

Investment Advisor Brochure Supplement – John E. Colley / Colley Asset Management, Inc.

Item 1: Cover Page

Investment Advisor Brochure Supplement

John E. Colley  
Colley Asset Management, Inc.  
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March 15, 2017

This brochure provides information about John E. Colley that supplements the Colley Asset Management, Inc. (the "Advisor") brochure. You should have received a copy of the Advisor's brochure. Please contact the Advisor if you did not receive the Advisor's brochure or if you have any questions about the contents of this supplement. Additional information about John E. Colley is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Mr. Colley is the sole principal and sole owner of Colley Asset Management, Inc. This brochure supplement is being made to make certain additional disclosures about Mr. Colley.



## Item 2: Educational Background and Business Experience

John Earl Colley was born January 18, 1953 and is the President and sole Principal of Colley Asset Management, Inc. (the "Advisory Firm"). Mr. Colley attended Union College in Schenectady, New York from 1972 to 1980, earning a Bachelor's of Science in Psychology and a Minor in Economics. Mr. Colley took Bank Courses in the AIB Program and participated in the Forbes Stock Market Program pursuing Graduate Studies. Mr. Colley has been the President and Portfolio Manager of the Advisory Firm from 1994 to present. Mr. Colley was the Chief Investment Officer and Portfolio Manager of Colley & Company in Troy, New York from 1992 to 1993. Mr. Colley rose to the position of Senior Vice President in charge of Trust and Investment Divisions in 1987 at Trustco Bank in Schenectady, New York. Mr. Colley started with Trustco Bank as a trainee in 1981. Over the course of his tenure with Trustco Bank, Mr. Colley was promoted on eight occasions. In 1986, Mr. Colley took over shareholder relations at Trustco Bank and was also the media spokesperson during this time.

### Past and Present Community Involvement:

- Saratoga Hospital and Albany Medical Center (Malta Medical Center) - Legacy Council/Advisory Board Member
- Saratoga County Chamber of Commerce
- Honorary Chair of Arthritis Foundation for Northeastern New York
- Capital District Hospice – Past President and Past Treasurer, Board of Trustees
- Multiple Sclerosis Society of the Capital District Region – Advisory Board – Past President
- Saratoga Regional Land Trust – Past Board Member, Treasurer, and President of the Board
- Saratoga PLAN – Board Member, Emeritus Trustee, and former Treasurer after 3 (2 year) terms
- New York State Mental Health Foundation – Board Member, Long-Range Planning and Finance Committee and Past Treasurer
- Interfaith Partnership for the Homeless – Past Member of Long-Range Planning and Fundraising Committee
- Investment Society of Northeastern New York – Former Member
- Estate Planning Council of Northeastern New York – Former Member
- Sunnyview Rehabilitation Hospital – Past Board Member
- Saratoga Streaks (runners) and the Annual Firecracker Race held on 4<sup>th</sup> of July, annually
- Proctor's Theater
- Rensselaer County Historical Society
- Community Hospice and African Outreach Project (AIDS)
- Cub and Boy Scouts – Popcorn Drive/Merit Badges in support of local troops
- Sinopoli Dance Company/Maria College (for the Arts)



FORM ADV - Part 2b

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- Local Little League Baseball Programs
- Local Humane Society/Shelter (including the Rescue Program)
- Saratoga Dance Museum and Yaddo
- Saratoga Film Festival
- Saratoga Performing Arts Center

Volunteer: American Cancer Society, American Heart Association, Ellis Hospital Capital Campaign, Union College (ABC Drive and Alumni Speaker), Legacy Advisory Board for Saratoga Hospital, Vital Aging Symposium (Speaker at local area hospitals and colleges)

Item 3: Disciplinary Information

The Advisor's brochure, Item 9.B, sets forth information relating to regulatory action reporting involving Mr. Colley.

Item 4: Other Business Activities

- A. Engagement in Any Investment Related Business Activity: Mr. Colley is not engaged in any investment related business activity outside of his work with the Advisor.
- B. Engagement in Any Other Business Activity for Compensation: Mr. Colley is not materially engaged in any other business activity for compensation.

Item 5: Additional Compensation

No non-client provides an economic benefit to Mr. Colley for providing investment advisory services. The Advisor's brochure, Item 14.A, describes information relating to economic benefits from non-clients.

Item 6: Supervision

Mr. Colley is the sole principal and sole owner of Colley Asset Management, Inc. The Advisor has no supervised persons.

