



NEWS

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For Immediate Release

“The Apprentice” Inspires by Example

Providence, RI (October 24, 2006) — Kelly Perdew knows something about the importance of passion. As a former military intelligence officer in the US Army and a graduate of West Point, he knows that passion is a necessary motivator for true success. As the winner of the second season of the NBC hit show “The Apprentice,” he knows that passion, or the lack thereof, inevitably shows through to those around you. Perdew definitely knows something about passion, and everyone in the audience at the Volunteer Center of Rhode Island’s (VCRI) “Inspire by Example” event on October 18th found his attitude catching.

The night at the Providence Biltmore began with an intimate and animated networking session, complete with delicious hors d’oeuvres and an attentive wait staff. Nonprofit professionals and students alike mixed with local business leaders from sponsors BankNewport, Citizens Bank, BlueCross BlueShield, The Providence Journal, and Washington Trust. Perdew also made his way around the room, amiably greeting everyone and posing for pictures.

Anyone who can survive a season in the boardroom with Donald Trump and go on to call him a friend and business partner must have some secrets to success, and

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Perdew has done these things and more- he is also a recently-named member of the President's Council on Service and Civic Participation. Clearly, he has passion for more than just real estate. He discussed in detail some of his "10 Leadership Principles" from his new book, *Take Command*. First among these principles, of course, was passion, followed by short discussions on qualities such as impeccability, selfless service, and perseverance.

Near the end of his talk, Perdew made an important connection between his "10 Leadership Principles" and VCRI's role in the new "10 by 10" initiative in conjunction with the Corporation for National and Community Service (CNCS). The nationwide goal of the initiative is to see 10 million more Americans volunteering by 2010. The announcement of this program was done in combination with the publication of a new in-depth study of America's 65.4 million volunteers.

VCRI takes the "10 by 10" challenge seriously, as Perdew noted during his speech. After citing statistics about VCRI's impact on the community- like the 10,000+ volunteers referred in 2005- he raised enthusiasm about the agency's role in the campaign and the corresponding "VolunteerRI!" program that will be running with it. According to the report from CNCS, Rhode Island is ranked 45th in volunteer rate. The staff and supporters of VCRI know that Rhode Islanders are service-minded- the state was one of only eight in the nation in which the number of volunteers has increased each year since 2002- and so the agency challenges all the people it serves to participate in the upcoming "10 by 10" campaign and to help raise Rhode Island's place in the rankings.

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Following his talk, Perdue signed copies of his book and once again graciously posed for pictures with many in the audience, some obviously big fans of his role on “The Apprentice.” All in all, about \$12,500 was raised in support of VCRI’s mission and volunteer service across the state.

About the Volunteer Center of Rhode Island

Originally incorporated as Volunteers in Action in 1969, the mission of the Volunteer Center of Rhode Island (VCRI) is to connect people and opportunities for effective community service. We do this by promoting volunteerism statewide, connecting volunteers to opportunities, building the capacity for effective volunteerism through training and consultation and by collaborating with community stakeholders where volunteers are involved. Visit www.vcri.org for more information.

About the President’s Council on Service and Civic Participation

The Council, established by President Bush in January 2003 and renewed last year, is charged with promoting and recognizing the contribution that Americans of all ages and backgrounds are making to their communities through volunteer service. Visit www.volunteer.gov for more information.