



**BIOGRAPHY**  
**STEVEN SCHUSSLER**  
**SCHUSSLER CREATIVE, INC.**  
*Inventions, Ideas, Contraptions and Dreams™*  
[www.schusslercreative.com](http://www.schusslercreative.com)

Steven Schussler, well-known as the creator of the Rainforest Cafe®, is an innovator with the passion and artistic vision for conceiving concepts which appeals to the masses. Embracing imagination, Steven and his team create restaurants, retail stores, theatrical venues, attractions, and experiences unlike any other! A master at multi-juggling, Steven is a World's Premiere Branding Expert, Consultant, Entrepreneur, Restaurateur, Teacher, Motivational Speaker and National Best-selling Author of "*It's A Jungle In There, Inspiring Lessons, Hard-won Insights and Other Acts of Entrepreneurial Daring*".

Starting his entrepreneurial career early with a paper route at nine years old, Steven reinvented himself many times with more than a dozen jobs before his sixteenth birthday. As an executive in the television and broadcast industry, he learned to sell intangible concepts. His career in the restaurant industry began with **Jukebox Saturday Night**, a nostalgic restaurant and night club with 8 locations in Des Moines, IA; Springfield, MA; San Francisco, CA; Minneapolis, MN and (four in) Chicago, IL.

Steven created one of the most successful themed restaurants in the world, **Rainforest Cafe®** (*A Wild Place to Shop and Eat®*). Opening the first at the Mall of America in Bloomington, Minnesota in October 1994, Rainforest Cafe® became the first restaurant to go public with only one unit open. Steven and his public company built and operated 45 Rainforest Cafe® restaurants in seven years, on three continents and sold the chain to Landry's Restaurants in 2000.

### **Schussler Creative's Developed Concepts**

- ❖ **T-REX™**, *A Prehistoric Family Adventure™, A Place to Eat, Shop, Explore and Discover™*, with locations at **Downtown Disney® Marketplace** in Orlando, Florida and The Legends at Village West in Kansas City, Kansas. T-REX™ recreates prehistoric times when dinosaurs roamed the earth with great food & service, amazing special effects, and hands-on educational opportunities.
- ❖ **Yak & Yeti™ Restaurant**, located inside **Disney's Animal Kingdom®** Theme Park in Orlando, Florida, is a unique Asian-fusion restaurant and quick-service market.
- ❖ **Galaxy Drive In™**, *Aliens, Humans and All of Our Four Legged Friends Welcome™*, located in St. Louis Park, Minnesota, offers an intergalactic, retro futuristic and pet-friendly experience with a delicious menu, S'mores kits to roast on fire pits and oversized, outdoor chess and checker sets. All canine visitors receive a free ice cream cone and doggie menu.
- ❖ **Green Acres**, *An Enchanting Event Center in a Historic Barn™*, is located in Eden Prairie, Minnesota. Voted a "Top Pick" by Minnesota Bride Magazine, this lovingly restored barn is complemented with modern conveniences, making it the perfect venue to create beautiful and unforgettable memories in a magical, old-world setting.
- ❖ **Hot Dog Hall of Fame™**, *Frankly the Best Hot Dogs, Sausages, Dumplings, and French-Fries in the World!™* located in **Universal Orlando CityWalk®**.
- ❖ **The Boat House**, *Great Food, Waterfront Dining and Dream Boats* located in **Downtown Disney® Marketplace** in Orlando, Florida.

## Concepts Under Development

- ❖ **Betty & Joe's™, Baker & Coffee Maker™** *You Can't Have One Without the Other*
- ❖ **Backfire BBQ™ Featuring Orange County Choppers®** *(Bikes, Burgers, Barbeque)*
- ❖ **Aeroblu™** *The Spirit of Cool™*
- ❖ **Zi Imperial Kitchen™** *Asian Antiquities and Culinary Art™*
- ❖ **Winter Wonderland™** *The Magic of Winter™*
- ❖ **Sorcerer's Kitchen™** *School of Wizardry, Food & Magic™*
- ❖ **Musical Garden™** *A Living Work of Art, Food and Music™*
- ❖ **Water, Fire & Ice™** *Polar Ultra Lounge™ – The Hottest Place on Ice™*
- ❖ **Pizza Market™** *Italian Kitchen, Wine & Groceria™ – The Place to Ciao!™*

## Awards and Honors

Steven Schussler's Rainforest Cafe® received 40 awards in six years which include:

- *Fortune Magazine's* Top 100 Fastest Growing Companies in the U.S.A. (two consecutive yrs)
- *Entrepreneur Magazine's* Top 100 entrepreneurs in the country
- *Nation's Restaurant News'* Hot Concept Award
- *Orlando Magazine's* Best Theme Restaurant
- *National Retail Federation's* National Retailer of the Year
- *Chicago Tribune's* Best Restaurant for Kids

Mr. Schussler was the lead actor in the commercial for Clemmy's Ice Cream, which won the American Advertising Federation's Gold ADDY® award. Steven was a judge on Food Network's "24 Hour Restaurant Battle" in September 2010.

## National Best-Selling Author, Columnist and Teacher

Steven Schussler is the author of the national best-selling, ***It's A Jungle In There, Inspiring Lessons, Hard-Won Insights, and Other Acts of Entrepreneurial Daring***, which is published by Sterling Publishing, a Barnes & Noble company. As a columnist for ***Minnesota Business Magazine***, Steven educates readers with new and fascinating stories, advice and experiences from nationally and internationally recognized business leaders. Steven has also taught an entrepreneurial class for the Carlson School of Business Management at the University of Minnesota.

## Philanthropy and Community

Schussler donates 100% of his book profits to Smile Network International ([www.smilenetwork.org](http://www.smilenetwork.org)), an amazing organization that surgically repairs cleft lips and palates of impoverished young people around the world. He has been involved with charitable and civic organizations that include the Leukemia Society, American Lung Association, Minneapolis Youth Connection, Life Skills Center for Leadership, Special Olympics, Neighborhood House, and the Animal Humane Society. Steven Schussler is a graduate of the FBI Citizen's Academy which engages citizens in the process of protecting their communities and country when and if called upon.

## Board of Director

As a founding member of Smile Network International, Steven continues to be a lifetime advisor of the Board of Directors. He is on the Board of Directors for Kona Grill, Inc. which owns and operates 27 upscale casual dining restaurants in 17 states, in the United States. Steven is also the Chairman of the Board of Schussler Creative, Inc.

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