletes and medical institutions. The Fitness First instructors educate and guide clients on the physical, mental, and emotional benefits of strength in healthy living - allowing them to do the things they love to do.

## 1. What is the philosophy behind the strength training at Fitness First?

Our philosophy is to help our clients “Be stronger for the journey.” We begin by discussing the short and long term goals of their journey through life. We then use a proven scientific approach to create an exercise prescription that strengthens them to pursue their life journey.

## 2. How would a person’s experience at Fitness First be different from a traditional health club?

### Fitness First:

- Significant improvements occurring in two **efficient** weekly strength training appointments.
- Scientific **evidence-based** exercise prescriptions.
- Appointments with **educated and experienced** experts.
- Usage of equipment originally designed for professional athletes and medical institutions.
- Staff members committed to the goals of every client’s life journey.
- Experiencing genuine and purposeful relationships.

## 3. Are there any limitations on people that come and train with you?

Only in their minds. The Fitness First staff has many years of experience providing rehab patients, women, athletes, business professionals, marathoners and retirees strength for their life journey.

## 4. What about cost?

Fitness First training appointments are more costly than a monthly membership at a traditional health club. However, cost is only an issue in the absence of value. Fitness First will provide efficient, appointment only, strength training with an educated instructor using top of the line equipment. We offer a free introductory appointment and consultation so people can compare and contrast how Fitness First can help them live the life they want.



Fitness First Founder,  
Steve Ritz

**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. Steve has developed a prescription for exercise 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.**



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