

INTERVIEW

Tips from the Boardroom

Apprentice Season Two winner Kelly Perdew on business and careers

Interview by Derek Grosso



C-BUS: Is Donald Trump difficult to work for?

Working for Donald was great. He even set up an interview for me when I told him I was leaving. But I'm an entrepreneur and there is only one shareholder in The Trump Organization. I learned a lot, made a lot of great contacts, and am now off doing my own ventures. I am very appreciative of my 14 months working with Donald Trump.

C-BUS: What did being on national TV teach you about your own career goals?

One of the key things I learned while working with Donald was the power of the media. As the CEO of a company, you better understand how to use the media to your advantage. If you don't, your media-savvy competitors will eat your lunch.

C-BUS: Why do so many contestants on The

Apprentice seem to have such a hard time working with others?

You have to remember that Mark Burnett is casting not just for a job with Donald, but for television as well. Therefore, he casts some characters in the mix in order to keep it exciting to watch. If it was just a bunch of business-minded people, it probably wouldn't be as exciting. I do keep in touch with Kevin, Ivana, Elizabeth, Sandy, Maria and Andy from (the second) season.

C-BUS: What are you up to now?

I'm working in three areas now: venture capital, real estate and television. My family and I are starting a self-storage company in Florida and we are developing a hunting and fishing preserve in Montana. I also am hosting a show on The Military Channel called *GI Factory* where I take the viewers into the factories across the U.S. where they're making the vehicles, weapons and equipment for our Armed Forces.

C-BUS: Give one piece of career advice to young professionals in Columbus.

Never compromise your integrity.

The Gender Gap

Nation-wide, women are only making 77 cents on the dollar

Jennifer Alwood says she would be better off applying for a job as 'Jim' Alwood. Or, at the very least, she would stand a better chance of making more money.

The pay gap between women and men in America continues to leave women making a fraction of what men make. The national average of median earnings shows women make 77 cents for every dollar that men are paid. In Ohio, the news is more discouraging with women making 73 cents on the dollar. And for African-American and Hispanic women the gap is even wider, affecting their quality of life as well as future social security and retirement benefits.

That disparity has Alwood, a flower shop owner and president-elect of the Business and Professional Women of Columbus, calling for



Jennifer Alwood and the BPW want to raise awareness.

greater attention to the issue.

"Overall, people feel men need to make more money because they take care of the families," Alwood says laughing. "Men might think more about it when they are hiring a woman. The tables could be turned though, when they are hiring their wife or sister and they don't want them to make less money."


- Patrick Preston



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