JOHN E. COLLEY

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SUMMARY OF QUALIFICATIONS, STYLE AND PHILOSOPHY

Over 24 years of specialized training and hands-on experience in the fields of asset and wealth management, investments, and economic analysis. My background and continuing education include comprehensive knowledge in several planning and analytical specialties: namely, tax and financial planning; retirement and business planning; trust and estate planning. Regular customer meetings and interactive communication are integral to establishing rapport, trust, and a “whole picture” profile.

Once objectives are established, investment selections are made within a fiduciary framework that emphasizes safety, quality, and personal concerns and goals. This is referred to as the “Action Plan”. In addition to careful and current monitoring, “stop” protections and other techniques may be used to assertively manage your investment portfolio. This stylistic difference has been synonymous with achieving strong results within a smart risk / reward orientation in spite of market conditions. In short, this proactive assertiveness is key to our performance-driven approach and differs greatly from a passive one.

Mr. Colley is an analyst of macro-and microeconomics, corporations, and diverse industry cycles and sectors which provide valuable conclusions for determining appreciation potential, income generation, and principal preservation. Asset allocation and investment management principles follow sound fiduciary guidelines and customer preferences. With a prior investment background in banking which included asset responsibility for over $1 billion in both personal and institutional portfolios, Mr. Colley has developed strategies which work in “bull” and “bear” markets alike. He also authors a regular Newsletter, has several well-regarded research affiliations, and is readily available to talk anytime.

PROFESSIONAL EXPERIENCE

1994 - present **Colley Asset Management** Saratoga Springs, NY
A Registered Investment Advisory Firm

President and Chief Portfolio Manager

- Comprehensive asset management services for individuals, pension accounts and charitable endowment funds. The promise is a personalized approach which is customer-driven and aimed at achieving short and long term goals. Investment strategy is performance-focused, tax-smart, and agile in terms of risk management. Use of stop losses is designed to protect principal and preserve appreciated gains.

- Business plans with a personalized approach, investment evaluations written; fiduciary advice provided, including second opinions; capital raised; consultation for the entrepreneur.
- Provide teaching and advisory services for tax and estate planning, retirement counseling, and investment analysis.
- Expert witness experience in the stock and bond market arena, including economic history.

1992-1994 **Colley & Company** Troy, NY

A Registered Investment Advisory Firm

Chief Investment Officer

- Asset management for individuals, corporate pension plans, and charitable endowment funds. Conducted evening seminars and workshops. This was my initial business after leaving the bank.

1981-1992 **Schenectady Trust Co., Trustco Bank** Schenectady, NY

Federal and State Chartered Commercial Bank

12 years of training and management growth leading to position of

Executive Officer and Senior Vice President

- Supervised over ten departments as Head of Trust Division and Investment Division.
- Managed assets totaling $1 billion as Chief Investment Officer for both Trust Division (1,100 fiduciary clients) and the bank Investment Portfolio (Equity Funds received top 10% recognition in P.I.P.E.R. survey for performance over 1, 3, and 5 year time frames.)
- Produced Annual Report and served as Bank spokesperson to the media for 3 years and was Supervisor of Shareholder and Investment Relations for the Bank, including proxy mailing, questions from analysts and shareholders, and annual meeting
- Served as Investment Portfolio Manager on 320 individual, pension, and endowment accounts totaling $600 million.
- Doubled customer size, tripled profit margins, and developed new marketing plan as Supervisor of Invest Department, an in-house brokerage arm.
- Conducted performance appraisals and in-service training (42 branches/230 staff) improving customer service, product knowledge, and selling skills.
- Developed and implemented Positive Imaging Program achieving sales/marketing goals for deposits, approved loans, and trust division referrals; (39/42 branches in 15 months) improved Products and Services ratio from 2.1 to 3.3 per customer over two years.
- Evaluated credit status of major personal and commercial accounts with CEO as part of career development.
- Supervised processing of due diligence and proforma data on acquisition candidates interfacing with shareholders, the investment community, and the other branch management

team.

- Directed administration of Federal/State Banking Examinations including all regulatory and compliance issues. Served as team leader for 5 years to coordinate all exam procedures and support staff.
- Chair and Co-chair positions: Trust Review Committee, Liability and Asset Management Committee, Merger and Acquisition Team, Investment Advisory Committee, Loan Discount Committee, Project Excellence Committee.
- Established all investment policies and procedures for the Trust division; founded quarterly newsletter – editor.

- Administered Tax Department and several special operations projects

1981-1982

- Entry level position at Schenectady Trust Co./Started as management trainee and mentored under bank Executive Vice President. Received promotions yearly thereafter.

1974-1982 Samaritan Hospital Troy, NY

Mental Health Therapist

- Individual and group counseling, emergency room evaluations for inpatient admissions, grant writing for federal and state programs, crisis intervention work. Took college courses during this time frame and also worked for my dad's accounting office in Troy, NY.

EDUCATION

1980 Union College Schenectady, NY

Bachelor of Science

- Major, psychology/economics

Union College and Rensselaer Polytechnic Institute (undergraduate and graduate studies): Economics, Management & Administration, Investment Analysis, and Philosophy. Pursuing advanced degree.

NYS Banking Association – Certificates and Forbes Stock Market course (1984).

Portfolio Management Training with Chemical Bank's Trust Division, NYC (15 month program)

American Institute of Banking – Taught "Investments", and Explorer Post (Banking) for the Scouts – Team Leader. President of National Honor Society – Sr. Year (H.S.)

PUBLICATIONS

Articles published in **The Wall Street Journal** as well as **The Capital District Business Review**, **Albany Times Union**, **Troy Record**, and **The Gazette**; prepared numerous position papers and briefing memoranda. Have conducted weekly radio talk show on local FM channels. Currently produce quarterly Newsletter for client base and local associations / think tank.

COMMUNITY ACTIVITIES

- Saratoga County Chamber of Commerce.
- Capital District Hospice – Chairman, Treasurer, President, Board of Trustees (3 terms); Chair 1993-1995 Capital Campaign Drive, Trustee for both Operating and Endowment Boards, Co-chair of Foundation Committee.
- Multiple Sclerosis Society – Advisory Board; Moments for MS Campaign – Past Chairman of the Board (coordinated Radio and TV sponsorship)
- Sunnyview Hospital & Rehabilitation Center – Board Member (3 terms); Executive, Finance and Long Range Planning Committees.
- Volunteer: American Cancer Society, American Heart Association, Ellis and Saratoga Care Hospital Capital Campaign, Albany Girls and Boys Club, Union College (ABC Drive & Alumni Speaker), Soccer Coach.
- Land Trust of the Saratoga Region – President – Chairman of the Board, past VP and Treasurer.
- Treasurer – Saratoga P.L.A.N. (and Board Member) past President of the Land Trust for the Saratoga Region (a county-wide preservation foundation)
- Board Member and Past Treasurer of the NYS Mental Health Foundation (based in Albany, NY)

PAST AND PRESENT PROFESSIONAL RELATIONSHIPS AND SOCIETIES

- Provident National Bank, a subsidiary of PNC Financial Corporation (Philadelphia, PA).
- Investment Society of Northeastern New York
- Estate Planning Council of Northeastern New York
- Investment Clubs – Regional Presence
- Chair – Investment Circle for Saratoga Region