

Be Stronger For The Journey



Steve Soderstrom biking in the Florida Ironman competition.

Participating in an Ironman competition, which includes swimming 2.4 miles, biking 112 miles and running a full marathon (26.2 miles), may not be a top goal for most people. However, Steve Soderstrom, 36, was watching this type of competition from his couch and noticed something interesting.

“There were all kinds of people crossing the finish line,” Steve said. “I saw people of every age, size and athletic ability finish the Ironman, causing me to think ‘I could do that!’ I was previously very active before building a business as a financial planner, getting married and raising four children. After 10 years of very little physical activity I realized solving my lack of fitness needed to become a priority in my life. With the positive and relentless support of my wife, participating in an Ironman competition was crazy enough to get started on the journey.”

Steve met Nick McCoy, an Instructor at Fitness First, while he was a member of a business networking group. After discussions with Nick, Steve realized strength training at Fitness First would be very important to reach his goals.

“I needed a professional to kick my butt,” Steve said. “People only push themselves so far working on their own. I needed help getting the strength and endurance to accomplish my goals. Fitness First offers exactly what I need to succeed:

1. Efficient appointment only accountability.
2. A customized, evidence based, exercise prescription.
3. An educated and experienced expert to get me stronger for my journey.

“These Fitness First features helped get me stronger to complete my first Ironman competition during 2016 in Florida. I am registered to participate in two competitions during 2017. I plan to reflect on my life and think ‘I Did’ instead of having regrets. The instructors at Fitness First have been great advocates for me.”



*Fitness First Founder,
Steve Ritz*

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 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.



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