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## Wharton Entrepreneurial Programs Announces Gift from Alumnus David Trone to Support Societal Wealth Creation Research

*Total Wine & More co-founder to provide means for expanded studies of entrepreneurship as “weapon” to combat social problems*

Philadelphia, PA, March 27, 2006--Wharton Entrepreneurial Programs (WEP), the center for entrepreneurship activities at the Wharton School of the University of Pennsylvania, today announced that it has received a generous gift from David Trone and his wife June Trone, both 1985 MBA alumni. Their gift will support the study of societal wealth creation. Mr. Trone is co-founder of Total Wine & More, the largest independent retailer of wine in the United States.

Mr. Trone’s gift will provide for an expansion of research into societal wealth creation, a concept, unique in its approach to societal wealth entrepreneurship, founded at the Wharton School by Prof. Ian C. MacMillan. MacMillan is, with Prof. Raphael “Raffi” Amit, a co-director of WEP.

“Mr. Trone’s gift is a critical shot in the arm for us – it provides us with the funding we need to begin expanding our experimental reach to other countries across the planet that are suffering appalling health, nutritional and education challenges,” said MacMillan.

Using entrepreneurship as a weapon to combat social problems in a for-profit model, MacMillan and his team are developing societal wealth creation programs in real exploratory enterprises in several countries on the African continent as a springboard to the rest of the world. In addition, Wharton students gain a foothold insights into this emerging and important area of entrepreneurship through courses, clubs and conferences.

“When I first met with Jim Thompson, the program’s associate director, I enjoyed his aggressiveness and passion for the projects in Africa,” said Trone. “Attacking huge social problems through entrepreneurship makes tremendous sense. June and I are pleased to participate in this program.”

The gift coincides with the announcement that Mr. Trone has joined the Wharton Entrepreneurial Programs Board of Advisors. Other members of the board include: Robert B. Goergen (WG'62), Founder and Chairman, Blyth Industries; Joshua Kopelman (W'93), Managing Director, First Round Capital; Sukanto Tanoto (WF'01), Chairman & CEO, RGM International Pte Ltd.

David Trone and his brother Robert Trone, an undergraduate alumnus of the Wharton School (1981), opened their first two retail wine stores in 1991. Over the next nine years they expanded Total Wine & More and today David and Robert operate more than [40 stores](#). Total Wine sells over 2.5 million cases of wine per year, making it the largest wine retailer in the US.

### **About the Wharton School and Wharton Entrepreneurial Programs**

In 1973, The Wharton School became the first school to develop a fully integrated curriculum of entrepreneurial studies. Today Wharton, through [Wharton Entrepreneurial Programs](#) <[www.wep.wharton.upenn.edu](http://www.wep.wharton.upenn.edu)>, supports and seeds innovation and entrepreneurship globally through teaching, research and outreach to a range of organizations through its many programs, initiatives and research centers. At the same time, Wharton students and alumni are helping to build entrepreneurial enterprises around the world and impacting virtually every industry.

The [Wharton School](#) of the University of Pennsylvania – founded in 1881 as the first collegiate business school – is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The school has more than 4600 [undergraduate](#), [MBA](#), [executive MBA](#), and [doctoral](#) students; more than 8,000 annual participants in [executive education programs](#); and an alumni network of more than 81,000 graduates. [Wharton at 125](#).

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