



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...

John Craig, 57, of Prior Lake, has been training at Fitness First for close to five years and he has a classic "love/hate" attitude about it.



A "before training" photo of John Craig

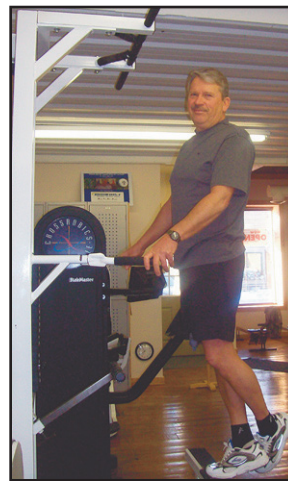
"I am hooked on going to Fitness First," John said. "It has done great things for my body, but in order to succeed with this program, you have to fail...and I don't like to fail! The program that owner, Steve Ritz, has developed is incredibly effective, but you go into it knowing that every exercise you perform, you will do until your muscle fails. For me, the hardest part was getting over the mind set that failure was bad."

What has not been bad, however, is what John has seen happening to his body.

"I'm a bass fisherman," John said, "and every year I go to a tournament in Canada. This involves 10 days of pre-fishing where I am standing for hours each day with one foot on a trolling motor. Training at Fitness First has not only gotten my body in better shape to do this, it has even improved my equilibrium and energy. I have regained so much mobility and strength over the past few years."

John was not always this enthusiastic about his physical being.

"I had allowed myself to get so out of shape and overweight," John remembered. "I got up one day, looked in the mirror and thought 'Who is



John Craig "after" his Fitness First training

this person?!" I had heard Steve talking about Fitness First on the radio months earlier and still had the number lying around, so I went in. Initially, I just wanted to get back in shape, get my breath back. After the first session, I thought I was going to die and I asked myself 'Is this really worth it?' However, I had signed up for 20 sessions and I wasn't going to quit. I kept going and found myself addicted to the training. After about the first year, my jeans size had gone from a 36 to a 34 and I am still improving on that today."

John knows that training at Fitness First is different from any other exercise program he has tried.

"This is not your average exercise place," John said. "You rely on your trainer to help you succeed, and it really works. I had seen fantastic results with weight training when I was young, and realized I could do it again. Fitness First has helped me really trim up and I am never going back to the way I was before!"

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