



VENUE IN L.A. GETS TRUMPED

By CINDY ADAMS

BUSINESSMAN-turned-TV star **Donald Trump** is a one-shot phenome non. In the interests of fair journal ism — something of which I'm never accused — I say again, he's my friend. And today I come to praise him.

The Learning Annex, longtime organization that books celebs, authors, psychics, know-hows and how-tos, usually hires some small ballroom or large hotel room, depending on the audience, which ranges from maybe 50 to tops 300. Donald was their speaker Sunday in L.A. Subject? "How To Master the Billionaire Mindset." The huge Convention Center, which only rock stars might fill, was rented. It wasn't enough.

At \$499 a ticket, the man drew 46,000 people from around the country. Approximately 15,000 made the actual venue. Fire marshals forbid more. Overflow satellite rooms where you could only hear, not even see, him on closed-circuit TV accommodated the overflow 30,000. There were balloons, cheerleaders. TV crews, photogs, cops were everywhere. His name on signage out front was higher than a 10-story building.

Trump had come to Los Angeles.

During the Q&A portion, security guards had to restrain the crowd from surging at him for photographs and autographs. He was scheduled for 45 minutes. He begged off after nearly two hours. If left to the audience, he'd still be talking. And it's straight talking. Phrases like "Wall Streeters are scum . . . someone screws you, hit those suckers back 15 times harder. They'll never do it again . . . fear is bull- - -." How do I know? I was there. He told them things like:

- * Love what you do.
- * Never never give up.
- * Stay focused.
- * Be paranoid. Remember, your best friend would like your success, your money, your wife.
- * Don't lose your momentum. But know when it's your time. Athletes and actors sometimes stay around too long.

- * Go with your gut, even if it's against the tide.
- * Get the best people. "Watch them . . . but get them."
- * Be lucky. "You influence luck. The harder you work the luckier you get."
- * Get even.
- * To be a winner, think like a winner.

The last was sweet. Besides telling the crowd that included ex-wife No. 2, **Marla Maples**, and their 11-year-old daughter **Tiffany**, "Make sure you have a prenup," he introduced his new bride **Melania**. He told them, "The most important thing in life is a personal relationship, someone you love and who loves you."

His fee was a million dollars. He'll do two more — Chicago and New York. He manages time carefully. Already in Vegas for the opening of **Steve Wynn's** hotel, the Wynn, he flew to California at 9 a.m. By 11:00, he'd inspected his 300 acres of Palos Verdes Peninsula oceanfront where his golf course opens in June. Shot an episode for "The Apprentice" on the grounds of the \$10 million homes he's building in what's now called The Estates at Trump National Golf Club. Was interviewed for an L.A. Times front-page story. Lunched with manufacturers of the soon-due Trump Clubs golf clubs. Posed with members. Shook hands with staffers. Said to one: "That's a Trump suit you're wearing, right? Five hundred dollars, right?" Approved the drapes, rugs, tables, dishware, etc., of the clubhouse.

Told one contractor, "What do you mean they don't make the granite I want. You don't make granite. Granite's from the ground. Get it." Told another contractor, "No copper pipes. The new synthetics are better. They don't corrode." Changed from a T-shirt and slacks to a navy suit because "I'm not speaking about real estate to 46,000 people in golf clothes," then limo'd the 50 minutes to L.A. for his personal appearance.

"They fitted this event to my schedule," he said. "I was already here. To fly home then back again — hey, not even for a million bucks. Next month I have to check out a 92-story building I'm putting up in Chicago, so that's when I do the Chicago speech."

By 8 p.m., about 15 hours after the day had begun, Mr. and Mrs. Trump hit his 727 where Big Macs and large beds awaited, flew home, got in at 4:30 New York time — and then he began his day job, which would end in a tuxedo at the Metropolitan Museum gala.

It's not easy having green.

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