



Brochure Supplement ADV Part 2B  
March 31, 2012

This brochure supplement provides information about Gary Ford that supplements the Northland Asset Management brochure. You should have received a copy of that brochure. Please contact Chuck Cochran, Assistant Sales Manager (612-851-4962), if you did not receive Northland Asset Management's brochure or if you have any questions about the contents of this supplement.

**Gerard T. Ford**

2675 N. Mayfair Rd. Ste. 550  
Milwaukee, WI 53226  
414-727-2229

**Education:** High School

**Year of Birth:** 1947

**Business Background:** As VP of investments with Northland Securities, Gary Ford has provided personalized fiscal insights enabling his clients to achieve their investment goals through guided strategies since 1984. He maintains long term relationships with a global client base including private investors, corporations, institutions, and 401K retirement plans

**Past Five Years Employment:**

Northland Securities Vice President Investments 08/2010 to Present  
Stifel Nicolaus 06/2006 to 08/2010

**Disciplinary Information:** <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/>

There are two customer disputes that were both denied due to lack of merit, one bankruptcy/financial proceeding and one judgment/lien to disclose for this Investment Advisor Representative. If you are unable to access the website, and would like further information please call 612-851-5992.

**Other Business Activity:**

Gary receives compensation for securities sales as a broker-dealer representative with Northland Securities, Inc.

**Additional Compensation:**

Gary does not receive any compensation for advisory services in addition to client fees.

**Supervision:**

All accounts handled by Northland Asset Management are under ongoing supervision. When a client opens an account, a supervisor reviews the new account forms, including the investment objectives and risk parameters of the account. Actimize, an electronic system, is used to monitor trades for suitability and to monitor accounts for changes in value. On a daily basis, account activity is reviewed as part of the general review of trades at the firm. On a quarterly basis a supervisor reviews the performance reports for accounts. Clients who have questions about their accounts are invited to call Linda Knutson, Director of Advisory Services, at 612-851-5992.

**Requirements for State-Registered Advisers – Events Disclosure**

Chapter 7 bankruptcy – 10/26/2010 – no action pending, discharged 7/15/2011  
Judgment lien outstanding - 10/19/2011

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Northland Securities, Inc. does investment advisory business as Northland Asset Management.

Northland Securities, Inc. 45 South 7<sup>th</sup> Street, Suite 2000, Minneapolis, MN 55402  
(800) 851-2920 or (612) 851-5900  
Member FINRA/SIPC