



Richard Henry Enrico

February 23, 1940 - December 14, 2025

Richard H. Enrico, known to Minnesotans simply as "Dick," the energetic entrepreneur whose unmistakable voice, humor, and salesmanship made him a Twin Cities business icon, passed away on December 14, 2025, at JA Wedum Residential Hospice in Brooklyn Park. He was 85.

Born on February 23, 1940, in Chisholm, Minnesota, Dick grew up in a community known for producing big personalities, and even there, he stood out. A 1958 graduate of Chisholm High School, he was remembered for his early talent for persuasion and his natural leadership.

Dick began his sales career with \$18 borrowed from his mother, Rose, and a stack of Wear Ever pots and pans. He went on to found Kitchen Craft of Minnesota, earning a reputation as a dynamic sales leader with a gift for motivating teams and elevating everyday products.

Throughout the 1970s and 1980s, Dick launched and operated numerous businesses in Minneapolis, including Aqua Knight Waterbeds, Condominium Concepts, The Sound Inn, and Scarpelli's Italian Restaurant. He later founded Save a Stub and The Entertainment Directory, and he entered the cellular phone market early by founding Car Tel Mobile Communications.

In 1992, Dick founded 2nd Wind Exercise Equipment, opening his first store in

St. Louis Park. Backed by his memorable slogan, "Why buy new when slightly used will do?", the company grew to more than 100 locations in thirteen states and became one of the nation's largest specialty fitness retailers.

His commercials became local legend. With his curly hair, mustache, and unmistakable delivery, he became the Twin Cities' unofficial king of late-night television. People did not just recognize him; they expected him. They laughed with him and sometimes at him, but in the end, they trusted him, and they bought from him.

After selling 2nd Wind in 2015, Dick continued to pursue new ventures, remaining active in business well into his 80s, and was always willing to share his entrepreneurial successes and failures with others.

Dick was a committed supporter of the American Diabetes Association, helping raise more than \$500,000 and receiving a Commitment Award for his efforts. In 2018, he gave back to his hometown by establishing the Dick Enrico Building in Chisholm to support local United Way programs.

He is survived by his four sons, Tony (the late Michelle Enrico) Enrico, Steven Enrico, Dean (Laurie) Enrico, and Rick (Erin) Enrico, whom he raised with their mother, Jeanette Enrico; his sister, Sherry Amhaus; grandsons Nick, Alec, Jack, and Rylan Enrico; granddaughter Lily Enrico; and nephews Aaron Enrico, Eric Amhaus, and Craig Amhaus. He was preceded in death by his parents, Anthony and Rose Enrico, and his brother, Roger Enrico.

A celebration of life will be held in the spring. Details will be announced at a later date. In lieu of flowers, donations may be made to the United Way of Northeastern Minnesota and the American Diabetes Association, causes he strongly supported.

Dick's legacy endures through the businesses he built, the people he mentored, and the Minnesotans who can still hear his familiar reminder: "Why buy new when slightly used will do?" May his memory be a blessing to all of us, and may his spirit continue to inspire bold ideas, big laughs, and, of course, great deals.