



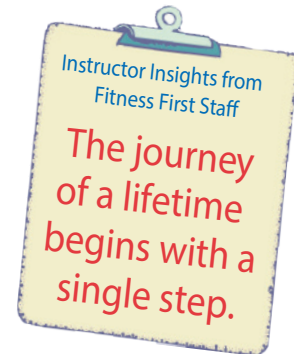
FITNESS DIARY

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...

Shawn Taylor at 38-years-old, decided it was time he add muscle, lose fat and improve his fitness level before getting much older. "I was heavy my knees were aching and I felt like I was too young to feel this way. A friend referred me to Fitness First, and I decided to give it a try. I had completed a weight loss program before I started strength training at Fitness First and lost weight, some of which was muscle. However, I also felt as though I had lost strength."



Founder Steve Ritz training Shawn on a Hammer Strength leg extension machine.

Steve Ritz, founder of Fitness First, helped steer Shawn in the right direction and utilize the Fitness First philosophy on weight loss and strength training.

"First Steve dispelled many of the myths I had learned from the time I had started lifting weights in high school – one being you have to work out at least three times a week for long periods of time to build muscle," Shawn said. "By using the Fitness First philosophy I have seen better results from two intense, total body strength training sessions per week than I would get from training on my own at a gym. Steve gets really energized when discussing fitness myths Americans see in print, hear on radio and see on TV. The majority of the information is

geared to deceive people to believe "quick fix" results are possible. The truth is that those commercials are geared to instant gratification which is both ineffective and unsafe. Body changes do not happen overnight and many times people are misled with false promises. The ads are just a gimmick to lure people into buying concepts or equipment without researching. In fact, many fitness machines are not designed to accomplish the claims advertised. The Fitness First philosophy is about implementing strength training, proper nutrition for lifestyle changes that will benefit you for many years. I work in a factory where I run a filling machine and since going to Fitness First I feel more energized, and no longer have knee pain or body aches."



Steve instructing Shawn on a Nautilus abdominal machine.

BE STRONGER FOR YOUR JOURNEY

FITNESS FIRST

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