

Bruno Giordano: Champion of wealth and opportunity

By Marianne Schmitt
Main Line Life Editor

The future is rosy and the standard of living is going to get better and better, according to Bruno Giordano — *if we do it right.*

The Devon financial adviser, who recently appeared on TV's *Issues and Answers*, said in an interview Monday that the issue of "equality of outcome (or result)" vs. the "equality of opportunity" is the underlying deterrent to solving all the social ills of this country.

Equality of outcome equals socialism, Giordano said, noting bluntly that "the only people who

profit from socialism are academicians and politicians." Conversely, he said, equality of opportunity puts the responsibility for their own lives on individuals and supports the American work ethic of striving to succeed rather than expecting government support.

"Flaming do-gooders preaching equality of result are really supporting socialism," Giordano said, then quickly added, "I'm not so much against the do-gooders or giving money to people who need it as I am against taking away opportunity."

Government, he noted, has taken away the incentive to self-

responsibility by making acceptance of welfare in many cases more profitable than working. Obviously, such an attitude cries out for welfare reform, and Giordano sees it as a necessity, but he also sees the reduction of government as just as necessary. A Libertarian, he subscribes to the belief that the "role of government is to pick up the trash and maintain an army."

He also believes that "wealth" is not a pornographic word, as Mark Howard, host of *Issues and Answers*, said some people regard it. Giordano, founder and president of Dorset Financial Services Corporation in Devon, appeared on the program to speak to financial issues as covered in the book he authored with Robert A. Esperti and Renno L. Peterson, *Wealth: Enhancement and Preservation*.

"At a time when taxes and inflation are reducing wealth at an incredible pace, affluent Americans are more concerned than ever about preserving their wealth and hopefully enhancing it, and this book is the first to address current, personal concerns of those Americans, as expressed in their own words," Giordano said.

Giordano was the only adviser in the greater Philadelphia area selected to participate in the research and writing of *Wealth Enhancement and Preservation*. Contributing experts and authors were chosen based on their experience, education and reputation in the industry, as well as recommendations from leading financial associations and councils.

Giordano's background is impressive. A West Point gradu-

ate with an MBA from Syracuse University, he was a test pilot and fighter pilot in the Korean War. His office walls boast photographs of the TF-100 he flew and medals he earned. Before forming his own company, he was associate chairman of the board of Safeguard Industries (now Safeguard Scientifics).

He is a member of the International Association of Financial Planners and is listed in its elite Registry of Financial Planning Practitioners (of the tens of thousands of financial planners in Pennsylvania, he is one of only 40 listed in this registry).

In addition to his achievements in the financial field, Giordano is very active in civic affairs. He has served as a member of such organizations as the Board of Governors of the West Point Society of Philadelphia, the Board of Direc-

tors of the World Affairs Council, the Eastern Pennsylvania Chapter of the United States Olympic Committee, the American Mensa Society, and the Who's Who Society.

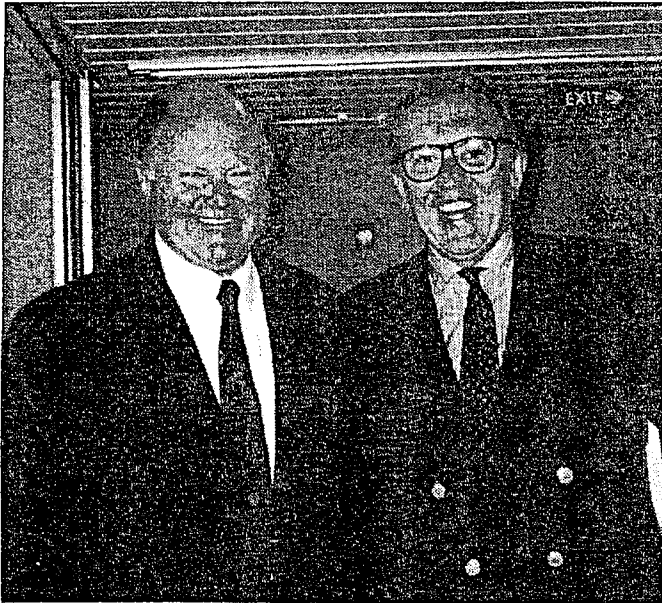
He teaches courses and lectures on financial subjects at five colleges and universities on a continuing basis and has published articles in financial journals, as well as popular magazines, on financial strategies appropriate to our shifting and complex economic and political times.

Wealth Enhancement and Preservation is available in area bookstores including Barnes & Noble in Bryn Mawr and Gene's Books in King of Prussia.

Giordano expects a second edition to be printed within a year, and he expects it to be a best seller.



Bruno Giordano



BRUNO GIORDANO of Devon and Sir David Frost were both lecturers on a recent trip.