

You are cordially invited to attend

THE HERSHEY STORY'S BUSINESS PARTNERS IN EDUCATION ANNUAL BREAKFAST

Proceeds Support The Hershey Story's Youth Education Programs



Sponsored by Hershey Entertainment & Resorts Company



Jason Wolfe, MHS '87
CEO, Wolfe, LLC

Jason enrolled at Milton Hershey School at the age of 11. After graduating from MHS in 1987 and Bloomsburg University in 1992, he became an entrepreneur and self-taught programmer and started a series of internet companies, including MyCoupons. Jason later built Direct Response Technologies, Inc., an affiliate tracking platform which scaled to 12 billion monthly transactions. Most notably, he created GiftCards.com, which is the largest gift card website in the world generating more than \$1 billion per year in sales.

Today Jason is focused on creating the next generation of gifting focusing on PerfectGift.com, GiftYa and Gift Card Granny. Jason was chairman of the Pittsburgh Technology Council and serves on the board of Family Design Resources, which provides adoption/foster services for children in need. During his career, Jason has received a variety of honors, including Ernst & Young's Entrepreneur of the Year, the Pittsburgh Technology Council's CEO of the Year and the Milton Hershey School Alumnus of the Year. He currently serves on the Hershey Trust Company Board of Directors, Milton Hershey School Board of Managers and The M.S. Hershey Foundation Board of Managers.

Wednesday, May 15, 2024

Hershey Lodge

Nigerian Room



7:00 a.m. - Registration & Networking

7:30 a.m. - Breakfast

8:00 a.m. - Featured Speaker

Jason Wolfe

8:20 a.m. - History Contest for Young Writers

Awards Presentation

9:00 a.m. - Conclusion

\$100 per person

Please RSVP by May 6 at HersheyStory.org



Thanks to these History Contest for Young Writers sponsors:





63 West Chocolate Avenue | Hershey, Pennsylvania 17033 | 717.534.8939 | HersheyStory.org

The Hershey Story is an operating division of

The M.S. Hershey Foundation, a 501(c)(3) not-for-profit organization.

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