



**“What the Millionaire Next Door Knows”**  
**Speaker: William D. Danko, Ph.D.**

Tuesday – February 12, 2008  
Wolfert’s Roost Country Club – Van Rensselaer Blvd. - Albany

**Program**

7:45 - 8:15 am           Registration and Breakfast  
8:15 - 10:00 am        Program

**Get to know the Millionaire Next Door...**

How charitable are these people of wealth? What are some of their character traits? How do they become millionaires? ...You will appreciate the answers to these questions and other enlightening views about people of wealth from our February program presenter, Dr. William Danko, PhD.

Dr. Danko’s presentation is based upon his best selling book, “The Millionaire Next Door,” and also incorporates newest insight from a recent nationwide survey including findings from personal interviews of wealthy individuals.

**Meet our presenter**

After 31 years on the marketing faculty -nine as chair- Bill Danko achieved emeritus status in 2007 at the School of Business, State University of New York at Albany. During his tenure, he studied consumer behavior, and in particular, the topic of wealth formation. He is the co-author of The Millionaire Next Door, a research-based book about wealth in America which has been ranked as a bestseller by *The New York Times* for more than three years. His academic publications have appeared in the *Journal of Consumer Research*, *Journal of Business Research*, *Journal of Advertising Research*, and other leading journals.

Dr. Danko earned his PhD at Rensselaer Polytechnic Institute’s *Lally School of Management and Technology*. He resides in the Capital District Area with his wife, and is the father of three adult children, who do not ask him for money.

This special appearance by Dr. Danko will give you a greater understanding about wealth and wealthy individuals. Certainly, this will be one of our most thought-provoking presentations of the year which may prompt you to reach out to people who have the means and ways to help your organization.

To register and obtain additional program details please go to [www.gpgnny.org](http://www.gpgnny.org)

