

BALDWIN & CLARKE ADVISORY SERVICES, INC.
116B S. River Road
Bedford NH 03110
603-668-4353
603-622-1107
WWW.BALDWINCLARKE.COM
chuckb@bcasi.net

This brochure provides information about the qualifications and business practices of Baldwin & Clarke Advisory Services, Inc. If you have any questions about the contents of this brochure, please contact us at: 603-668-4353, or by email at: chuckb@bcasi.net. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Baldwin & Clarke Advisory Services, Inc. is available on the SEC's website at: www.adviserinfo.sec.gov, using CRD # 105666. Registration does not imply a certain level of skill or training.

March 23, 2012

Material Changes

Material Changes since the Last Update

The brochure has been amended to update the information regarding assets under management.

Table of Contents

Material Changes.....	i
Material Changes since the Last Update	i
Advisory Business	1
Firm Description.....	1
Principal Owners.....	1
Types of Advisory Services.....	2
Tailored Relationships	2
Types of Agreements.....	2
Asset Management.....	2
Financial Planning.....	3
Termination of Agreement	3
Fees and Compensation.....	3
Description	3
Value Added Cash Management Portfolios	4
Fee Billing	5
Other Fees.....	5
Expense Ratios.....	5
Past Due Accounts and Termination of Agreement	6
Performance-Based Fees	6
Sharing of Capital Gains	6
Types of Clients.....	6
Description.....	6
Account Minimums.....	6
Methods of Analysis, Investment Strategies and Risk of Loss.....	6
Methods of Analysis.....	6
Investment Strategies	7
Risk of Loss	7
Disciplinary Information	8
Legal and Disciplinary.....	8

Other Financial Industry Activities and Affiliations	8
Affiliations	8
Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	8
Code of Ethics.....	9
Participation or Interest in Client Transactions.....	10
Brokerage Practices.....	10
Selecting Brokerage Firms.....	10
Best Execution	10
Soft Dollars	10
Order Aggregation	10
Review of Accounts	10
Periodic Reviews	10
Regular Reports.....	11
Client Referrals and Other Compensation	11
Incoming Referrals.....	11
Referrals Out	11
Custody	11
Account Statements.....	11
Performance Reports.....	11
Investment Discretion	12
Discretionary Authority for Trading.....	12
Voting Client Securities	12
Proxy Votes	12
Financial Information	12
Financial Condition	12
Business Continuity Plan	12
General	12
Disasters.....	12
Alternate Offices	12
Loss of Key Personnel	13

Information Security Program.....	13
Information Security	13
Privacy Notice	13
Brochure Supplement (Part 2B of Form ADV)	15
Education and Business Standards	15
Professional Certifications	15
Charles Baldwin, President.....	17
John Clarke Jr.....	18
Brian Champigny	19
Sean Clarke	20
Robert Hickok	21
Michael Kennedy	22
Scott LaValley	22
Laura Robitaille	23

Advisory Business

Firm Description

Baldwin & Clarke Advisory Services, Inc. ("BCASI ") was founded in 1985 to meet the financial planning, wealth transfer and investment needs of individuals, families, businesses, charitable organizations and qualified retirement plans.

Asset Management: A comprehensive fee-based service that utilizes an institutional investment process supported by an independent, open-architecture, "management of managers" platform and robust tools and technology. We provide clients access to global, traditional and alternative asset classes. Fees are charged pursuant to a standard fee schedule agreed to by the client at the time the management account is established and is based on the amount of assets under advisement. Fees may be negotiable under special circumstances.

Client portfolios are developed to meet the client's investment return and risk objectives. This is usually accomplished through asset allocation modeling strategies. In all cases, client portfolio strategies are implemented through rigorously selected and monitored separate account managers and/or mutual funds.

Legacy Planning: A comprehensive fee-based wealth transfer planning approach that assists a family in creating and executing their legacy vision. This includes the vision they have for themselves, their heirs and their community. In addition, the planning may address the values, lessons learned, traditions and family history that are important to a family, and develops strategies to pass those on to future generations. Finally, in concert with your current legal and tax advisors, we recommend the strategies required for the tax efficient transfer of assets to future generations.

Financial and Estate Planning: The firm also provides traditional comprehensive financial and estate planning on a fee basis.

Exit Planning for Business Owners: BCASI also assists business owners plan for the biggest transaction of their business lives: the exit from their companies. BCASI uses a customized comprehensive approach to design and implement a Road Map for a business owner's successful exit from his or her business. BCASI's Exit Planning process helps business owners position their companies and their personal affairs, so that their exit is more likely to produce, the financial, tax and business continuity result they seek.

Principal Owners

Charles Baldwin and John Clarke each own 50% of the outstanding stock of the company.

Types of Advisory Services

On a fee for service basis, BCASI provides personal financial, estate and wealth transfer planning services as well as business continuity planning.

Additionally, BCASI provides investment supervisory (asset management) services and charges a management fee based upon a percentage of assets under management.

As of December 31, 2011, BCASI managed approximately \$122,783,694 in assets for approximately 136 clients. All accounts are managed on a non-discretionary basis.

Tailored Relationships

Client portfolios are developed to meet the client's investment return and risk objectives. This is usually accomplished through asset allocation modeling strategies. In all cases client portfolio strategies will be implemented through a combination of rigorously selected and monitored separate account managers, mutual funds and ETFs.

Agreements may not be assigned without client consent.

Types of Agreements

BCASI offers asset management and personal financial, estate and wealth transfer planning services as well as business continuity planning for our business clients, pursuant to mutually agreed to engagement agreements.

Asset Management

BCASI advises on mutual funds, separate account managers and ETFs whose investments may include: exchange listed securities, securities traded over the counter, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (annuities, life insurance contracts, mutual funds shares), U. S. government securities, derivatives, currency, commodities, real estate and sovereign debt instruments.

BCASI does not offer advice on individual stocks and bonds, however, at the client's direction, individual stocks and bonds may be purchased or sold in a client's account pursuant to client direction, through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. BCASI does not receive any compensation, in any form, from fund companies.

Some of the persons associated with BCASI are registered as representatives with Park Avenue Securities ("PAS"). Certain of them can not provide this service to their clients and can not receive solicitation or referral fees relating to asset management. They are: Brian Champigny and Robert Hickok.

Other persons associated with BCASI are registered as representatives with Lincoln Financial Securities Corp ("LFSC"). BCASI and the relevant associated persons may pay a fee to LFSC for their supervisory responsibilities pursuant to NASD Rule 94-44. These associated persons are not permitted to provide asset management services to clients except on a limited basis and only with prior approval from LFSC. The following persons are subject to these limitations: Michael Kennedy and Scott LaValley.

Financial Planning

BCASI offers personal financial, estate and wealth transfer planning services as well as business continuity planning for our business clients.

Termination of Agreement

A Client may terminate any of the aforementioned agreements at any time by notifying BCASI in writing and paying a pro-rated fee for the time spent on the investment advisory engagement prior to notification of termination.

BCASI may terminate the aforementioned agreements at any time by notifying the client in writing.

Fees and Compensation

Description

Asset Management:

BCASI bases its management fees on a percentage of assets under management. Clients are billed at the first day of each calendar quarter based upon the value of the assets under management at the end of the previous quarter.

If a client's contract becomes effective subsequent to the first day of a calendar quarter or month, or terminates before the last day of a calendar quarter or month, the fee is determined by applying the foregoing percentage to the applicable portion of such quarter (such total value being determined as of the last day of the calendar quarter) and reducing the fee proportionately. BCASI may, at its discretion, combine accounts for clients with multiple accounts for purposes of calculating the appropriate fee. Charitable organizations may receive a discount from the normal fee schedule.

Fees are negotiable at the discretion of the President of BCASI. The standard fee schedule is as follows:

Value Added Cash Management Portfolios

(Money Market and/or Short Government Income Funds)

Bracket	Asset Value	Annual Percentage Rate
On the First	\$5,000,000	up to 0.25%
Balance		up to 0.20%

Fixed Income Portfolios

Bracket	Asset Value	Annual Percentage Rate
On the First	\$2,000,000	0.65%
On the Next	\$3,000,000	0.50%
Balance		0.40%

Equity or Balanced Portfolios

Bracket	Asset Value	Annual Percentage Rate
On the First	\$ 500,000	1.00%
On the Next	\$ 250,000	0.90%
On the Next	\$ 250,000	0.80%
On the First	\$ 1,000,000	0.75%
On the Next	\$ 1,000,000	0.65%
On the Next	\$ 2,000,000	0.60%
On the Next	\$ 5,000,000	0.50%
On the Next	\$10,000,000	0.45%
Balance	\$20,000,000	Negotiated Rates

Personal and Business Planning:

The fees for personal financial and estate planning range from \$100 to \$15,000. The fee charged to the client for a particular plan is negotiable within this range. The amount of fee charged to the client within the range will depend upon the complexity of the client's financial situation and the specific analysis that must be prepared to complete the client's plan. The fee for Empowered Wealth transfer planning services ranges from \$30,000 to \$200,000 and may include the costs of services provided by other professionals such as accountants and attorneys as determined by the engagement and as indicated in the client contract. The fee for Empowered Wealth transfer planning services is negotiable within this range.

The fees for business continuity planning range between \$3,000 and \$25,000. The amount of fee charged to the client within the range will depend upon the complexity of the client's situation and the specific analysis that must be prepared to complete the client's plan.

Fee Billing

Investment management fees are billed quarterly, in arrears meaning that we invoice you after the three-month billing period has ended. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Clients are quoted a fee range for the specific financial planning services to be performed. A deposit equal to one half of the lower quoted fee will be payable at the time of the fact finding meeting and the balance due upon completion of the planning service. Fees are refundable within thirty days after the deposit is received from the client. Notice must be given to BCASI via certified mail, return receipt requested. A pro rata charge for advisory services performed during the thirty day period may be charged at the rate of \$50 per hour. Such charges for services already performed may be deducted from any refund.

Some planning services are provided on an hourly basis. Hourly billing rates vary from \$75 to \$250.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. BCASI does not participate in any of the above fees. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security. Some custodians also charge fees for custodial services and/or access to particular investment platforms.

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to BCASI.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Separate account managers also charge asset management fees, which may or may not be included in the above platform fees.

Past Due Accounts and Termination of Agreement

BCASI reserves the right to stop work on any account that is more than 90 days overdue. In addition, BCASI reserves the right to terminate any agreement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in BCASI's judgment, to providing proper financial advice.

Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed accounts.

BCASI does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Description

BCASI generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, corporations or other business entities.

Account Minimums

The minimum annual fee for new accounts is \$500 for start up qualified retirement plans, \$2,500 for established qualified retirement plans, and \$1,000 for other accounts (the minimum fee may be waived for certain "multiple" accounts). The Investment Advisory Fee is paid quarterly based on the market value of assets on the last day of the quarter. Fees for assets advised for less than a full quarter are prorated. Fees may be paid out of the investment income or principal. The Advisory Client is sent a detailed explanation of the fee deduction and a transaction summary statement reflecting the deduction from the investment account. BCASI may combine multiple, so-called "household" accounts for purposes of applying the above fee schedule.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

BCASI looks to the research and analytical information provided by Callan Associates, Samoset Wealth Management, Morningstar and selected custodians regarding separate account managers, mutual funds and ETFs as primary source material in the selection of investments.

This information is augmented by information obtained from financial newspapers and magazines, fund companies separate account managers, conferences, discussions with portfolio managers, brokerage firms, etc.

Investment Strategies

Investment Strategies are tailored to a client's specific objectives and risk tolerance level. Long-term strategic portfolios are developed for most clients. These portfolios are adjusted tactically as required by market conditions or client requirements.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Disciplinary Information

Legal and Disciplinary

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Other Financial Industry Activities and Affiliations

Affiliations

BCASI has no arrangements that are material to its advisory or its clients with any related person who is a broker-dealer, investment company, other investment adviser, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company, real estate broker or dealer, or an entity that creates or packages limited partnerships.

The owners of BCASI maintain an insurance planning and placement firm, Baldwin & Clarke. Many of the people associated with BCASI are also associated with the insurance firm. These people offer insurance products as agents of the insurance firm. Those agents receive commissions on transactions written by them through that firm. No insurance products are sold or offered by BCASI.

The owners of BCASI maintain a Qualified Retirement Plan Consulting Company, Baldwin & Clarke Retirement Plan Services, Inc. Clients, who desire to, may receive services from this company.

The owners of BCASI maintain a company that offers investment banking and business financial consulting services, Baldwin & Clarke Corporate Finance, Inc. The services of this firm are available to BCASI clients.

The owners of BCASI are also shareholders in 1st BCCW Capital Corp., a limited registration broker dealer. This firm is licensed solely for the purpose of registering and marketing private placements. Mr. Clarke is a shareholder and a registered representative. Mr. Baldwin is a shareholder of this corporation, but serves in no other capacity. A person associated with BCASI may recommend to selected advisory clients, who qualify as accredited investors, that they invest in a private placement offered by 1st BCCW Capital Corp. BCASI does not participate in this transaction and receives no profit from these transactions. Agents of PAS and LFSC can not participate in these transactions.

1st BCCW Capital Corp, Baldwin & Clarke, Baldwin & Clarke Retirement Plan Services, Inc., and Baldwin & Clarke Corporate Finance, Inc. are neither affiliates nor subsidiaries of Park Avenue Securities ("PAS") or Lincoln Financial Services Corp ("LFSC").

Pursuant to IA-1092, the following statement is made with regard to persons who are representatives of PAS:

- (1) Some persons associated with BCASI are also representatives with PAS,

- (2) Clients are under no obligation to have recommendations contained in their plans implemented by anyone, including persons associated with BCASI,
- (3) If a client requests the BCASI associated person to implement any suggestions made in their financial plan, the representatives will implement the securities portion of the plan through their associated broker dealer.
- (4) When implementing the securities portion of the plan, the person associated with BCASI is acting as an agent for PAS.
- (5) All services, other than securities recommendations, purchases and sales, are outside the scope of the agent's employment with PAS;
- (6) If insurance and/or securities are sold, commissions will be received by the associated person,
- (7) Clients always have total freedom to implement their plans with any company they choose.

Some of the persons associated with BCASI are representatives of Park Avenue Securities ("PAS"), member FINRA, SIPC. In the event that a client freely chooses to implement the investment advice contained in their financial plan requiring the services of a broker dealer, the broker dealer would be PAS. The following persons are representatives of PAS:

Charles Baldwin, Brian Champigny and Robert Hickok.

Some of the persons associated with BCASI are representatives of Lincoln Financial Services Corp. ("LFSC"), member FINRA, SIPC. In the event that a client freely chooses to implement the investment advice contained in their financial plan requiring the services of a broker dealer, the broker dealer would be LFSC. The following persons are representatives of LFSC:

Michael Kennedy and Scott LaValley

BCASI, nor any of its affiliated companies, are affiliates nor subsidiaries of PAS or LFSC.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

The employees of BCASI have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

BCASI and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the BCASI Compliance Manual.

Personal trading

The Chief Compliance Officer of BCASI is Charles Baldwin. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment.

Brokerage Practices

Selecting Brokerage Firms

BCASI does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. BCASI recommends custodians based on the proven integrity and financial responsibility of the firm and availability of mutual funds, ETFs and separate account managers on their respective platforms.

BCASI does not receive fees or commissions from any of these arrangements.

Best Execution

BCASI reviews the execution of trades at each custodian on an on-going basis. The review process is documented in the BCASI Compliance Manual. Trading fees charged by the custodians are also reviewed on an annual basis. BCASI does not receive any portion of the trading fees.

Soft Dollars

BCASI does not have any soft dollar arrangements with any firm.

Order Aggregation

We do not aggregate orders as we do not recommend trades in individual securities.

Review of Accounts

Periodic Reviews

The reviewers are the professionals for whom information is provided on ADV Part 2B. They develop and maintain client relationships on behalf of BCASI. There is no assignment of accounts by BCASI. The reviewers are instructed to carry out such reviews as required by client circumstances and objectives but no less frequently than annually. The reviews may be triggered by changes in a client's circumstances or in investment or economic conditions, which would impact on a client's financial plan and

objectives. Every account is reviewed daily for significant changes in market value. Portfolio holdings are reviewed on a global basis daily for changes in market value and reviewed frequently for changes in investment style, changes in personnel and performance concerns for both mutual funds and separate account managers. This information is received from Callan Associates, Schwab, fund companies, Morningstar, Samoset Wealth Management, TD Ameritrade and Fidelity.

Regular Reports

Financial Plans are updated, on an as needed basis, pursuant to the execution of a new client engagement agreement. Investment management/supervisory services are provided primarily through the use of separate account managers, mutual funds approved by BCASI. Representatives are restricted to the funds approved by BCASI. With only a few exceptions, funds recommended by the BCASI have passed the Callan Associates or Samoset Wealth Management screening process. Clients receive quarterly statements as well as confirmation statements with each trade, monthly dividend and interest payments. Quarterly performance reports and market reviews are also provided to certain clients.

Client Referrals and Other Compensation

Incoming Referrals

BCASI has been fortunate to receive many client referrals over the years. The referrals come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

BCASI does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the statements provided by BCASI.

Performance Reports

BCASI provides quarterly performance reports, which are available electronically or in hard copy format.

Investment Discretion

Discretionary Authority for Trading

BCASI does not accept discretionary authority to trade on behalf of our clients. The client must consent to all trades before they are submitted.

The client approves the custodian to be used and the commission and/or fees paid to the custodian. BCASI does not receive any portion of the transaction fees or commissions paid by the client to the custodian.

Voting Client Securities

Proxy Votes

BCASI does not vote proxies for securities held in client accounts.

Financial Information

Financial Condition

BCASI does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

Business Continuity Plan

General

BCASI has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

BCASI has multiple Portfolio Managers on staff. In the event of the loss of one Portfolio Manager, the accounts would be promptly assigned to another.

Information Security Program

Information Security

BCASI maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

BCASI will collect information, such as name, address, social security number, date of birth, current investment holdings, investment history and risk tolerance from its clients during the ordinary course of business.

This information is used for the purpose of designing and maintaining an investment portfolio that is intended to meet the investment goals within a client's risk tolerance level. This information is private client information and will only be disclosed to third parties who provide expert advice and/or custodial services to the Corporation. Our employees and nonaffiliated third parties have access to this information whenever necessary in performance of their respective duties. This information is also provided to regulatory authorities as necessary when requested by those authorities.

This information is provided to custodians after the customer has completed a new account form for the appropriate custodian. This form constitutes written consent by the client.

Private client information is not disclosed to non-employees unless requested by the client, such as to persons preparing tax returns, trusts, or wills for the client or to nonaffiliated third parties who have been hired by the Corporation to assist in a facet of the administration of the Corporation, such as to assist in the preparation of our financial statements and tax returns, and to assist in compliance matters, or in the event of a regulatory inquiry.

BCASI does not sell client lists or disseminate client information for any purpose not directly related to the provision of investment advisory services. No employee of the Corporation may release private client information unless the client has specifically authorized it, or the Chief Compliance Officer has approved the release.

All client information will be maintained for a period of at least six years past the termination of the client relationship. Any client information that is determined to be eligible for destruction shall be shredded prior to its disposal. Routers installed on the Corporations' computer system will provide protection of client information stored electronically and internet access is only permitted on machines that do not store client information.

Clients shall be informed of the Corporation's privacy policy annually in October.

All employees and nonaffiliated third parties who are given access to private client information shall be required to sign a confidentiality agreement at the beginning of said employees employment or nonaffiliated third parties' engagement.

All files are to be locked whenever the office is unoccupied. The office is to be locked whenever it is not occupied.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

BCASI generally requires demonstration of achievement in the field of financial analysis and related subjects. Such demonstration generally being a college degree with appropriate major. Except in the case of a person fitting the classification of trainee, business background in finance, financial analysis or other financial experience is sought.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Chartered Financial Consultant (ChFC). The ChFC designation is awarded by The American College. The Chartered Financial Consultant® (ChFC) designation program focuses on the comprehensive financial planning process as an organized way to collect and analyze information on a client's total financial situation; to identify and establish specific financial goals; and to formulate, implement, and monitor a comprehensive plan to achieve those goals.

ChFC certification requirements:

- Completion of 6 required courses and 2 elective courses.
- Three-year qualifying full-time work experience.
- Bachelor's degree from an accredited college or university may qualify as one year of the three-year experience requirement

Chartered Life Underwriter (CLU). The CLU designation is awarded by The American College. The Chartered Life Underwriter® (CLU) designation is the professional credential for persons involved in the protection, accumulation, preservation, and distribution of the economic values of human life.

CLU certification requirements:

- Completion of 5 required courses and 3 elective courses.
- Three-year qualifying full-time work experience.
- Bachelor's degree from an accredited college or university may qualify as one year of the three-year experience requirement

Chartered Retirement Planning Counselor (CRPC). The CRPC Program focuses on the pre- and post-retirement needs of individuals. Enrollment in the program requires a study of a variety of principles in the retirement planning field. The program teaches the retirement process from start to finish, addressing issues such as estate planning and asset management. The College for Financial Planning® awards the CHARTERED RETIREMENT PLANNING COUNSELORSM AND CRPC® designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Associates of Customer Service (ACS). The ACS designation is awarded by LOMA. The program is designed to:

- increase knowledge of financial services;
- understand customer expectations, patterns and behavior
- organize an effective customer service team.

Fellowship of Life Management Institute (FLMI): FLMI recipients are licensed by the Life Office Management Association (LOMA).

The FLMI designation covers important topics including:

- The basics of life insurance and annuity products and how these products meet customer needs
- The functions and interrelationships of each major operational area and how they contribute to the financial success of an organization
- Insurance administration for individual and group life and health coverage
- The basic features and principles of the legal environment in which financial services companies around the world operate
- Marketing principles and the functions of marketing within the Insurance Industry
- Financial and managerial accounting in life insurance companies
- Increase your knowledge about the financial services environment, investment principles, and institutional investing
- Product design and capital management issues affecting profitability and solvency for financial services providers

Charles Baldwin, President

Date of birth: May 26, 1942

Educational Background:

- Attended Northeastern University receiving a BA in Business with honors in 1965
- Attended Amos-Tuck School of Business at Dartmouth College receiving an MBA in 1967

Business Experience:

- 07/1985 – Present; Shareholder/President, BCASI
- 07/1976 – Present; General Agent for Guardian Life/Partner, Baldwin & Clarke
- 04/1982 – Present; Shareholder/Director, Baldwin & Clarke Retirement Plan Services, Inc.
- 01/1989 – Present; Shareholder, Baldwin & Clarke Corporate Finance, Inc.
- 06/1993 – Present; Shareholder, 1st BCCW Capital Corp
- 05/1999 – Present; Registered Representative, Park Avenue Securities, LLC

Professional Licenses/Designations: CLU, ChFC

Disciplinary Information: None

Other Business Activities:

I am a trustee of the Crotched Mountain Foundation and a member of its Board of Directors, Finance, Investment and Audit Committees – all on a volunteer basis.

Additional Compensation: None

John Clarke Jr.

Date of birth: May 14, 1942

Educational Background:

- Attended Northeastern University receiving a BA in History in 1966

Business Experience:

- 07/1985 –Present; Shareholder/Registered Representative, BCASI
- 07/1976 –Present; Insurance Producer/Partner, Baldwin & Clarke
- 01/1989 –Present; President/Shareholder, Baldwin & Clarke Corporate Finance, Inc.
- 06/1993 –Present; Shareholder/Registered Representative, 1st BCCW Capital Corp
- 04/1982 –Present; Shareholder/President, Baldwin & Clarke Retirement Plan Services, Inc.
- 07/1976 – 12/2008; General Agent, Guardian Life Insurance Co.

Professional Licenses/Designations:

Series 24 – Principal for 1st BCCW Broker Dealer. Must pass an exam to become licensed and complete continuing education classes biannually to maintain license.

Disciplinary Information:

In October 2003 Mr. Clarke signed an Acceptance, Waiver & Consent with the NASD. Without admitting or denying allegations, Mr. Clarke consented to a monetary fine in the amount of \$15,000. The NASD alleged that Mr. Clarke failed to establish a proper escrow account at a bank for a private placement, and allowed a registered rep to continue to perform duties as a registered rep at a time when the representatives registration status was inactive, and failed to have a written needs analysis and a written training plan in order to achieve compliance with the continuing education rule.

Other Business Activities:

Homeland Renewable Energy, Inc., Executive Chairman, from 2003 to the Present. 50% of time is spent conducting activity. The percentage of annual income is approximately 10%.

Centrix Bank & Trust – Director, 1999 – Present. Less than one percent of my time is spent conducting activity and the percentage of annual income is less than one percent.

Triumph Investment Fund – Managing Director, 2003 – Present. 25% of time is spent conducting activity. The percentage of annual income is approximately 15%.

Eccentric USA LLC – Managing Director, 2005 – present. Less than 1% of my time is spent conducting activity. The percentage of annual income is less than 1%.

US Aviation Finance LLC – Director, 1999 – present. Less than 1% of my time is spent conducting activity. No personal compensation is received.

Additional Compensation: None

Supervision:

John Clarke Jr. is supervised by Charles Baldwin, Chief Compliance Officer. He reviews Mr. Clarke's client accounts through our client relationship management system.

Mr. Baldwin's contact information:

603-668-4353 chuckb@bcasi.net

Brian Champigny

Date of birth: February 8, 1950

Educational Background:

- University of New Hampshire, receiving a BA in Psychology in 1973

Business Experience:

- 05/1998 –Present; Investment Adviser Representative, BCASI
- 09/1995 –Present; Insurance agent, Baldwin & Clarke
- 09/1995 –Present; Self-Employed Marketing Representative, Baldwin & Clarke Retirement Plan Services, Inc.
- 09/1995 –Present; Self-Employed Marketing Representative, Baldwin & Clarke Corporate Finance, Inc.
- 05/1999 –Present; Registered Representative, Park Avenue Securities, LLC

Professional licenses: None

Disciplinary Information: None

Other Business Activities: I am currently a licensed Representative of Park Avenue Securities.

I am currently engaged in the sale of life, fixed annuity and disability products outside the scope of Guardian Life. I spend approximately 10-15% of my timer per month and generate approximately 12-15% of my annual income from these activities.

Additional Compensation: None

Supervision:

Brian Champigny is supervised by Charles Baldwin, Chief Compliance Officer.

Mr. Baldwin's contact information:

603-668-4353 chuckb@bcasi.net

Sean Clarke

Date of birth: September 27, 1969

Educational Background:

- Attended the University of New Hampshire- Whittemore School of Business & Economics and obtained a Masters Degree in Business Administration in 2003
- Attended University of New Hampshire and received a Bachelors Degree in Political Science in 1992.

Business Experience:

- 08/1997 –Present; Investment Adviser Representative, BCASI
- 12/1998 – Present; Registered Representative, 1st BCCW Capital Corp

Professional Licenses/Designations:

FINRA Licenses: Series 6, Investment Company Products Representative, 02/1994; Series 7, General Securities Representative, 02/1996; Series 31, Futures Managed Funds Examination, 03/1996; Series 63, Uniform Securities Agent State Law Exam, 02/1994; Series 65, Investment Advisers Law Exam, 06/1999. Grade of 70 or better required for passing.

Disciplinary Information: None

Other Business Activities:

Chairman, Planned Giving Committee, Berwick Academy, 2009-present

Board Member, WSBE Alumni Society, University of New Hampshire, 2010-present

Additional Compensation: None

Supervision:

Sean Clarke is supervised by Charles Baldwin, Chief Compliance Officer. He reviews Mr. Clarke's client accounts through our client relationship management system.

Mr. Baldwin's contact information:

603-668-4353 chuckb@bcasi.net

Robert Hickok

Date of birth: June 15, 1944

Educational Background:

- Attended University of Virginia and obtained a BA in Sociology & Anthropology in 1966.
- American College, Masters of Science Degree in Financial Services, 2007.

Business Experience:

- 07/2003 –Present; Investment Adviser Representative, BCASI
- 07/2003 –Present; Agent, Baldwin & Clarke
- 07/2003 –Present; Self Employed Marketing Rep, Baldwin & Clarke Retirement Plan Services, Inc.
- 07/2003 –Present; Self Employed Marketing Rep, Baldwin & Clarke Corporate Finance, Inc.
- 07/2003 –Present; Registered Representative, Park Avenue Securities, LLC

Professional Licenses/Designations: CLU and ChFC –American College 1997

Disciplinary Information: None

Other Business Activities: I am currently engaged in the sale of insurance products for Guardian Life and/or outside the scope of Guardian Life. Approximately 95% of my time is spent and annual income is derived from this activity.

Additional Compensation: None

Supervision:

Robert Hickok is supervised by Charles Baldwin, Chief Compliance Officer.

Mr. Baldwin's contact information:

603-668-4353 chuckb@bcasi.net

Michael Kennedy

Date of birth: August 10, 1949

Educational Background:

- Attended North Country Community College, Psychology major, 1972 - 1973
- Attended State University of New York, Psychology major, 1973 - 1975

Business Experience:

- 11/1991 – Present; Investment Adviser Representative, BCASI
- 11/1991 – Present; Self Employed Marketing Representative, Baldwin & Clarke Retirement Plan Services, Inc.
- 11/1991 – Present; Self Employed Marketing Representative, Baldwin & Clarke Corporate Finance, Inc.
- 07/2000 – Present; Registered Representative, Lincoln Financial Services, Corp.
- 11/1991 – 2009; Agent, Baldwin & Clarke
- 2009 – Present; Self Employed Broker, Baldwin & Clarke
-

Professional Licenses/Designations: CLU, ChFC, CFP, CRPC

Disciplinary Information: None

Other Business Activities: I am currently engaged in the sale of insurance products for Guardian Life and/or outside the scope of Guardian Life. Approximately 30-35% of my time is spent and annual income is derived from this activity.

Additional Compensation: None

Supervision:

Michael Kennedy is supervised by Charles Baldwin, Chief Compliance Officer.

Mr. Baldwin's contact information:

603-668-4353 chuckb@bcasi.net

Scott LaValley

Date of birth: September 10, 1960

Educational Background:

- Attended University of New Hampshire and obtained a BS in Administration in 1981.
- MSFS from American College in 1994

Business Experience:

- 08/1982 – Present; Manager, Baldwin & Clarke
- 11/1993 – Present; Manager & Registered Representative, BCASI
- 08/1983 – Present, Self Employed, Life and health insurance sales
- 11/1993 – Present, Self Employed, Variable product sales
- 07/2000 – Present, Registered Representative, Lincoln Financial Securities Corp.

Professional Licenses/Designations: CLU and ChFC in 1985, CFP 1999, CRPC 2008

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Scott LaValley is supervised by Charles Baldwin, Chief Compliance Officer.

Mr. Baldwin's contact information:

603-668-4353 chuckb@bcasi.net

Laura Robitaille

Date of birth: November 3, 1963

Educational Background:

- Attended Anoka Ramsey Community College and obtained an Associates degree in Liberal Arts in 1983.
- Attended NH College and obtained a Bachelor's degree in Accounting and Business Management in 1991 and an MBA in 1995.

Business Experience:

- 04/1992 – Present; Investment Adviser Representative/Operations Manager, BCASI
- 04/1992 – Present, Clerical, Baldwin & Clarke

Professional Licenses/Designations: FLMI 2000; ACS 1998

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Laura Robitaille is supervised by Charles Baldwin, Chief Compliance Officer. Laura is not directly responsible for any client accounts.

Mr. Baldwin's contact information:

603-668-4353 chuckb@bcasi.net