



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.

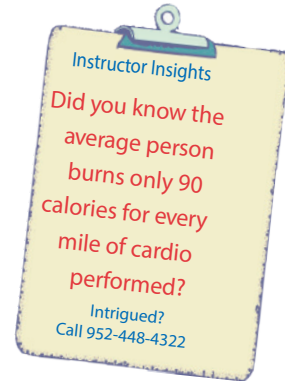
Steve has researched and developed a prescription for exercise requiring only one or two intense 30-60 minute appointments a week.

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



Fitness Specialist Nick McCoy instructing Nels on a Hammer Strength pull down machine.

At 40 years of age, Nels Erickson decided to locate a facility to improve his fitness. He had tried the so called "top of the line" health clubs but didn't like the approach that was used or have confidence in the staff. Then his wife of 18 years, Wendy, discovered Fitness First. After performing additional research, Nels decided to make an appointment for himself and his wife for a consultation with founder Steve Ritz. The informative consultation convinced Nels and Wendy that Fitness First would be a perfect fit for each of them to accomplish their fitness goals.



"What I really like most about Fitness First," Nels said, "is the high level of education Steve and his staff possess. In addition to being very knowledgeable the Fitness First instructors are very professional which is extremely important to me. I am the type of person that asks 'why'. It's just my nature. So when I questioned Steve on the Fitness First approach I was impressed with the scientific support used to formulate exercise prescriptions at Fitness First. Now when I am performing activities on certain pieces of equipment, I know exactly why they have chosen specific equipment and how it is working on various muscles in my body. This information has given me the confidence and motivation to aggressively attack my fitness goals. Fitness First also provides accountability because the service is appointment only which is a big part of why their training has been effective for me. Plus, if your schedule changes Fitness First is terrific at adjusting to those changes. My job entails long hours of sitting and many of my hobbies are also sedentary. However, once I am at my appointment, I feel so much better physically and that makes me happier all the way around. I really get a sense of accomplishment and frankly the training has positively spilled into all aspects of my life."



Nels strengthening his legs on a Hammer Strength leg press.

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