



# FITNESS DIARY

Steve Ritz, Exercise Physiologist, founded Fitness First in 1998 in Chaska. His second location in Excelsior opened in 2008. Steve earned a Bachelor of Arts degree from Gustavus Adolphus College and a Master of Arts degree majoring in Exercise Physiology from MN State University, Mankato.

Steve has researched and developed a prescription for exercise requiring only one or two intense 30-60 minute appointments a week.

**Read about the success of one of Fitness First's Clients...**

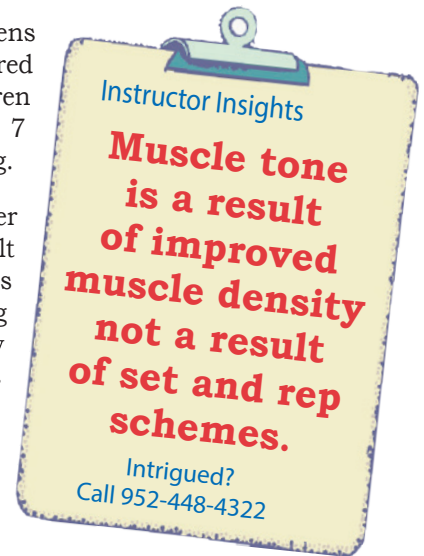


Fred using a Hammer Strength shoulder machine with supervision and instruction from Fitness Specialist Nick McCoy.

As John Lennon once said: "Life is what happens to you while you're busy making other plans." Fred Flemig 56, married 32 years, with three children (28, 26, and 19) and one granddaughter age 7 months, happens to be living proof of this saying.

Fred explains, "I dialed the wrong phone number which happened to be Fitness First. The result of the misdial has changed my life. Prior to this misdial I had given some consideration to hiring a fitness professional to help me improve my strength and fitness. Steve Ritz (founder of Fitness First) and I had a conversation and he provided

information on the approach used at Fitness First. I decided to make an appointment with Steve for a consultation and purchased a training package. It is one of the better decisions I have ever made. At 56, I wasn't trying to be 24 again. I simply wanted to improve muscle strength and reduce body fat. I felt lack of strength was contributing to my lower back problems. I also had rotator cuff surgery during 2010 and strive to improve my shoulder strength. Ideally, I strength train at Fitness First twice a week which has been possible because of the flexible schedule options. I am an insurance broker and risk management consultant with a very busy travel schedule. The Fitness First staff have been flexible in accommodating my needs. I have been pleasantly surprised at how customer focused the staff is at Fitness First. They know exactly what my goals are and are very steady in helping me track toward those goals. I feel working with the team of experts at Fitness First has made a huge difference. When I was working out on my own, I simply was not progressing. I also think lack of knowledge about proper technique contributed to my rotator cuff injury. I now rely on the instructors at Fitness First to learn how to strength train safely, efficiently and more effectively. The strength training at Fitness First has supported my other fitness activities. Walking, running, bike riding and my golf game have all improved. I have better endurance and most importantly, my back is stronger. I have been very pleased with my experience at Fitness First."



Nick coaching Fred with his final reps on a Nautilus leg press.

## BE STRONGER FOR YOUR JOURNEY

### FITNESS FIRST

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