

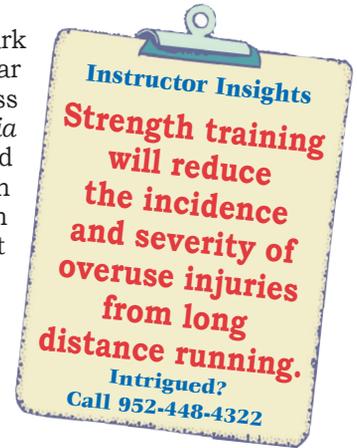
# March Fitness Diary

**Steve Ritz, Exercise Physiologist, founded Fitness First in 1998 located on 115 East 2nd St. in Chaska, (952) 448-4322. His second location, conveniently located at 23505 Smithtown Rd./Cty. Rd. 19, Ste. 150, in Excelsior, opened in 2008, (952) 401-4322. Steve has developed a prescription for exercise called the SEE-FIT training system. The SEE-FIT system encompasses workouts that are SAFE, EFFICIENT and EFFECTIVE -- all in just one or two intense 30-60 minute appointments a week. Each month we will be profiling the personal experiences of actual Fitness First clients.**



*Cindy Eischens performing a leg activity with instruction from Fitness Specialist Nick McCoy.*

“During the 2013 Christmas season my husband Mark was asking what I wanted for Christmas,” said 56 year old Cindy Eischens. “I had been reading the Fitness Diaries featuring Fitness First clients in the *Waconia Business* magazine every month and mentioned I would be interested in a package of appointments to strength train at Fitness First. Mark made an appointment with Fitness First founder Steve Ritz and purchased a gift certificate for me as a Christmas gift. The gift of health was very special to me. My goal by training at Fitness First was to improve my strength. I started training in January 2014 and have been very pleased with my experience. I have been so pleased I even encouraged my husband who began strength training at Fitness First as well.



“I have attempted to exercise on a regular basis for a number of years. However, the strength training at Fitness First has produced more significant results than any other exercise I have performed. I feel and see significant results. Others have also noticed and have made comments about my appearance. I have a job requiring me to sit at a desk behind a computer all day creating a challenge to prioritize my fitness. Fitness First has helped me tackle this challenge with their appointment only approach.

“Distance running has always been a significant part of my life. I have attempted yoga and other activities to complement my running but always felt there was something missing. I realize strength training can help improve muscle development, metabolism and bone strength which are all very important at my age. I am very confident the strength training I am performing at Fitness First is helping in all of these areas. I also feel stronger when I run, especially on longer runs such as half marathons. My husband and I have a goal to run a race in all 50 states. Sometimes we arrange to run more than one race in the same weekend if we can locate two races close together in different states. The strength training at Fitness First has improved my strength so I can occasionally endure more than one race in a weekend.



*Fitness Specialist Nick McCoy using a Hammer Strength External Rotation machine with Cindy Eischens.*

“Another goal I share with my husband is to climb a mountain together. During 2015 we will climb Mt. Kilimanjaro and I am confident training at Fitness First will prepare me to complete such a challenge. I plan to continue working with the staff at Fitness First to prioritize my health, enhance my hobbies and prepare me for adventures.”



(952) 448-4322 • 115 E. 2nd St., Chaska  
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