



'You're hired:' 'Trump World' has S'fld connection

Sunday, August 07, 2005

In case you haven't heard it yet, Trump World magazine now has a Michigan connection. The magazine, founded by tycoon Donald Trump, has appointed Southfield resident Cheryl D. Ajamu, of The Ajamu Group, advertising sales manager for its Southfield-based Michigan office. She is responsible for advertising sales, servicing clients in Michigan and overseeing local promotions and public relations for this deluxe lifestyle magazine, which takes readers further into the magnificent world of Donald Trump. It also goes behind the scenes of The Apprentice television program.

Ironically, Ajamu was one of the top salespersons for Vanguard Media Publishing when The Apprentice first hit television screens. She told me then how she desired to fine-tune her business acumen and learn more business strategies from Trump. Cheryl didn't realize then that she already possessed what it takes to be a part of Trump's world.

Cheryl Ajamu's story is one of starting over, hard work, integrity and belief in one's self. Less than two years ago, she and husband Ihsaan, an engineer, were very excited as they moved into their second Southfield home a few days before Thanksgiving. On Thanksgiving Eve, Cheryl received a call stating that Vanguard Media, the company she worked for, suddenly went bankrupt.

Instead of panicking, Cheryl enjoyed Thanksgiving Day with Ihsaan, her parents - who were visiting from Memphis - and friends.

It didn't take her long to turn lemons into lemonade and a setback into an opportunity. Cheryl decided to start her own media sales and promotion company. This seemed natural, since she comes from a long line of entrepreneurs. Her grandfather owned five businesses. Her dad started his own accounting firm after retiring and her mom is a tax expert.

Cheryl is well-known for her integrity, strong work ethic and organizational skills. The first three things she did were: name her company The Ajamu Group, get a lawyer and get a Web site (www.ajamugroup.com).

A belief in superior customer service and a passion for what she does helped her with her inaugural events. Get Fit With Donna Richardson was a success last summer at Franklin Racquet Club. She also held a similar event on a much larger scale this past April in Memphis' Baptist Memorial Health Care Corp.

She decided to send a proposal to Trump World because she believed she had something to offer. Soon she and her company were given the opportunity to represent it in Michigan. Michael Jacobson, Trump World editor-in-chief_publisher, states, "Cheryl D. Ajamu was our obvious choice to head up the Trump World magazine Michigan office."

This fall, Cheryl will be sailing on The Apprentice Legend Cruise. The cruise with the theme of the hit NBC show will sail from New York to the Caribbean with a sendoff from Donald Trump. She is also looking forward to creating unique events that will further introduce Trump World to clients here in Michigan.

Cheryl Ajamu has what it takes. She gives back to the community through work with Orchards

Family Services, which has offices in Southfield, and also mentors young people in our schools. She wants to make sure that young people have the skills to eventually hear those words, "you're hired."

Brenda Perryman is an author and chairperson of the Fine Arts Department at Southfield High School. She is also a nationally recognized public speaker and performance poet. Brenda may be reached at bkperryman@aol.com.

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