

STEVEN SCHUSSLER

Innovator, CEO/Founder of Schussler Creative and Rainforest Cafe®

Professional Speaker and National Best-Selling Author of

IT'S A JUNGLE IN THERE

*INSPIRING LESSONS, HARD-WON INSIGHTS AND
OTHER ACTS OF ENTREPRENEURIAL DARING*

**“What are the five keys to marketing and selling ideas in today’s economy?
How do you bring those ideas to fruition?”**

I answer those questions with vivid and original examples that inspire people to say, “If he can do it, I can do it. This is amazing.”

TOPICS

- Innovation: *Innovation Takes Time*
Why Research and Development are so important and underestimated for bringing a successful concept, service or product to market
- Passion: *Passion + Ambition Yields Success ... (It P.A.Y.S.)!*
Conceiving, Believing and Achieving
- Sales/Marketing: *It's a Jungle In There!*
Customers won't buy what they don't know exists
- Entrepreneurism: *I Dream... Therefore I Can: Five P's for Success*
Personality, Product, Persistence, People and Philanthropy

FORMATS

- Keynotes • Half and Full Day Workshops • Breakouts
- Focus Groups • National Tours • Book Signings • Boot Camps
- Media Appearances • Interactive Media • Podcasts

“The energy and passion you have was immediately transformed to our group. The incredible thing I observed was that everyone took away something different, which they could personally relate to: whether it is prototyping, risk taking, repeated success, or setting new goals. An outstanding afternoon.”

– Sean Roberts, Director Foodservice, General Mills

“Thanks again for sharing your experiences with our team members at Best Buy. We try to create an environment where our employees can contribute their ideas and passions to serve our customers. Your life journey and persistence were a great example and model for us of what’s possible.”

– Ryan Robinson, SVP Finance & Domestic CFO, Best Buy



- **INDUSTRY- LEADING RESTAURATEUR**
 - ~ Created 45 Rainforest Cafes® in seven years on three continents which he sold for \$75 million in 2000
 - ~ Created Jukebox Saturday Night™, T-REX™, Yak & Yeti™, Hot Dog Hall of Fame™, Backfire BBQ™, Galaxy Drive In™, Betty & Joes™
- **CITED and INTERVIEWED** regularly in Media including
 - ~ *Entrepreneur Magazine, FORTUNE, Fox & Friends, Wall Street Journal, Fox Business Channel, MSNBC*
- **AUTHOR** of national best-selling book
 - ~ *It's a Jungle in There: Best-Seller Lists on The Wall Street Journal, USA Today, amazon.com, Barnes & Noble*
 - ~ Monthly columnist *Minnesota Business Monthly*
- **PHILANTHROPIST**
 - ~ 100% of Steven's profits from *It's a Jungle in There* are donated to Smile Network International (www.smilenetwork.org)



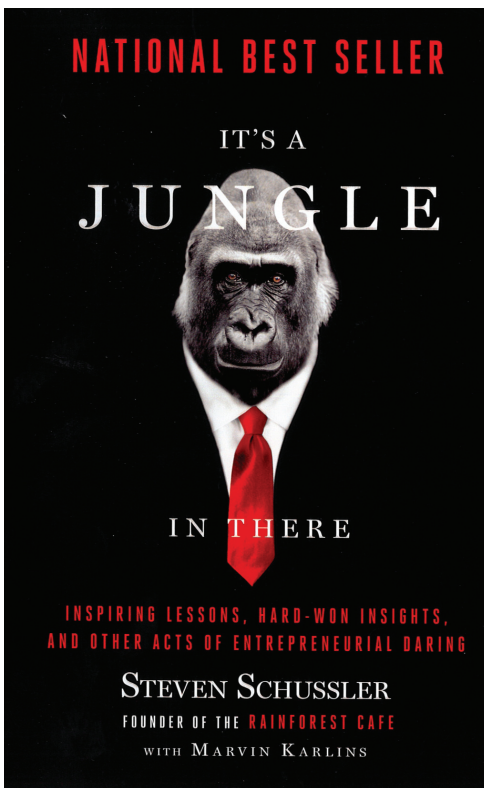
A WILD PLACE TO SHOP AND EAT®



A PREHISTORIC FAMILY ADVENTURE™
EAT SHOP EXPLORE AND DISCOVER™



THE CHICAGO BANDSTAND™



"It's a Jungle in There is an easy read that imparts wisdom on the art of how to turn 'no' into 'yes.' This book should be required reading for all entrepreneurs at any stage of their career."

– **Lee Iacocca, Former President, CEO & Chairman of the Board of Chrysler Corporation & Best-Selling Author**

"I remember riding with Steve in my helicopter to view sites for Rainforest Cafe®. I knew he was on to something great and had the tenacity to get it done. Steven's story is compelling, fun, inspiring and full of sound business advice."

– **Donald J. Trump, Real Estate Titan, Best-Selling Author, Star of the hit TV Show, The Apprentice**

"If anyone is King of the Jungle, it's Steven Schussler. From his early days as an ad salesman to the development of his wildly innovative Rainforest Cafes®, he's raised monkeying around to a new entrepreneurial art. Entertaining & inspiring, a must read for aspiring entrepreneurs."

– **Harvey Mackay, Author of the New York Times Best-Seller, Swim With the Sharks Without Being Eaten Alive**

"Schussler is one of the best out of the box thinkers. He wants to wow you and touch your heart in the process. He's all about America, Mom, Dad and Apple Pie!"

– **Louie Anderson, One of the Funniest & Best Known Comedians in the Business**

"You were a hit! Your presentation was insightful, informative, wonderfully presented, and well received by everyone. Your perspective on the industry is unique. Your accomplishments are unparalleled."

– **Chekitan Singh Dev, Professor of Marketing, Cornell University**

"Thanks a million for speaking to Disney at our Worldwide Sales and Travel Operations Leadership Conference. Your story is a Horatio Alger role model that inspired everyone!"

– **Randy Garfield, Vice President of Worldwide Sales, Walt Disney World Company**

"Steven's 'out of the box' approach to self-promotion and sales inspired our Advisors to tap into their creative side and reignite building their practices. His relentless pursuit of success is inspiring, and his presentation leaves you motivated to take it to the next level."

– **James D. Wright, Vice President/Sales Manager, Merrill Lynch**



PARTIAL CONSULTING & STRATEGIC PARTNERSHIP LIST

- General Mills
- Best Buy
- Walt Disney World Resort
- Landry's Restaurants
- Build-A-Bear Workshop
- Target
- RED Development
- Levy Restaurants
- Span Link Communications
- Smile Network International
- New York New York Hotel & Casino
- Mohegan Sun Resort & Casino
- Out Of The Box Creative
- Andrew Marc

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Media kit, video, rate schedule and references available upon request



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