



Brochure Supplement ADV Part 2B
March 31, 2012

This brochure supplement provides information about Robb Herje 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.

Robb Herje

45 South 7th Street, Suite 2000
Minneapolis, MN 55402
612.851.5900

Education: University of St. Thomas
B.A. Business/Emphasis in Financial Management

Business Background: Robb Herje is a trusted resource for institutions and individuals. His twenty-six years of experience as a fixed income investment consultant make him an important ally to investors looking for high quality fixed income investments. His knowledge of the region and the credit markets has helped him build strong relationships throughout the industry. He can help to build portfolios that are both suitable and performance driven. As a Senior Vice President and founding shareholder of Northland Securities, he is available to help institutions and individuals achieve their investment goals.

Past Five Years Employment:
Northland Securities Senior Vice President Investments 09/2002 to present.

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

No items for this Investment Advisor.

Other Business Activity: Robb does not have other outside business activity. Robb does receive compensation as a registered representative of Northland Securities, Inc.

Additional Compensation: Robb 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.

Requirement for State-Registered Advisers

No events to disclose.

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

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Member FINRA/SIPC

