

BigBrain Radio Show

5/5/07

Tom Schmidt

(music)

D: Hey good morning. It's time for the BigBrain Radio Show. I'm Dr. David Stussy, and you can call me Dr. D... And again, we don't have any Dr. Z. I understand she's moving from Japan to China. She's getting all kinds of expensive Oriental, exotic things. No... she'll be back soon. We're going to do... start doing some BigBrain Radio Shows with Dr. Z and Dr. D. But today we have a special guest. And I have known our guest today... we'll obviously if I have a guest on the show, he's got to be a BigBrain guest. And I have known our guest today... we'll obviously if I have a guest on the show, he's got to be a BigBrain. So... I don't know if everybody remembers what the BigBrain philosophy is, but the brain... we all have a physical brain. Everybody knows what it is. Put your hands on top of your head... that's where your brain is. Okay. That brain has a sensory input. It picks up all the things we need to know about living, most of which we don't know are going on, and we get a motor response... much of the time we don't know that's going on either. But it keeps us alive and it keeps us growing, makes us enjoy the planet. Then we have what's called the big BigBrain, which is our metaphysical brain. And that's the one that takes everything that we have come into our brain, rearranges it in our unique pattern and comes up with our ideas, our culture, our expression of our self... completely weightless... you can't measure it... but it's really what life is all about. In fact, it's life itself. We are the BigBrains. And then a BigBrain is someone who takes things and makes a difference in other people's life because they have this unique ability to create ... create the things that BigBrains create. And I often think that BigBrains probably would be successful at everything they do... and ... but... the BigBrain we have today has been successful in kind of a glamorous area... fashion, women, hair style...

TS: Beauty.

D: Beauty... that's it... forgot the word. His name is Tom Schmidt. And a lot of people might know him in the Minneapolis/St. Paul area. Right?

TS: Yep.

D: And I'm sure we have all kinds of things we could say about Tom. I've known Tom for probably 20 years off and on. And he is always doing something original. He's always the leading edge and then he's had... he's had... I think... I was almost tempted to call today's show "The Rise and Fall and the Rise Again". Huh?

TS: And the rise.

D: And the rise and fall and the rise and fall. (laughter) I guess something that a lot of people don't know about BigBrains, or people who like they're quite successful... what they do is... there's a lot of hard work that goes into being ... being that, because they have to go with their... another part of the BigBrain philosophy is that you have to go by your own experiences, not what some perceived authority has said, or what someone else says, but by your own experiences because that's all there is in life. And so that means a lot of times you're not part of the many, you're part of the one. And that you're out doing things that other people wouldn't do, and of course that puts you in a position where sometimes it's very uncomfortable and the of course everybody agrees, and then you're part of the many...

TS: Mm hmm.

D: And then a lot of times it doesn't... there's a time when you become part of the one again where people don't agree with you. So in the background, it's kind of like the overnight of success that takes 30 years.

TS: Right.

D: And Tom has had a number of these. So... Tom, why don't you just tell us a little bit about yourself... and where you started.

TS: Well I've been in the industry approximately 30 years... maybe a couple more. And I'm limiting it to 30. And this BigBrain thing in our industry is actually called the "third eye".

D: Oh really?

TS: Yeah. It's interesting so... you take it that level. We've always looked at that special person as people who stand out amongst the rest as being... as having a third eye.

D: So you always watch and see what the third eyes are doing.

TS: Yeah, exactly.

D: Right. Okay.

TS: Always.

D: Well you can see the concept of third eye goes back way, way, way back in all types of trans... and certain metaphysical philosophy and thought that we have a center that is able to ... to.. where we really exist and where we create ourselves out of it. In fact, it's pretty much the same thing.

TS: Yep, definitely. So I've been in the beauty industry that long. I've had a number of different salons along the way. Some of them I've kind of changed over the years according to the niches that were needed at the time, such as we went from just a hair salon in the '80s and early '90s, into the spa industry. We were one of the first companies to really enter the day spa industry...

D: You were... right.

TS: And followed that kind of road of success for a while. And now that that's getting very fragmented or whatever, now we... our last attempt at creating a niche was to go back into the men's industry...

D: Mm hmm.

TS: ...which has been untouched and very distracted for many years. And then we had some stuff happen again, and so now I'm recreating and thinking about what's next.

D: Well I know you told me at once you had almost 120 employees or something like that?

TS: Oh, I think we were up to about 175, yeah.

D: So how many employees do you have now, Tom?

TS: Me... one.

(laughter)

D: So remember the law of the one and the many... being a part of the one is part of the many.

TS: That's right.

D: And the one are the ones that lead the way because they know something that the others don't know. And eventually everybody comes around. And the key signs that everybody's thinking your way... pretty much time to go onto the next thing.

TS: Isn't that the truth.

D: Because then people don't understand who you are and what you represent. And everybody else wants to take credit and all that stuff.

TS: Right.

D: And... so in between all that, I mean you've had a couple of... you had a more recent thing, but I don't think we have to get into that right away... But just tell us a little bit about your kind of rise and fall through these different ideas that you had. As you created one idea... I know you used to have a salon down on Hennepin...you went into Calhoun Square... and there's probably some other things there I just don't know about...

TS: Yeah, we went into Calhoun Square back... we were one of the first businesses to open Calhoun Square. And Calhoun Square as many know it, had about 5-6 years of great success... and we reaped the rewards from that. And then all of a sudden, some things started happening in that area, which are still happening... it's going through a major shift in...

D: Yeah, I think Calhoun Square kind of represents what you see. When you see something has done well and then it starts to go down, it will go down, but around it it will rise up and...

TS: Exactly.

D: ... So what Calhoun Square does it kind of actually made Uptown into the next level. I mean Uptown was there when I moved there. There used to be a drug store where Figlio's is...

TS: Yes.

D: And there was a bowling alley there... (laughter)

TS: (laughter)

D: And then of course there was all the hubbub about whether to do it or not. But it actually... whether... you know things need to change and it brought it to the next level. There was some people that were really future thinkers and they had to fight a lot of things to get it there. And ...

TS: And they got it.

D: And they got it. And now there's big hotels... that are not big, but boutique hotels are finally inputting the Uptown. And there's lots of condos being put in... kind of what people have envisioned. You know I've lived over there nearly...

TS: Quite a while.

D: ... for a long time... before that ... right... and I've seen even around the Lake change and all that stuff.

TS: Absolutely. But it has to change.

D: It has to change. See that's where I think...

(inaudible)

D: ... really wants to keep it the same and I think it needs to change.

TS: Yeah.

D: It needs to grow and it needs to fit the new thoughts and new things coming up. So ...

TS: I remember when I was once ... one of the first people to sign on at Calhoun Square... I got hate mail.

D: Yeah.

TS: ... from some of the neighbors saying you bad person you. You're going into this horrible thing here. And I think it was one of the best things that happened to the area.

D: You know I had a house that I remodeled on Lake of the Isles and I was the very first person to remodel a house on Lake of the Isles.

TS: Oh, ouch.

D: And people thought I was crazier than heck.

TS: Yeah.

D: And obviously has proven that it was a good idea at the time. And now people tear houses down there and build million dollar houses. So...

TS: And they're criticizing them.

D: Yeah. But I got letters saying they didn't like it, that I shouldn't be doing it to the old houses. Then I got letters saying they were loved... they loved...

TS: Loved what you did.

D: Yeah. It was the same thing.

TS: Great. So you can't be afraid of change.

D: You can't be afraid of change. So you change from Calhoun Square to your ... excuse me... what I probably know you the most for is ...

TS: The Urban Retreat.

D: The Urban Retreat. And you started doing the spa concept... and of course I'd been going to spas for years down at Canyon Ranch...

TS: Mm hmm.

D: When Canyon Ranch was just a little place. Again, it was an early idea and lots of people didn't got... and now people go all the time and it's huge. But you took the spa concept... instead of having to travel someplace, you allowed people to actually go in here... kind of a spa experience... a personal...

TS: Well the key...

D: ... spa being that their health got kind of simulated and their beauty, and fashion, and everything kind of got integrated.

TS: The theory behind what we did at that time was that people were experiencing spas out of town, like the Canyon Ranch or whatever, and enjoying the services and wanted them in their everyday life.

D: Excellent.

TS: So bringing it into every day life was a matter of taking it to the streets of local America. And that's when the beauty industry first really got into the spa business...

D: And so you were really... I guess I probably didn't pay much attention because it seemed normal to me, because I had been experiencing it...

TS: You had seen it at other places.

D: Right. So it was quite revolutionary. And you have... I think you told me one time the massage actually was more profitable for you than anything, right?

TS: Than anything.

D: Yes.

TS: Yeah.

D: Of course now, I think the massage thing has probably gotten overrun a little bit.

TS: Massage is definitely... they're on every street corner at this time.

D: Right.

T: Businesses everywhere... and badly needed. It's nice to see that people are in general using massage to enhance their lifestyle.

D: Right. And it's just not that unusual now.

TS: No, not at all. But 12 years ago?

D: Well when I started it was even... it was considered bizarre and I'm a chiropractor and ...

TS: Exactly.

D: So I think what we're talking about is having leading ideas. We have... in the BigBrain we have a thing called Evolutionary Healthstyle and when we get back, I'd like to go over that. And then I would like to probably address the thing that's been most recent, where you had an even bigger idea ... a very grand scheme... which sometimes we get ... the word we call is "infatuated"...

TS: Yes.

D: And when we get infatuated without really looking at the thing sometimes we have humbling circumstances...

(laughter)

D: ...bring about this... Is that what you call that? Humbling circumstances?

(laughter)

TS: I'll remember that one.

D: You can share that with... how many circumstances are people that have different opinions or something comes up to kind of bring us back to how it's going to work... and I think that was probably an interesting e we have a thing called Evolutionary Healthstyle and when we get back, I'd like to go over that. And then I would like to probably address the thing that's been most recent, where you had an even bigger idea ... a very grand scheme... which sometimes we get ... the word we call is "infatuated"...

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D: And when we get infatuated without really looking at the thing sometimes we have humbling circumstances...

(laughter)

D: ...bring about this... Is that what you call that? Humbling circumstances?

(laughter)

TS: I'll remember that one.

D: You can share that with... how many circumstances are people that have different opinions or something comes up to kind of bring us back to how it's going to work... and I think that was probably an interesting experience (laughter)

TS: Yeah. (laughter)

D: You're laughing.

(laughing)

D: So as we get into the...

TS: It's kind of like when you adjust me...

D: Yeah.

TS: Dr. D...

D: Yeah.

TS: And I laugh

D: Yeah.

TS: Because it hurts...

D: Yeah.

TS: Okay, that's what I'm doing right now.

(laughter)

D: And then it feels good.

(laughter)

(music)

D: So we're going to be back in just a minute. You're listening to BigBrain Radio Show, Dr. David Stussy. You can call me Dr. D. We have Tom Schmidt ... an extraordinary person in the healthstyle and the fashion and beauty industry. And he has a lot to share with us. And you get to see the inside life of a BigBrain in that area. Okay? Come back. We'll be right back.

(music – “Beautiful” by James Blunt)

(music – “Last Beautiful Girl”, Matchbox 20)

D: Hey, this is Dr. David Stussy, the BigBrain Radio Show. And we're here with Tom Schmidt, an health stylist extraordinaire. And I use the word healthstyle because that's a BigBrain word. Health stylist is a person... it's actually called evolutionary healthstyle. So everything evolves... that means motion. A sign of life is motion. If something doesn't have some motion involved with it, it isn't alive... even a little one-cellular animal or anything. It's the definition of life. No physical response, no life. So... how you respond is how you live... whether ... some people might call it negative, some people might call it positive... it really doesn't matter... it's just their opinion. What you're doing... because it really is no judgment in life itself. It's only when the human beings show up that there's judgment. The rest is just there for the universe and God. Anyway... and then health is the optimal number of regenerative forward action days. And beauty and hair salons... and that... have really become part of the health formula. You know they probably weren't like 20 years ago...

TS: No.

D: But now it's really part of the health formula. And then style is based on our values. So we're only going to do what our values tell us to do. And we've talked about that on the show many, many times,

because you may things you say you're going to do... the reason you don't do them is because it's not part of your top values. The only things you do are the things that are your top values, and those are the things you'll always get around to doing. And when you can identify your values and be closer to your values and see how they may change as you go through the decades... as you... as birthdays go by as we say... then you always make sure that you're actually being true to yourself and your own experiences. So a BigBrain really follows an evolutionary health.

TS: Which is who you are.

D: So we were talking a little bit... did you notice my song...

TS: Yeah.

D: "Your life is brilliant." You've got a plan. This will pass. Because we all say that, okay?

TS: Right.

D: So what are... what is it that we're passing from Tom?

TS: That's a good question.

D: Because we talked about before you had this big dream and the big vision in the Uptown area and some things happened to you... you want to share ...

TS: Certainly. Again, evolution... you talk about evolution...

D: Yeah.

TS: ... and I have watched my business evolve over the years and I have created my visions according to the evolution... the industry and the needs of people... the needs of beauty... the needs of... you know, it's just about needs.

D: And your own personal needs.

TS: It starts with my personal needs.

D: Really...

TS: You know the spa industry, for me, started the day that I fell in love with what it did for me.

D: Okay.

TS: I'll never forget a story that... do you mind if I tell them?

D: Go right ahead... you're the boss.

TS: You know I was a... I used to have back problems... you remember.

D: Yes.

TS: Yeah. And I remember I was... I was flown out to Vail, Colorado to do a wedding party, back about eight years ago.

D: To cut the hair for the wedding party?

TS: Yeah, to get everybody ready for the wedding.

D: Mm hmm.

TS: Yeah. And I got there and my back had gone out.

D: Oof.

TS: And it was one of those bad ones where I was just not able to move.

D: Mm hmm.

TS: And so I went to the local Vail athletic club and started getting massage, and sitting in the Jacuzzi, and doing as much as I could. I had two days before the wedding to get it together... and my experience in the past was that when my back's out it's a week. Well,

got there, couldn't get it under control and it was really scary, because I was not going to be able to do the hair that they had sent me out there to do. I got to know the... not the owner, but the director of the spa... I started talking to her, telling her what was going on. She booked me with a reflexologist...

D: Great, I love reflexology.

TS: I got an hour and a half reflexology treatment. I don't... I know that I went into some sort of meditative state while I was getting it. I don't remember it. And I got up and walked off that table and I was perfectly fine.

D: Great. The reason reflexology works is because your feet are connected to the earth and gravity is the only constant in the whole universe. So it tells you your position so it's constantly information coming in there. So when you work on the feet, you're sending everything way up to the tip of your brain, which I'm sure you've experienced. Information is stress that has been stored there for different reasons, but gravity is always involved...

TS: Right.

D: And then your psychological and your physical stresses too.

TS: Everything that comes together. Well, that's the way I fell in love with my business. And I had been in my business 20 years.

D: Oh really.

TS: That's the day I truly fell in love with my industry.

D: Wow, isn't that great?

TS: I know. I was really... it was like a light bulb going on.

D: (laughter)

TS: I had never experienced... you know, yeah, you go through a massage and a day later you feel kind of the same way. It's ... a

massage is really about, you know lifestyle again. You know, doing it regularly and keeping yourself under control. You know this was immediate.

D: You know I have to think it's probably true for everybody to some extent because you know you're in the right place, you know you're doing the right thing, but you're trying to find out where you fit. And as you move along and then "ah ha"...

TS: Ah ha.

D: ...you find that place and that exactly. You're in the right place, but you're not in the RIGHT right place.

TS: And then that's what led me to what I started doing in Uptown, when I wanted to expand into a larger facility with a deeper feel. You know the day spa industry to me back then was just kind of buff and fluff. That's what they called... that's what they called the day spa industry in the United States.

D: I saw a show where they had those little rollers, you know...

TS: Yeah.

(inaudible)

D: ... and stuff like that.

TS: Yeah, exactly. It really... you know in the spa industry... the spa industry was looking at the day spa industry as just being this kind of like "whatever". And if you go to Europe, the spa industry is so different. I mean hydrotherapy... you go take the waters and drink the waters... and you experience that. And people actually go away for a month at a time to spas...

D: Right.

TS: ... to restore their health. And that's not what American's do because we're moving too fast.

D: So do you think you changed that a little bit?

TS: I'd like to say that I was probably a part of the change.

D: Okay.

TS: I definitely didn't change it myself. But...

D: Okay, so now you're evolving...your values are changing and you have vision of something to do.

TS: And I had a vision of doing something here in Minneapolis that was something different than what you could get anywhere in this area.

D: It was quite extraordinary. So do you want to tell us a little bit about that?

TS: Yeah.

D: And what thoughts went through your head as you were evaluating it.

TS: Well we... you know the ideal was to create an atmosphere where it was all encompassing. It was just not a matter of just offering a massage in a backroom that was loud and noisy because you heard the hairdryers out front or whatever. So we found this amazing building that we were able to turn into exactly the atmosphere that I wanted. We got a hydrotherapy tub that... not a tub, a pool. And ... um... we did... Watsu massage, which is...

D: Oh I remember that. I had that at Canyon Ranch where they cradled in your arms... remember?

TS: Yeah.

D: Well I don't know if you remember, I came over... for people that don't know it was a grand building that had been sitting for a long, long time... really not... had been not used the way it was supposed to be... it'd been the library at one time.

TS: Yes.

D: It was a beautiful building and Tom and Jeff had really come up with unique things and so he... I spent some time over there because we were actually going to have a chiropractic station there...

TS: Exactly.

D: ... make that available to people in ... and he had the pools for that. And that's where they kind of cradle you through the water and some people say you're kind of going back through your birth process....

TS: Your birth process. Yep.

D: ... which is all water.

TS: Yes.

D: And um... I think it was quite extraordinary.

TS: It was amazing. And then we had every kind of massage possible. I mean we went into Thai massage...

D: Oh, that was great.

TS: ... which is amazing, because that's something that was not happening in this area.

D: Thai massage is my favorite massage.

TS: I agree with you. Because of the stretching, right?

D: Stretching and the movement of the joints, right?

TS: Exactly. I would assume you would like that.

D: Yes.

TS: And then we had... we had beautiful rooms. We had couples rooms where people could come in and get just about anything as a couple and rent a room for the whole day... and we had a little restaurant where they could ... you know be served food. And ... actually we were waiting on a liquor license when it all fell apart, but we were going to have wine...

D: Oh, I didn't know that part. But you were... you know you guys had started ... some things happened... but the truth is I don't like any kind of massage, except Thai massage. I don't even like the other massage. You know how people just crave massages?

TS: See I really like anything... I do not like deep tissue massage... I like relaxation massage. And relaxation to me adds... everybody that I've ever worked with adds...

D: It was a great idea. I know you put a lot of work into it and then the Schmidt hit the fan...

TS: The Schmidt hit the fan. Business wasn't immediately exactly what we wanted it to be.

D: When we come back we're going to talk about this. This is Dr. David Stussy on the Tom Schmidt, and we are the BigBrain Radio Show.

(music)

(music)

D: Hey, welcome back to the BigBrain Radio Show. This is Dr. David Stussy and you can call me Dr. D. And I'm with Tom Schmidt and we've been looking at the rise and fall of a fashion king.

TS: (laughter)

D: I'm not going to say a fashion queen... a fashion king.

TS: (laughter)

D: (laughter) Anyway, that was about being on ... the last song was about being on the magazine, you know, and being a star and stuff. And then when we left the song was women... because women really is the majority of people who use those service. I know I do, and other people like myself... especially Uptown we're more likely probably to. But it's changing, and you're part of that change. We'll get to that near the end about what you're changing for me. But right now, women were really what was going to drive that new...

TS: Absolutely.

D: They were the ones who were going to use the high-end...

TS: I would say 90%.

D: Sure. For sure.

TS: Yeah, definitely.

D: That's a pretty high percentage.

TS: Yeah (laughter)

D: So you had the vision and you ... it actually was in existence...

TS: It was in existence...

D: The things you did and everything were ext... good... it was almost... it was too good for Minneapolis... if I would give an opinion based on nothing really.

TS: That's what I hear.

D: And it had trouble catching on, as all good ideas do, and so sometimes things are not capitalized enough money... they don't have enough to go...

TS: Right... right.

D: ... or they ... Sometimes you're a leader and it's not... the leader doesn't get to show up as the star. Somebody else does later on. So we'll see how that looks in the future. But you know you were going to have out of town for celebrities coming in...

TS: Yeah, we...

D: You had valet parking.

TS: We had it set up for just about anything. And we had a plastic surgeon who was coming in...

D: That's right, that's right.

TS: ... and doing Botox and all sorts of different things, which was a first in Minneapolis.

D: And you probably had more than 120 employees pretty soon.

TS: Well, we would have.

D: Yeah.

TS: Definitely. There would have been 120 employees just in that location.

D: Just to digress for a minute... I think people like myself and Tom, you know, we actually are attracted to health and beauty and things... and art... Art would be a good way to put it. And we go in that business so we don't have to be business people...

TS: Right.

D: ... and we end up being business people.

TS: Yes, yes, yes.

D: And it's always a ...

TS: Yeah.

D: So the ones that do well in our industry are the people who are business people. We have to teach ourselves because they really don't ... nobody really teaches us so we find mentors and people that show us. And then we have to learn how to handle staff and all the different things that goes with that.

TS: Right.

D: It's a constant... I often said I would love... if I didn't have to have all that stuff it would be like dream come true, but it's not. Everything's a balance.

TS: No, no that's right. You know I always... I loved... I loved bringing up staff. I loved bringing up ... and the training...

D: Yeah.

TS: ... the training of staff and having them turn... go from you know virtually nothing... their beginning days of their career and turning them into something. What I really didn't enjoy was the fact that they... you know they turn against you then, somewhere...

D: Somewheres long...

TS: Somewheres along the way.

D: Yeah, I've had a number become chiropractors. They take on new businesses. And I tell them the day they start that working in my office is going to be the vehicle in their life.

TS: Right.

D: Because where else... Tom and I are in a business where there's a little high volume of people that we meet...

TS: Right.

D: So you get to confront...

TS: Right.

D: ...your ... your ideas about money, time...

TS: Right.

D: ...personalities, who's good, who's bad. When you learn those skills then you can go on to be anything you want to be.

TS: And then you bring in the whole legal system in today's world, bring that into it, and the financial scenarios and all that kind of stuff... and you bring all those little pieces into it...

D: So you're evolving at a very fast rate here.

TS: You got it.

D: So then some things happen that ...

TS: Yeah, we...

D: ... it was undercapitalized I think really.

TS: It was undercapitalized, yes. We were... were short... not a whole lot, be we short. And we had a partner who wasn't tolerant of that. But you know...

D: Not to get into that, but I know there were some vindictive, you know, things...

TS: Yeah.

D: ... and it kind of hung around... and I still think you're dealing with some of it. But then, as all things that do that look like they fall apart, they have opportunity to in fact... maybe it may be the message for you that you're not on the right path.

TS: Exactly.

D: So, tell us a little bit about that.

TS: So then, as we... when we left that scenario we had our original location, which was our only resort to go backwards to. I was trying to keep everybody together. Not everybody, but you know, the majority of our original staff that had been so faithful and wonderful and talented... and trying to keep it going. So we went back to our original location, and that... you know that... you never go backwards in life. You just kind of... backwards isn't the way to go. And we went back and everything was wrong. And what we had forgotten was that we had left that scenario because it wasn't good enough... once upon a time.

D: And so you kind of struggled with that for a while and then...

TS; So we struggled with that. That wasn't it. You know the clientele had... we had spent two years developing this new attitude and this new thing and then we were back where we were. And it wasn't okay.

D: And eventually you went across the street.

TS: So then we created... we had a small space across the street and we were just really kind of going to lick our wounds.

D: Right.

TS: Someplace to work and lick our wounds and that was... ended up not being a healthy...

D: Yeah, I don't really ever think you got your mojo back on that, did you?

TS: No, I didn't. Nope, no, no, no.

D: And then you... what a lot of people don't know is at the same time, concurrently, you had been developing a very unique concept for men called "Schmidty's"...

TS: That started out as "Schmidty's"...

D: Yep. And then became “Tommy’s on the Lake”.

TS: Became “Tommy’s on the Lake.”

D: But it was a ... I’d seen some articles, you and I talked about it in New York and Los Angeles... where there’s a place for men to go. There’s pool tables and sports on the TV and stuff like that.

TS: Not even that the pool tables are big deal, it’s just that...

D: No, but like a man...

TS: It creates a men’s feeling...

D: Going back to the old... going back to the old men’s place.
Yes.

TS: You got it.

D: So they could come in and do some of these things and not have to share them with women, because men are different than women. We’ve had that on the BigBrain Radio Show and it has to do with testosterone and estrogen.

TS: You got it.

D: And the testosterone... we don’t have a big communication area so we’re not into talking and hanging out. We’re into doing things and just kind of taking care of ourselves. That’s a man for you.

TS: Exactly.

D: And there’s variations on the theme, but that’s kind of underneath it. The testosterone runs us for a good portion of our lives, until we turn into very kind, doling old grandfathers. But we’re...

TS: (laughter)

D: (laughter) Anyway... and that Tommy's was a great idea. I know you had it downtown... what with Dayton's? Was it Dayton's or what was it?

TS: Yeah, in the original Dayton's, yeah.

D: Dayton's and I think you even had one that was going to go into Chicago, right?

TS: Yep, Marshall Fields. Once Dayton's turned into ...

D: Yeah, so...

TS: ... Marshall Fields.

D: ... that took a hit too, right?

TS: So that took a hit as part of this mess, yeah.

D: Okay, so you really don't have any of that anymore, do you?

TS: No we don't, but that still is really where I would love to go down the road.

D: What would you do different now? Because maybe you're involving... let's say you did the men's thing, what would you do? How would you do it now and still be a leader?

TS: Oh, boy... that's a really good question.

D: I mean you might not have the answer, but I ...

TS: Um... how would I do it different? I would probably have one main ... um... unit in ... per city... and have it just be really special with every treatment possible that a man would enjoy. And then have many little units around it because men love to just go down the road. They don't...

D: The haircut.

TS: Yeah, they just want to walk in when they want to walk in...

D: I mean a lot of guys still go get their haircut from the barber like ... well, when I grew up as a kid...

TS: Yeah, yeah.

D: ... I mean that's where we went in. We sat in the barber's chair and there was three chairs...

TS: Yeah.

D: There was a lot of talking... you see it portrayed in movies and everything all the time.

TS: Yep.

D: Now, ... but let's get back to women and fashion... because really, you must have a unique relationship with women, right?

TS: You know, I must have...

D: Yeah.

TS: ... because most of my clients I've been doing for 25-30 years.

D: Right.

TS: So there's something I've developed there that is really amazing to me.

D: Yeah.

TS: And you know... for me going to work everyday and doing... working with my customers, my guests, is like going and having a, you know, half an hour coffee break with each person all day long.

D: Uh huh.

TS: You know it's really interesting. And for me, I never understand how... when I get my haircut, the first thing I want to do is just close my eyes and enjoy the haircut. And I don't want to talk. I mean I don't want to talk.

D: That's a guy.

TS: Okay?

D: That's a guy.

TS: Let me tell you... they sit down in my chair and we have the most intimate conversations that a person could have... over and over and over and over again. And I don't know the last time somebody looked at me and said, "Tom, I don't want to talk today. I'm just really out of it."...

D: I might have... I might have said that to you.

TS: Maybe you! (laughter)

D: You know it's interesting, because when I'm ... when I'm seeing patients – you've been there – I'm very talkative, very expressive. But when I'm like not that... doing that... when I'm not giving the service, I'm like really quiet. You kind of gotta get me going.

TS: I'm the same way, but my clients aren't. You know... you know we look forward to seeing each other.

D: That's great.

TS: I know everything about these people's lives – almost everything. And they certainly know everything about my life because all I do is talk.

D: Yeah, you share.

TS: And I share. I do. I like that, though. I like that I can.

D: Well you know I think that's really maybe... if we get down to what it is about the business that you have an opportunity ... like you're hanging out with friends and you're giving them a service... and I know I feel that way. I'm not friends with my patients, but I'm friendly. You know?

TS: Yes, yes, yes.

D: I like to really hang out. You know I sing to them. I've tried poetry for them. I do all kinds of stuff.

TS: Yeah. Create rap music...

D: (laughter) I do rap music...

TS: (laughter)

D: Ah... we have a really good time.

TS: Yep.

D: And people from all cultures seem to appreciate that...

TS: Yep.

D: And ... so it's really the great thing about what you do, and I know it's for me just the opportunity to be with people... just like a lot of people every day. A lot of people.

TS: A lot of people.

D: So at the end of the day we don't want any people around.

TS: And at the end of the day do you want to be with people?

D: Not very much.

TS: No, neither do I. I want to go home.

D: It depends. There's certain people, but...

TS: I want to have my glass of wine, and you know, cook a nice meal and relax. And watch Deal or No Deal (laughter).

D: So... um... you know I have a friend, John Demartini...

TS: Yes.

D: ... and I think you know who he is...

TS: Yes.

D: And he says "Do what you love and love what you do". And it's kind of trite... you've heard that... but he's been saying it for years. But I think by love what they really mean is it's a connection to who you are. You don't look for something... because there's a lot of things you'd love to do, but there's certain integrated part of it that allows you... it almost gives you the environment to create with your BigBrain. To actually let your BigBrain express yourself. You know out of my... doing what I do, I've been able to develop all kinds of expressions and things that I'm doing around the country. It didn't happen overnight. It happened after a period of time...

TS: Right.

D: ... after we got to a certain level. And I think that's what I want people to get out of this... that it isn't... you know you really gotta go from who you are... you have to be true to yourself. And you have to have confidence in yourself and not always think about the consequences because you can always get a negative opinion.

TS: Always.

D: And you still need to listen to people, so it's touchy. Because like I said, you get infatuated with an idea...

TS: Right.

D: ... that means that's not based on reality, it's based on infatuation and you're going to get slapped across the face by humbling circumstances.

TS: Right.

D: But the humbling circumstances bring you back to who you really are and you get to really create.

TS: Absolutely.

D: And that's basically...

TS: And that has to be the most creative part of your life, right there at that moment.

D: Right, because like right now, you're at a one-person shop...

TS: Yep.

D: It's fun in there, but it's a little quiet, probably what you're...

TS: Quiet, but it's what I need right now.

D: Excellent. So say... talk about that.

TS: No, I mean it's exactly what I need. You know I'm definitely going through kind of a healing process and that healing process brings me to what I end up doing next. And I have to build my energy back. I was zapped of every bit of emotional, physical... um...

D: You probably didn't even know.

TS: Yeah. I ... probably... really didn't.

D: You know...

TS: I still have to sleep so much in my life right now.

D: Well then you're still exhausted, alright?

TS: Yes, exactly.

D: There's... you know... what people should do when they have transition is really take time. It's kind of like getting out of high school. No responsibilities. And when you change directions you don't realize how much you're thinking and involved in something until you don't have to think about it anymore.

TS: That's very true.

D: Before you were dealing with all kinds of things. It's almost like what am I not doing I'm supposed to be doing. But then that allows that space to clear up because...

TS: Exactly.

D: Inside your head you have a voice that's an involuntary voice... the one that speaks from inside of you. Who knows where it comes from, but it's the BigBrain voice. Excuse me (cough). And you can't hear it when there's too much... we call that brain noise going on.

TS: Exactly.

D: And when the brain noise is on, that's from useless things, things you've overloaded. You've taken on too much responsibility. Because I'd say your nature isn't to be a big time business person.

TS: No, it's not.

D: It's to have a big time success, but not to be a big-time businessperson.

TS: It's really... I want to be successful, there's no doubt about that.

D: Right, and I got that.

TS: And it's not a matter... I mean I could be happy living in a little log cabin and driving an old jeep. I mean that's not about the money and all that kind of stuff. But it's about being successful.

D: Right.

TS: You're absolutely right.

D: If you're going to do something, you want to do it well.

TS: Yes.

D: So now you're kind of waiting for that to... waiting for that to show up. So what's showing up for you?

TS: I'm healing. I'm looking at the men's industry... down the road. There's no doubt about that. I'm concentrating on my clientele at this stage of the game. I do feel that the women's industry and the day spa attitude behind it has definitely ... is overstretched, or whatever. Everything's been done that has been done and they're doing it over, and over and over... I mean to the point where they're doing chocolate facials. You know it doesn't entice me at all.

D: Well you know I go... I travel a lot. And now every hotel you go to they're supposed to have a spa.

TS: Yes.

D: And they're not that good. They're just kind of thrown in there. They're just putting their piece into compete or to be ... you know there's some reason why they think they have to have it there to compete because everybody else is doing it. Well I can't say they're that good. They're not that intriguing, so it really has been overdone.

TS: Absolutely.

D: Certain hotels should have them. Certain ones shouldn't.

TS: Yeah.

D: They're just business hotels.

TS: Yep.

D: I'm not sure if they really even know what their market is right now.

TS: Because it's... because what they used to say is build it and they will come. Build it and they will come. So people started...

D: Yeah, don't build it and build it and build it and build it.

TS: They were just building it. There was no real heart behind it...

D: I was reading an article...

TS: ... or brain. There wasn't a brain behind it.

D: So again, I was reading about Las Vegas this morning, because they're building huge ...

TS: Oh!

D: But the thing is when they build something new it's unique and incredible.

TS: Right.

D: There's this 4000 hotel... personal hotel, but it has all this city. They're still doing something new, they're not repeating the idea.

TS: Right. Right.

D: But there'll be a point when that won't work, but they're still creating and expanding. Can say where does it work and where doesn't it work is kind of the question. So...

TS: And there's always that need, especially in the spa industry, for being the best, or the nicest, or the most interesting, or the most out there. There's always going to be that need. There's always room for that one or two at the top.

D: Right and they set the standard.

TS: Always reaching further... setting new standards.

D: So what's the standard in Minneapolis right now? Is there...

TS: You know...

D: ... kind of in a lull?

TS: It's at a very ... I... there's still not a real – in my mind – a real spa in Minneapolis.

D: Hmm.

TS: And there's that... I mean you go to other cities ... again, like you just said Vegas, there's a spa in every hotel. There's not a spa in a hotel here.

D: Well if you go to the... what is it? The one with the... the Venetian... I mean they have Canyon Ranch there.

TS: Right... right... and it's wonderful.

D: Wonderful as heck, yes.

TS: It's wonderful, yeah.

D: In fact you never even... you just kind of like go there and then... just hang out. It's great.

TS: Yeah, I've spent many a day there and I really appreciate that for what it is. But there is not that here in Minneapolis. Would I be interesting in doing it again? Maybe down the road when...

D: Or a portion of it.

TS: Or a portion of it, or be a part of the creative team or something like that. Yes. But running day to day... the thing day to day is no, definitely something that... I want to create. At this stage in my life I want to create.

D: Well, I think we're waiting to see what that happens...

TS: Mm hmm. Mm hmm.

D: As you sit in your little place and ...

TS: You know what...

D: Where is that located? That's down on...

TS: Do you know what my fantasy is?

D: What?

TS: And has been for a few years now?

D: Is it one you can talk about on the radio?

TS: Yeah. I can.

D: Okay.

TS: (laughter) It's to bring back the old Turkish... Turkish baths, in a real legitimate way. I think a Turkish bath house is a wonderful ...

D: I don't know what a Turkish bath house is.

TS: You don't know what it is?

D: Well, I mean I might think I do, but...

TS: Well I mean, they still have some in New York or whatever. And they're... they're basically pools and rooms for massage and places to relax. Somebody can go there for the day or a half a day or whatever. And just go from pool to pool. You have inhalation rooms; you have different minerals in different pools; different salt.

D: So that would be more like Europe?

TS: Exactly.

D: Yeah.

TS: Exactly. And they're usually...

D: I could see that coming. We could be duplicating Europe. I could see that happening.

TS: I love going to a gym and spending an hour in a... in the workout room... not working out, but going from the sauna to the steam, to the Jacuzzi. I mean I call that my Hollywood workout.

D: You know ... and see I do not like... I do not like the steam rooms. I know everybody does. I don't like... I'm just totally like... I don't like massages. I don't like the steam rooms and that stuff. But I do like to sit in hot tubs.

TS: Mm hmm.

D: But only for a minute. And then I like to go into those cold tubs.

TS: Oh. Yeah.

D: I guess I'm a person of extremes.

TS: I agree.

D: When we come back we're going to be talking about stuff that works so we can kind of put it all together for us. This is Dr. David Stussy, the BigBrain Radio Show. Come on back and listen to Tom Schmidt create his future.

(music)

(music)

D: Hey, this is Dr. David Stussy. We're talking about beauty. Let's just listen a little more. I love this little song here.

(music)

D: Okay, well...I guess we're all... the song going out was "We're all Young at Heart" because really I think that's what it's about – staying young at heart. And then you get to be young and beautiful, huh?

TS: Yes, that's right.

D: And so I guess all of us, no matter what age we get to be we want to still create ourselves to being looking younger than we are...

TS: The best we are.

D: ... and staying... yeah, staying energetic and using us at our full energy that we know we should have because we know that it won't ... nothing else would satisfy us.

TS: I think aging is turning into the best that we are. I think when we're younger we do a lot of kind of strange things that maybe don't make us look the best we could look. I think as we age we refine it and do it over... we've done it some many times and by the time we're at the end it's like we're doing the best that we can do.

D: Hey, we're still standing!

TS: You got it! You got it!

D: There are plenty that we've had near us that aren't standing anymore.

TS: Yeah.

D: The pathway... we were very lucky at different times.

TS: Very lucky.

D: And of course both you and I kind of come from that era where...

TS: Yeah.

D: ...maybe things got a little excessive.

TS: (laughter) A little.

D: (laughter)

TS: You mean the '80s?

D: Yeah... and the '70s, and the '60s. (laughter)

TS: (laughter) Oh... oh yeah.

D: I'm still standing.

TS: I forgot about the '60s.

D: (laughter)

TS: (laughter)

D: Anyway... so this is stuff that works. Dr. David Stussy, call me Dr. D. and I'm with Tom Schmidt and he's just been sharing a little bit of his BigBrain life with us, and the ebb and the flow, and right now he's talking about healing. Just going in and letting his mind calm down, the brain noise calm down, and look at what... what is it that's going to be created by the conscious – cosmic consciousness – that's inside of him – that he knows is inside of him – and when it's revealed, what's going to happen next? Well, the interesting thing that I just wanted to say was Tom and I share something very unique. It's that we have a business, it sees a lot of different people in a day, but the thing that ties it – we use our hands. And the hands are really the expression... A third of the brain is taken up by the hands, and the other third is by the jaw so it's usually talking... okay?

TS: Mm hmm.

D: And we can go anywhere. I've always thought I can go anywhere in the world and survive because of my hands, and of course my BigBrain.

TS: And I feel the same way.

D: And I think Tom feels the same way.

TS: Yeah.

D: So, take it from there.

TS: Okay, well, you know first of all I'd like to really thank you for having me on here because my healing process is definitely about talking about it.

D: Uh huh.

TS: And not only talking about it, I'm actually starting to write a book about this experience that I've had over the last...

D: Oh, great.

TS: ... few years.

D: Mm hmm.

TS: And I'm only a couple of chapters into it, but I ... it's really interesting how I sit down and it just feels so good to write. And I've never... I mean I can't write a letter. If you said, "Tom, write your mother a letter," I can't write a letter. But I sit down to start writing chapters in this book and it just pours out of me. It's so strong.

D: Well...

TS: And I think it's so healthy to really be able to put... I might even burn it once I'm done. But to put it... (laughter) You know what I mean?

D: Well we don't know who we are until we express ourselves.

TS: It's true.

D: We really don't know who we are until we actually write or say who we are because we don't know what's inside there. And I think we're all amazed at what comes out of our head because we're... because my friend, John Demartini that says language was really invented to talk to ourselves. And I think we've all noticed that when we're giving somebody advice we actually notice that the advice we're giving is the advice we should be giving ourselves.

TS: That's true.

D: And so talking is an expression of who we are ... it's called self-expression ... and that's a big component of the BigBrain Radio Show... self-expression. So, I'm really happy that you get an opportunity to come on here and do this.

TS: Yeah.

D: I don't know why I was moved... you know we've been talking about it, but I just said time for Tom to come on the show.

TS: It was time. It was time.

D: I don't know. You called and you were very helpful and made it really easy. So, it's fun to have you because this is kind of how we talk all the time anyway. (laughter)

TS: It is. That's right. (laughter)

D: So...

TS: So it's kind of neat to let other people hear it too.

D: Yes.

TS: You know I... again, I'm a talkative person, I like to share... my life is an open book...

D: Well let's say if anybody wants to get a hold... maybe they're wondering what happened to good 'ol Tom Schmidt...

TS: They can get a hold of me. I'm working at a great little place... it's called the Uptown Wellness Center in ... it's on Bryant, near Lake Street. And it's a ... it's a small building with a lot of different services in there.

D: It's really, really well-done though. It's a nice place.

TS: It's got a dance studio...

D: Yeah, really.

TS: ... a yoga studio, a chiropractor... uh oh.

D: That's okay... they've gotta have a chiropractor if it's going to be a wellness center.

TS: That's right. There's... and there's all different types of massage people that do all different sorts of massage. And we have a little salon – I don't have it, but um Irena ...

D: But you have yourself. You're there.

TS: But I have myself. It's Irena and me.

D: You're working lots of hours too, aren't you?

TS: I'm working six days a week, and I'm just being there for my clients.

D: And so what's your phone number if they want to give you a call?

TS: 612-578-1609

D: Say it again.

TS: 612-578-1609.

D: And what if somebody wants to send you an email or something?

TS: Um...

D: Do you want to do that?

TS: Yeah, definitely.

D: Okay.

TS: All one word: schmidttommpls@yahoo.com

D: Okay.

TS: Yeah, send me an email. Let me know if you're interested in coming in and just consulting. I'm available. And check me out.

D: Well Tom, we've been talking... It's interesting because I really didn't know where the conversation... but I think we've ended up talking about healing, which is what I deal with every day. And healing is always inflammatory. You cannot get better unless ... but it can't get out of control. So in your healing you can feel that little inflammation, but you can feel that it contributes to your growth when it's in control and you've actually stepped back and put it back in control.

TS: It's interesting how it ended up being that, isn't it?

D: Yeah.

TS: Because we intended on this really being about change.

D: Yeah.

TS: And now it's about healing.

D: Healing... well, change... people need to create the circumstances for change by using their interpretation of their own

circumstance of what they need, and not feeling like they have to be responsible for the whole world. Because if you're not surviving, nobody's going to get the advantage of you. I always felt that if my life worked, then other people were going to take advantage of it. So I really think we have to have our lives work...

TS: Yes.

D: And it takes things that we've been talking about today, because it's stuff that works... when you have your own life work. Okay? So this is Dr. David Stussy, and we had Tom Schmidt as our guest. And I love having you listen to the BigBrain Radio Show. Make sure you tell the BigBrains in your life how much you love them. And we'll be talking to you in the future on the BigBrain Radio Show. You guys have a BigBrain life.

(music)

(end of show)