



Brochure Supplement ADV Part 2B
March 31, 2012

This brochure supplement provides information about Chuck Cochran 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.

Chuck Cochran

45 South 7th Street, Suite 2000
Minneapolis MN 55402
612-851-5900

Education: Principia College B.A., Political Science

Year of Birth: 1962

Business Background: Chuck Cochran has over twenty years of financial services experience in customer service management, sales and operations. He began his career at IDS Financial Services, and spent several years at American Express Financial Advisors and Charles Schwab and Company holding a variety of management positions. Prior to joining Northland Securities, he was associated with Allianz Life.

Past Five Years Employment:

Northland Securities Vice President, Assistant Sales Manager 6/11 – Present

Allianz Life 11/2006 – 2/2011

American Express Financial Advisors – 1/1990 to 5/2005

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

There are no disciplinary items to disclose. If you are unable to access the website, please call 612-851-5992.

Other Business Activity: Chuck does not have other business activity and receives compensation as an employee of Northland Securities.

Additional Compensation: Chuck does not receive any economic benefit from non-advisory clients for the provision of advisory services.

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 – Event Disclosure

No events to disclose.

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

Northland Securities, Inc. 45 South 7th Street, Suite 2000, Minneapolis, MN 55402
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