

# HEALTH & LIFESTYLE



Steven's Rainforest Home's Dining Room



Steven's Rainforest Home's Bedroom



Steven's Rainforest Home's Outside

## Steven Schussler Began with a Rainforest

By Sandy Zimmerman  
Las Vegas Tribune  
Photos by PR

We are talking about rainforests, but not those in Costa Rica, Honduras, or other foreign countries. It is the one right here in Las Vegas, the Rainforest Café, inside the MGM Grand Hotel. The man who created this rainforest is Steven Schussler.

Steven explained, "For years and years, I learned as much as I could about their habitations, the distribution of tropical rainforests and endangered species. I wanted to share my experience with everybody and build an interactive educational concept around tropical birds in their environment." Most people would have built model prototypes of rainforests, but Steven created a rainforest in his home!"

After experimenting with every aspect of tropical rainforests and spending over a half-a-million dollars, in 3-1/2 years of construction, I gave tours to possible investors and site developers."

There were 30-foot waterfalls with 27 live tropical birds. Suddenly rain, thunder and lightning storms would appear."

### How did it feel to live within a rainforest?

"A lot of people thought I needed a mental examination. All my neighbors bought walkie-talkies and started a watch group



Steven Schussler is standing by one of his creations.

because they heard I was painting my ceilings and walls black. That was in preparation for my greenery treatment to build the canopy of the tropical rainforest. "They thought I was going to eat their kids, that I was into devil worship, but they came over Friday evenings for my shows. A lot

of my neighbors actually became investors in the Rainforest Café when we went public. It was incredible that we were able to build 45 in seven years on three continents."

Steven Schussler wrote the book, "It's a JUNGLE in There," a delightful book combining humorous personal stories with a "How To" (succeed in business), to create new themes and new businesses.

Donald Trump better watch out, business books are not usually so much fun to read. I love the cover of his book with the face of a gorilla in a man's suit.

His book just hit #1 in Barnes and Noble, #1 for Business Books and #3 overall for Amazon.com. Donald Trump has endorsed the book as well The New York Times blog. What is the difference with Stephen's book and all of the others? He explains, "I talk about not giving up, enthusiasm and passion, and make you laugh. Laughter is contagious and it is a very important part of being an entrepreneur. Do not take yourself seriously. Always be on the look-out for your next big thing. After you do one thing, you are not finished; keep going. We should never stop learning,



Other projects: Yak & Yeti for Disney-Orlando

experiencing and expanding our knowledge base. Give it 100 percent, everything that you have, and you will inspire others to do the same.

"Paying attention to detail is something that has gained us great acclaim with the Walt Disney Company." He has several themes with Walt Disney and each of his creations is different. Steven comments, "I can't call myself Schussler creative and not have multiple concepts to show our team is creative."

Themed restaurants have been around as long as time. There has always been a tie-in to restaurants that have themes but it is how far do you go with these themes."

I often say the restaurants we build, people come once for the WOW factor, but come back for quality food and service. "We want people to have this escape, to feel that they are going to another world. We want to make certain they don't forget where they were when they eat at one of our restaurants." Steven advises, "You have to keep trying

and surround yourself with people who are better than you are."

This is not an autobiography, but inspiring lessons, insights and acts of entrepreneur daring. No matter what, do not give up. If you have a dream, try to make it come true. If you have a business idea, have a business plan to match their dream."

You should have a dream and goals. Some goals are attainable. That is what goes with the life of an entrepreneur. "Everybody has it within them to be excellent. People can use this How To book different ways - as fun reading or to try to help them in their business. I was very, very passionate and I wanted to show my friends and family, not only investors, that I was committed."

Visit [www.amazon.com](http://www.amazon.com), [www.itsajungleintherebook.com](http://www.itsajungleintherebook.com) or [www.schusslercreative.com](http://www.schusslercreative.com).

Sandy Zimmerman is a syndicated dining reviewer columnist and talk show host of the Las Vegas Today Show and Discover the Ultimate Vacation travel specials. She can be contacted at [szimmerman@lasvegastribune.com](mailto:szimmerman@lasvegastribune.com).



Steven's Rainforest Home's Entrance

**Dent-Art**  
Dental Center

Amazing Dental Prices  
**SAVE 70%**  
Implants & Veneers

Free Shuttle to/from  
San Diego Airport & Border Cross

(619) 381 3169

Before  
After

[www.dent-artcenter.com](http://www.dent-artcenter.com)

**Ted Thorp, M.D.**  
Family Practice & Injury Recovery  
500 S. Rancho Dr. Ste. 13, 14 • Las Vegas, NV 89106

Phone: (702) 385-1818  
Fax: (702) 385-7181  
E-Mail: [TedThorpMD@earthlink.net](mailto:TedThorpMD@earthlink.net)

**Senior & Military Discounts**

**safelot**

**STORE AND SELL**

**We Park It. You Sell It.**  
(Website ads also available • [safelotvegas.com](http://safelotvegas.com))

The Safest way     cash  
 The Fastest way      
 Website ads

Daily \$4.50    Weekly \$34    Weekend Blast \$45

Price may vary on size

SAHARA

US 95

SAHARA AVE.

SAFELOT

DESERT INN RD.

BOULDER HWY.

LAMB AVE.

**4000 Boulder Highway at Century Plaza**  
(phone) 702-222-0300 • (website) [safelotvegas.com](http://safelotvegas.com)

## GOOD NEWS FOR VETERANS!

The Veteran's Administration is now covering visits to Chiropractic Physicians

**Dr. George A. Ritter**  
Chiropractor

For Details Call  
(702) 731-5028  
Cell (702) 491-6924

Chiropractic treatments have been known to help with joint pain (arthritis), muscle pain, constipation, headaches, low back pain, neck pain, stiffness, and many other ailments.

1812 Santa Paula Drive  
Las Vegas, Nevada 89104

