

Candidate Profile — District Committee Election

Candidate Name: Jeffery "Jay" Bley

Title: Chief Operating Officer

Firm: The O.N. Equity Sales Company

Candidate Biography and Personal Statement

I received as BS degree in Business Administration from Miami University in 1993. I was employed by Fidelity Investments from 1993-1999 prior to joining my current firm, The O.N. Equity Sales Company. I served as the firm's Chief Compliance Officer from 2004-2012, prior to being named Chief Operating Officer. During this time, I also served as CCO for the firm's affiliated RIA, as well as the parent company's institutional broker dealer Ohio National Equities, Inc.

I am designated as a Certified Regulatory and Compliance Professional through the FINRA Institute at Wharton Program that I completed in 2001. I am also a graduate of SIFMA Securities Industry Institute program at Wharton. I served as an industry arbitrator and also on the Board of Directors for the Financial Services Institute in 2011.

I've been actively involved in the securities industry for several years. I am looking to apply my knowledge and experience by directly participating in the process. I will work hard to represent the interests of member firms in District 8 by being informed on pertinent issues and engaging in productive dialogue to have a positive impact on the regulatory process.

Optional Links:

Link to personal website, resume or CV: _____

Link to YouTube video: _____

Candidate Profile — District Committee Election

Candidate Name: Donald E. Merrifield

Title: Director of Taxable Fixed Income, SVP

Firm: JJB Hilliard, WL Lyons, LLC

Candidate Biography and Personal Statement

Donald E. Merrifield, Senior Vice President
Director, Taxable Fixed Income

Donald E. Merrifield is the Director of Taxable Fixed Income for J.J.B. Hilliard, W.L. Lyons, LLC, a firm headquartered in Louisville, Kentucky with over 1100 employees that has 70 branches located in 12 states, which has been providing quality investment advice since 1854. In this capacity, he is the principal responsible for the day to day management and supervision of all taxable fixed income trading. This includes trading, underwriting, retail sales and marketing. The products that are traded within the department include U.S Governments, Government Agencies, zero coupons, mortgage-backed securities, commercial paper, certificates of deposits, corporate bonds, preferred stocks and precious metals. Mr. Merrifield is also the principal responsible for the management and supervision of the Equity Syndicate Department and the Unit Investment Trust Department.

Mr. Merrifield joined Hilliard Lyons in 1982, serving as the person responsible for all mortgage-backed trading and his duties quickly expanded to trading all government and agency securities. In 1993, he assumed active management of the Taxable Fixed Income Department. Prior to joining Hilliard Lyons, Mr. Merrifield was employed at First National Bank of Louisville from 1978 to 1982, where he traded U.S. Governments, Government Agencies and mortgage-backed securities. Mr. Merrifield is a registered representative having his Series 7 & 63 licenses. He also is a General Securities Principal with his Series 24 license and a Limited Representative-Equity Trader with his Series 55 license.

Mr. Merrifield currently serves on the firm's Capital Commitment Committee, Risk Committee, Best Execution Committee, Business Initiative Group and Charitable Contribution Sub Committee.

Mr. Merrifield served on the FINRA Fixed Income Committee for four years and in 2013 served as an expert witness for FINRA in a markup case which resulted in a fine in excess of \$1,000,000.00. Mr. Merrifield is an active member of the Securities Industries and Financial Market Association (SIFMA) and is a member of various roundtables.

STATEMENT

I am running for a seat on the District 8 Committee because along with the legal and compliance insight this Committee brings, there is a need for someone with a viewpoint from the lines of business. After more than 35 years in the securities industry, trading various fixed income products and now having principal oversight over several trading desks, I can provide this outlook to the Committee. While my years of experience have been mainly focused on the taxable fixed income and equity syndicate sides of the markets, I interact daily with the department heads and traders of the municipal and equity trading desks.

My vast industry experience and knowledge has also afforded me the opportunity to work closely with the staff from both FINRA and the SEC. While the focus of the Committee is to represent the industry as it relates to rules and regulations, it must at all times have an eye towards the unintended consequences of any proposed changes that could negatively impact the investing public. We must rebuild the confidence we have lost with the investors.

Optional Links:

Link to personal website, resume or CV: _____

Link to YouTube video: _____

Candidate Profile — District Committee Election

Candidate Name: Patrick O'Donovan

Title: Managing Director WM, Complex Manager

Firm: Morgan Stanley

Candidate Biography and Personal Statement

2012-Present Morgan Stanley Birmingham, MI
Managing Director, Complex Manager
2009-2012 Morgan Stanley Grand Rapids, MI
Executive Director, Complex Manager
2009 Morgan Stanley Smith Barney Louisville and Lexington, KY
First Vice President, Complex Manager
2004-3/2009 Smith Barney Lexington, KY
First Vice President, Branch Manager
1996–2004 Smith Barney Fort Myers, FL
Vice President – Investments, Assistant Manager
1991–1996 SunTrust and Northern Trust Fort Myers, FL
Trust and Investment Management

1981–1990 C&S Bank, Barnett Bank, and SunTrust
Charleston, SC; Orlando, West Palm, and Sarasota, FL
Commercial, Corporate, Private, and Retail Banking

I hold a Bachelor of Science degree in finance from the College of Charleston in South Carolina, along with advanced training in the areas of estate planning and charitable giving from the National Trust School of Northwestern University. I am married with five lovely daughters, and a grandson.

After nearly 34 years in the banking, finance, trust and investment business, serving on the District Board would allow me to share my years of experience for the betterment of our industry, while giving back to an industry that has been such an important and vital part of my life.

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Link to YouTube video: _____