

AAll Reno-Sparks Investor Education Group Meeting

Date and Time: **Thursday, August 3, 2017, 7 to 9 p.m.**

Presentation Title and Synopsis:

Are You a Next-Door Millionaire? Do You Want to Be?

In 1996 marketing professor Thomas Stanley and his protege/graduate student William Danko used data they had collected about the "average American millionaire" to write a book that went to the top of the best seller charts under the title "The Millionaire Next Door." What was first planned as a marketing text about the habits of "typical wealthy people" became instead a blueprint for how to join the millionaire club. Stanley and Danko produced several follow-on books including "The Millionaire Mind". They organized lectures based on their books and eventually made themselves millionaires with these "get rich" preaching.

The first chapter of their landmark book painted a statistical portrait of the "average" millionaire. The second chapter titled "Frugal Frugal Frugal" presented the central finding of their research: most family wealth was not the product of prodigious earning power, but of prodigious saving power. This was captured in the headline of one newspaper article: "Why won't the millionaire give you a ride in his fancy car? ... because he doesn't own one."

At the Reno-AAll August meeting we'll examine the Stanley-Danko recommendations that could help make you or your adult child a millionaire next door [or, given the cumulative inflation since 1996, a \$1.6 millionaire]. We'll also look at criticism of the Stanley-Danko ideas that has developed during the past twenty years.

Sad to report, ex-Professor Stanley was killed in 2015 when his two-year-old Corvette was rammed by a drunk driver. Perhaps if he had stuck to his program and been driving a five-year-old Ford pickup he might still be with us.

Location: **ArrowCreek Residents Center, 2900 Arrowcreek Pkwy, Reno 89511**

Directions: Exit I-580 at Damonte Ranch and go west across Virginia St. Bear left onto Arrowcreek Pkwy and continue west about four miles to the entry gate of the Arrowcreek Community. Tell the guard you are attending the AAll meeting at the Residents Center. Proceed straight 1/2 mile to the first stop sign. Turn right (*downhill*) into the parking lot for the Residents Center. It's a 10 minute drive from I-580 to the Center building. [NOTE: If you arrive at the Arrowcreek *Country Club* by mistake, just go directly back across Arrowcreek Parkway to the *Residents Center*.]

Cost: Free [\$1 voluntary donation for copying may be requested]

RSVP Necessary: To use the Residents Center facility, we must provide a list of attendees to the Arrowcreek Security Office prior to the meeting. **If you plan to attend, please e-mail your name by midnight Wednesday, August 2nd to....** RenoAAll@AmericanSuperior.ORG

Speaker / Discussion Leader: **Alan J. Liebman**

Alan Liebman has been helping investors for more than three decades. He earned a bachelor's degree from Columbia University in physics and a doctorate from Yale in applied physics. Liebman worked in corporate R&D at Xerox Corporation and AT&T for 15 years.

In 1984, Liebman founded American Superior Company in suburban Chicago, a fee-only investment advisory firm. During 33 years of practice, Alan has published a stock market advisory letter, managed stock and bond assets of \$60 million, led monthly meetings of AAll-Chicago groups, served as Vice President of the AAll-Chicago Board, and lectured across the country on investment topics.

In 2011, Liebman moved American Superior Company to Reno, Nevada where he continues to serve high-net-worth clients in six states and to help all investors make more informed choices.

NEXT Meeting Date: **Thursday, September 7th, 2017**

Arrowcreek Residents Center, 7 to 9 PM