

Q&A

KELLY PERDEW



Q: What was it like to be on a reality show?

A: "The Apprentice" was a very fun competition. Leadership, teamwork, a dynamic cast and the constant threat of hearing the words "You're fired!" combined to form a great chemistry; I didn't go into it looking at "The Apprentice" as just an interview with Donald Trump. I looked at it as an interview with every potential employer, employee, investor and business partner that I may ever have in the future.

Q: Tell us about yourself.

A: I like working out, reading, playing golf and building companies. I have a girlfriend and we love to travel. Italy is our next destination. You can learn a lot more about me and what I'm up to at www.kellyperdeu.com.

Q: Kelly, why would your new book *Take Command: 10 Leadership Principles Learned in the US Military Applied Under Donald Trump* be of interest to a college student?

A: My book *Take Command* examines the leadership principles that I learned in the military and have applied to business. I offer advice on how and when they are effectively put to work in business and in life. As part of the book I interview some amazing business icons (Ross Perot—Founder EDS, Roger Staubach—CEO Staubach Company, Marty Evans—CEO Red Cross, Pete Dawkins—Vice Chair Citigroup, Bill

Coleman—CEO BEA Systems) about how these principles have applied to their success both in the military and in the business world. I also reveal how these principles are a big part of the Trump Organization and the way Donald Trump approaches business. There are even a few anecdotes from "The Apprentice 2." This book will be extremely valuable to anyone trying to figure out what they want to do with their life and act as a guide as they enter the workforce.

Q: Your past history has been working at start-up companies. How has being "hired" by the Trump Organization been different?

A: The biggest difference in working in the Trump Organization is the power of his name. When I call on any other entity now, I get a call back. That day! Anyone that has worked in a start-up knows how difficult it is to get "in the door" of a vendor, client, whatever. That has changed dramatically! It has highlighted for me the power of BRAND.

Q: Do you feel that earning a B.S. at USMA and three years of active service gave you a big advantage on the "The Apprentice"?

A: This is the question that motivated me to write my book! My four years at West Point and three years on active duty as a Military Intelligence officer were the perfect training for "The Apprentice." The leadership principles that were instilled in me in the military helped me to succeed on "The Apprentice" as well as in every other activity in my life.

Q: Do you ever get back to visit your old college campus?

A: Absolutely. Only it is an Army post, not a campus! I've been back to speak to the cadets at West Point and I try to get up there from the city for football games whenever I can. The history and raw beauty of the school are awesome. It is inspiring to walk around and see all the statues of the leaders that have gone there – Patton, MacArthur, and Eisenhower, just to name a few.

Q: If you were to visit your college bookstore, what is a "must have" that you would pick up?

A: That's easy...a USMA sweatshirt.

Q: What advice do you have for students in college today who will be joining the workforce soon?

A: Always remember to follow your passion. Of course there are times in your career where you may need to take a job to cover the bills or you need to develop some skill sets, but be true to yourself. If you're passionate about what you're doing it will come through in your work, to your colleagues as well as to your customers. It makes a big difference.

Q: What's on your iPod?

A: U2, Tim McGraw, Rod Stewart, AC/DC, and Various R&B.

Q: How do you like living in NYC?

A: NYC is one of the most amazing places on the planet. It is definitely the center of the business universe. The people here have been great to me and I love the energy, the network and the food!

Q: What book are you currently reading?

A: I'm currently reading *The World is Flat* by Thomas Friedman. His perspectives on the impact of technology on the world economy are insightful. I'd have to say my all-time favorite book is *The Fountainhead* by Ayn Rand.

Q: What's next for Kelly?

A: I'm an entrepreneur so I've always got a lot going on! First, I started a new business with Donald Trump called Trump Exclusives. We provide the only celebrity-endorsed direct marketing channel for premium brands. Check it out at www.trumpexclusives.com and let me know what you think. Second, my book *Take Command* is publishing January 2006.

Q: Lastly, care to comment on "The Donald's" hair?

A: Now why would I do something like that? There's a reason I wasn't fired.



TRUMP ICE

The water made famous by NBC's "The Apprentice" is now appearing exclusively in select Barnes & Noble College bookstores. Try one or "You're fired!"

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