

IT'S A JUNGLE IN THERE

Last update: October 10, 2010 - 5:40 PM

By: Steven Schussler with Marvin Karlins (Union Square Press, 245 pages, \$25.95)

From the moment he burst out of a wooden crate in a Superman costume, greeting a stunned manager of a Miami radio station, "I'm your new super salesman," Steve Schussler announced to the business world that he was a character who demanded attention.

Now the creator of the Rainforest Cafe has written a book for budding entrepreneurs. But you don't have to know anything about business to find Schussler's escapades entertaining. The man who placed a Good Humor truck in the lot of his Galaxie Drive-In in St. Louis Park and wallpapered a bathroom at the old Juke Box Saturday Night in downtown Minneapolis with Tootsie Roll wrappers likes to have fun.

The Twin Cities native is also a savvy businessman, as noted by his many admirers -- from Donald Trump and Lee Iacocca to the Twin Cities' Harvey Mackay. And he's more than a little crazy. Who else would convert his Golden Valley home into a jungle for two years, with exotic birds flying around and oversized turtles crawling about, in attempt to lure investors to his Rainforest Cafe chain?

Schussler will sign books at 4 p.m. Oct. 12 at the University of Minnesota Bookstore, 300 SE Washington Av., Mpls., and at 7 p.m. Oct. 13 at Barnes and Noble, Galleria

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