



ARCHITECT OF THE UNITED NEGRO COLLEGE FUND

WILLIAM J. TRENT JR., WG'32

THE ARCHITECT of the United Negro College Fund (UNCF), William Trent Jr. guided the trailblazing group during the turbulent Civil Rights years.

As the first executive director from the organization's start in 1944 until 1964, Trent raised \$78 million for historically black colleges so they could become "strong citadels of learning, carriers of the American dream, seedbeds of social evolution and revolution."

Born in 1910 in Asheville, NC, and raised in Atlanta, Trent was the son of an early organizer of the NAACP and president of Livingstone College, a historically black college in Salisbury, NC, where the younger Trent earned his bachelor's degree. He was one of the first black MBA students at Wharton, where he studied insurance under **Solomon Huebner** (see p. 25). Graduating in 1932 in the midst of the Depression, he later described his possibilities of securing employment in American industry as "virtually nil."

He devoted himself to making opportunities for others. He joined Livingstone College as a professor of economics, and then served as professor and dean of education at Bennett College in Greensboro, NC. In 1938, he became adviser of Negro Affairs to the Public Works Administration and a race relations officer with the Federal Works Agency under President Franklin D. Roosevelt.

In 1944 Trent joined with Tuskegee Institute President Frederick D. Patterson and Mary McLeod Bethune to found the UNCF, a nonprofit that united college presidents to raise money collectively through an "appeal to the national conscience."

Trent was an obvious choice for the executive director's position, where he became a leading advocate of desegregation. **In 1956 Trent announced that all of the fund's colleges were open to qualified applicants of any race to serve as "islands of democratic participation, both white and Negro citizens can come together in full, frank discussion."**

Trent drew the support of business tycoons and even U.S. presidents, including Roosevelt, John F. Kennedy Jr., who as a senator donated the profits from his book *Profiles in Courage* to the UNCF, and George H.W. Bush, who Trent recruited as Yale's UNCF campus coordinator when the future president was just an undergraduate.

Trent died in 1993.



Chris Pizzello, Reuters, 2006

THE BEST KNOWN BRAND NAME IN REAL ESTATE

DONALD J. TRUMP, W'68

IT WOULD BE difficult to find a more ubiquitous public business figure of the late 20th and early 21st centuries than Donald Trump. His name graces casinos in Atlantic City, condos and commercial buildings in New York, TV shows, best-selling books, resorts, television programs, and even a Muppet on *Sesame Street*.

Trump took a successful real estate development business started by his father, Fred, and turned it into a multi-faceted company. Along the way, Trump's style has produced doubters, but no one could deny his ability to brand his products, and to rise, phoenix-like, from everything from corporate travails to satire.

Trump's main areas of operation have been in Manhattan, where he is said to control 18 million square feet of real estate, and Atlantic City, where his Trump Organization runs three casinos, all with his name on them — Trump Plaza, Trump Marina, and Trump Taj Mahal.

He got his start when he turned a big profit on a Cincinnati apartment complex his father assigned him after his Wharton graduation in 1968. He then made use of tax credits the New York City government was doling out in the 1970s to build his portfolio of Manhattan real estate.

Trump became a celebrity beyond his business dealings with his casino and high-end Manhattan residential investments, successfully

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courting the press and using television to his advantage. He developed a reality show with NBC, *The Apprentice*, in which he offered the winner of business challenges a six-figure job in his organization. At the end of most episodes, he eliminated a contestant with "You're fired," which became a catch-word for viewers.

Trump has had brand-name clothing, bottled water, vodka, golf courses, ice cream, and a travel website. He co-owns the Miss Universe pageant with NBC, and has appeared at motivational seminars for a reported \$1 million a shot. He has written several books, starting with *Trump: The Art of the Deal*, and is a constant guest star on network TV shows, recently earning a star on Hollywood's Walk of Fame. Even when he plays himself, each performance is a *tour de force*.