

COLLEEN DAVIS

NEW LEADERSHIP

DELIVERING RESULTS FOR OUR COMMUNITY

COLLEEN'S QUALIFICATIONS

Colleen grew up in Sussex County and has been invested in Delaware since starting practice as a Physician Assistant in Wilmington over 15 years ago. She lead Venture Capitalists to realize remarkable returns on investment and wants to see that same return on our tax dollars here in Delaware. Colleen directed major hospital systems to improve care while creating transparency, eliminating redundancy, improving safety, and successfully saving millions.

COLLEEN'S MISSION

- Create sustainable economic productivity keeping the public in mind
 - Cultivate financial literacy programs for all Delawareans
 - Offer a New Voice to the office of the Treasurer
 - Collaborate with the Governor, Legislators, Boards and Committees so that all interests are considered
-

STATE TREASURER
PRIORITIZING MAIN STREET
OVER WALL STREET



DELAWARE'S NEXT TREASURER

MAKING DELAWARE'S MONEY
WORK FOR MAIN STREET
NOT WALL STREET



COLLEEN DAVIS
DEMOCRAT

WWW.COLLEENDAVISFORTREASURER.COM

WWW.FACEBOOK.COM/DELTREASURER

CONTACT@COLLEENDAVISFORTREASURER.COM



KenSimpler

STATE TREASURER

Let's Make It Simpler

Paid for by The Simpler Campaign, LLC- Rick Carroll, Treasurer



KenSimpler

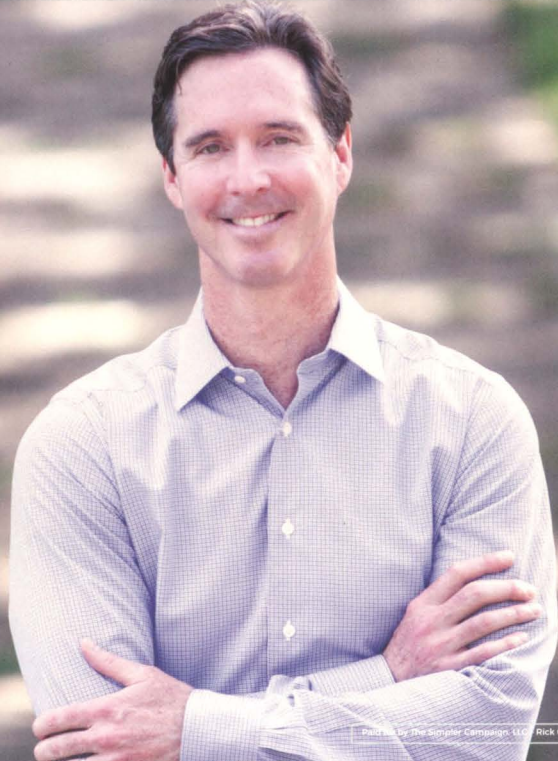
STATE TREASURER

Let's Make It Simpler

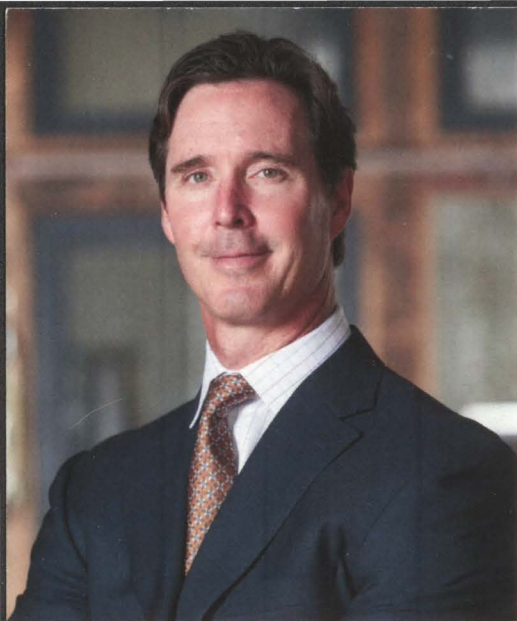
State Treasurer **Ken Simpler** is changing the way Delaware does business based on a simple principle: **Finance Matters.**

Ken has led large scale financial reforms to get better value from state government, but there's more to be done.

Ken needs your support to secure our future.



Paid for by The Simpler Campaign, LLC. Rick Carroll, Treasurer



During my first term as State Treasurer, I have applied lessons from my 20-year career as a finance professional to fix some of the core fiscal operations both inside the Treasurer's Office and across state government.



Re-designed the state's \$2 billion investment portfolio to enhance performance and lower costs. This financial platform and cash management operations had not seen meaningful reform for almost 40 years.



Overhauled the state's 20-year old, \$1 billion voluntary savings plan to offer more choice, lower fees and greater transparency. More than 33,000 state workers and retirees now have a nationally recognized, award-winning platform for retirement readiness.



Implemented a strategic planning process and personnel review system that resulted in 75% of the positions in the State Treasurer's Office being reclassified. These reforms have improved operational performance, advanced employee professional development and aligned the priorities of the office with personnel career goals.

I am asking for your help this year to continue as your State Treasurer with the mission of nothing short of a **rebuild and reboot** of our most fundamental systems.

To those who have complained that the system is broken, I agree.
Let's fix it.

LEARN MORE • JOIN US • FOLLOW US • DONATE

WWW.KENSIMPLER.COM



On November 6th, Let's Make it Simpler.

**COLLEEN
DAVIS**
DEMOCRAT FOR
**STATE
TREASURER**

**PRIORITIZING MAIN STREET
OVER WALL STREET**





Ken Simpler

STATE TREASURER

Let's Make It Simpler

Because Finance Matters – To All Of Us

Delaware's finances are too important to leave to someone with no experience. That's why we need to keep Ken Simpler working as our State Treasurer.

In just his first term, Ken fundamentally reformed how state government handles our money. **The result?** Increased returns on taxpayer funds and greater financial opportunities for Delawareans.

That's why groups that don't normally agree on much agree that Ken Simpler is the best person for the job and endorse him for re-election.

ENDORSED BY



DELAWARE STATE
CHAMBER OF COMMERCE

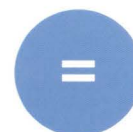
Re-Elect Ken Simpler | Vote on Tuesday, November 6th

Find out more at www.KenSimpler.com |  [KenSimplerForDelaware](https://www.facebook.com/KenSimplerForDelaware)

In the race for State Treasurer

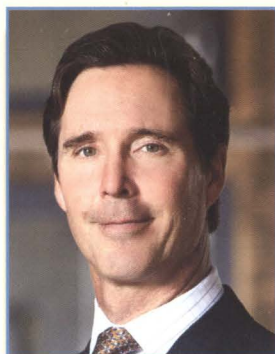


Your Vote



Your Money

Don't Waste Either.



Re-Elect
Ken Simpler
STATE TREASURER

Let's Make It Simpler

Ken Simpler has a 20-year career as an investment manager and CFO.
His opponents have no finance experience.



KenSimpler

STATE TREASURER

Let's Make It Simpler

The Simpler Record



Better Savings for **Teachers & Employees**

Retirement plan costs have been reduced as much as \$6 million a year with more choice, better tools and dedicated support.



Improved Returns on **Taxpayers' Funds**

Revised investment policies have nearly doubled returns, and will generate \$16-20 million more per year in state funding.



A More Secure Future for **People With Disabilities**

Launched the DEPENDABLE program to empower disabled persons to plan and invest for tomorrow without losing assistance today.



Increased Support for **Farmers & Firefighters**

Sponsored budget reforms that provide stability to programs that preserve farmland and fund volunteer fire companies.

Re-Elect Ken Simpler | Because Finance Matters – To All Of Us

Find out more at www.KenSimpler.com |  KenSimplerForDelaware

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KenSimpler

STATE TREASURER

Let's Make It Simpler

By modernizing Delaware's
finances, Ken Simpler is
making state retirement
plans stronger for teachers
and state employees.

**That helps us retain and
attract the best people —
which is good for all of us.**



KenSimpler

STATE TREASURER

Let's Make It Simpler

**Because
Finance Matters —
To All Of Us**

The Simpler Record



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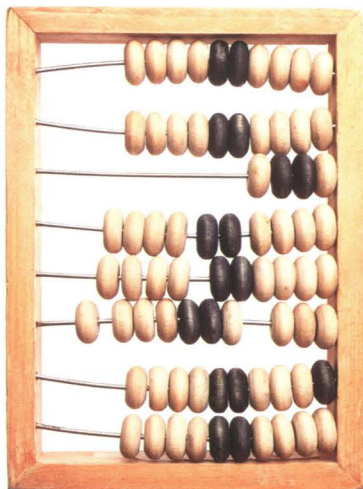
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Before

State Treasurer Ken Simpler



After

State Treasurer Ken Simpler

By transforming how we manage our finances

STATE TREASURER
KenSimpler

Nearly **Doubled Investment Returns**
On Delaware's Money.*

State Treasurer Ken Simpler has kept his promise to look at things in a new way when it comes to handling taxpayer dollars. The result? Better financial outcomes helping more people than ever before.



**“Delaware’s tax dollars
should help Main Street,
not Wall Street.”**

– COLLEEN DAVIS



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Democrat
**Colleen
DAVIS**
for STATE TREASURER

www.ColleenDavisforTreasurer.com

PAID FOR BY THE COMMITTEE TO ELECT COLLEEN DAVIS

Protecting our tax dollars, helping Delawareans take control of their financial lives.

As our next State Treasurer, Colleen Davis will:

- ★ Demand operational efficiency in all government agencies
- ★ Streamline constituent services across the state
- ★ Save on state purchasing of all goods and services
- ★ Expand financial literacy resources for students, families, and seniors



The experience we need...

Raised in Sussex County, Colleen Davis has experienced successes and struggles. After putting herself through school and building a health care practice, she now works as a consultant focused on sustainability, quality

care, and improved efficiencies for patients in major hospital systems. Colleen wants to put her people-focused leadership experience to work in the State Treasurer's office to ensure Delaware is on firm financial footing while making the office a true resource for working families and small businesses.

On November 6th, vote for...

Democrat
**Colleen
DAVIS**
for STATE TREASURER

www.ColleenDavisforTreasurer.com

f /DelTreasurer



...and prioritize Main Street over Wall Street