

# Brendan lucky to escape but Donal gets the chop

BRENDAN was lucky to avoid the boardroom in last night's edition of *The Apprentice*, according to recruitment specialist David Bloch.

Although Donal Proctor became the latest to bite the bullet on the TV3 programme, it was only because Brendan Moore wasn't up for the chop.

Mr Bloch, managing director of Brightwater Recruitment and member of the You're Fired after-show panel, said it was Stephen Higgins' cunning choice of boardroom accompaniment which saved Brendan's skin.

'I would have liked to have seen Brendan in the

**BY ROSS McDONAGH**

boardroom as some of the poor choices in the campaign have been primarily down to him, but Stephen has cannily put forward someone who would have fought him for top billing,' said Mr Bloch.

This week's task saw the boys' Cú Chulainn team and girls' Platinum team compete to create the best outdoor advertising campaign for Samsung's new mobile phone, the Samsung Jet.

'Cú Chulainn is still showing off their inability to work as a team. The boys just don't seem to have

grasped the brief properly or be able to work together without displaying alpha male tendencies,' said Mr Bloch.

For the second week running, Jackie Lavin remained the only female in the boardroom post-mortem, as losing team leader Stephen brought back the familiar duo of Breffny Morgan and Donal to face the music. Mr Bloch added: 'After some heated naming and blaming, Bill points his firing finger towards Donal, cuing some spectacular eye-rolls which wouldn't look out of place on a tantrum-throwing four-year-old. It makes for great TV.'



**You're fired: Donal Proctor**