



# 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.

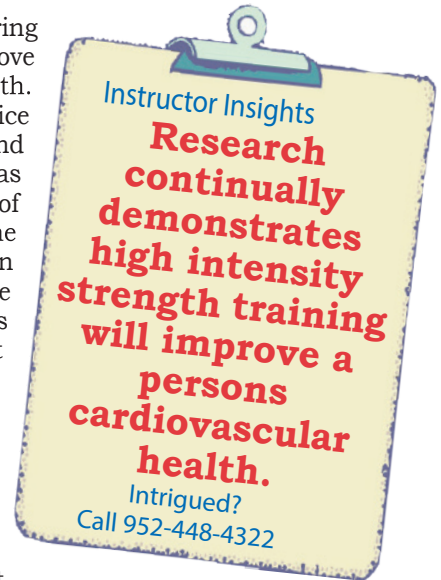
Steve has researched and developed a prescription for exercise requiring only one or two intense 30-60 minute appointments a week.

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



Nick coaching Kevin on a Nautilus leverage row machine.

Kevin Dana, as many people entering their 50's was looking to improve his fitness and prioritize his health. He was searching to locate a service with a customized approach and individualized attention. Kevin was aware of Fitness First as a result of reading the fitness diaries profiling the experiences of Fitness First clients in the *Waconia Business Magazine*. He also received many recommendations from friends who are Fitness First clients. This collection of information prompted Kevin to contact Fitness First to make an appointment for a consultation in March 2013, and he has been strength training twice weekly ever since.



"I value the discipline and accountability of the appointment only approach at Fitness First. My goal is to strength train increasing my muscle tissue to lower body fat. I train twice weekly and have attained very good results. The strength training has impacted my mountain biking by reducing the aches and pains while improving my endurance. I was greatly surprised how long and effortless my first ride was this past summer. I feel great physically and mentally after my appointments at Fitness First.

"The Fitness First staff does an excellent job policing my form ensuring everything I perform is safe, efficient and highly effective. Regardless which instructor works with me, I appreciate the remarkable level of competency, consistency and professionalism. They provide high quality service at a great value. I am blessed with good health and recognize the importance of activity to preserve it. Fitness First is vital to this process and I plan to strength train at Fitness First ensuring I carry on living an active, healthy life for many years."



Kevin Dana using a Cybex low back machine with instruction and supervision from Fitness Specialist Nick McCoy.

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### FITNESS FIRST

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