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 crated 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 develop-

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-



Steven Schussler is standing by one of his creations.

ing 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

because they heard I was paintof 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,"

> "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

a delightful book combining hu-

morous personal stories with a

His book just hit #1 in Barns 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.



Other projects: Yak & Yeti for Disney-Orlando

knowledge base. Give it 100 percent, everything that you have, and you will inspire others to do

"Paying attention to detail is something that has gained us great acclaim with the Walt If you have a dream, try to make 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 investors, that I was committed." 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

experiencing and expanding our and surround yourself with people who are better than you

> This is not an autobiography, but inspiring lessons, insights and acts of entrepreneur daring. No matter what, do not give up. 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

Visit www.amazon.com www.itsajungleintherebook.com or www.schusslercreative.com.

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Steven's Rainforest Home's Entrance



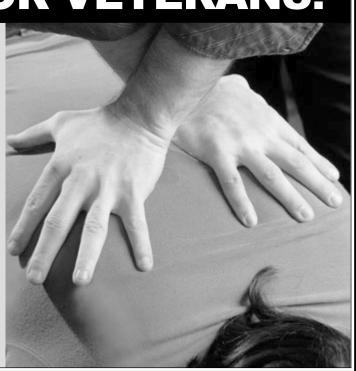
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