

Brochure Supplement

JANUARY 12, 2012

W. DANIEL MORRISON

9515 Deereco Road, Suite 201
Timonium, MD 21093

(410) 821-6724

This Brochure Supplement provides information about W. Daniel Morrison that supplements the Disclosure Brochure of Jacob William, Inc. (hereinafter "Jacob William"), a copy of which you should have received. Please contact Jacob William's Chief Compliance Officer if you did not receive the Disclosure Brochure or if you have any questions about the contents of this Brochure Supplement. Additional information about W. Daniel Morrison is available on the SEC's website at www.adviserinfo.sec.gov.

Jacob William, Inc., a Registered Investment Adviser

9515 Deereco Road, Suite 201, Timonium, MD 21093 | (410) 821-6724
www.jacobwilliam.com

Item 2. Educational Background and Business Experience

Born 1964

Post-Secondary Education

University of Baltimore | MS, Finance | 1992

Towson University | BS, Finance & Economics | 1986

Recent Business Background

Jacob William, Inc. | Director & Chief Compliance Officer | May 2006 – Present

Mutual Service Corporation | Registered Representative & Investment Adviser Representative |
October 2006 – September 2009

Hornor Townsend & Kent | Registered Representative & Investment Adviser Representative |
September 1993 – October 2006

Professional Designations

W. Daniel Morrison holds the professional designations of CERTIFIED FINANCIAL PLANNER™ (“CFP®”), Chartered Financial Consultant (“ChFC®”) and Chartered Life Underwriter (“CLU®”).

The CFP® certification is a financial planning credential awarded by the Certified Financial Planner Board of Standards Inc. (the “CFP Board”) to individuals who meet its education, examination, experience and ethics requirements. Eligible candidates are required to have either five years of work experience in the financial planning industry or, in the alternative, three years of related experience and a bachelor’s degree from an accredited U.S. college or university. Certificants are further required to complete a CFP Board-Registered Education Program (or possess a qualifying professional credential), clear a personal and professional background check, and pass the CFP® Certification Examination, a 10-hour multiple choice exam divided into three separate sessions. In order to maintain the certification, CFP® designees must also complete at least 30 hours of continuing education every two years on an ongoing basis.

The ChFC® designation is a financial planning credential awarded by the American College to individuals who satisfy its educational, work experience and ethics requirements. Recipients of the ChFC® certification have completed at least seven mandatory college-level courses in the areas of financial, insurance, retirement and/or estate planning, as well as income taxation and/or investments. Additionally, recipients have completed at least two elective courses on the financial system, estate planning applications, executive compensation, and/or retirement decisions. In order to maintain the designation, ChFC® holders must satisfy the ongoing requirements of the Professional Achievement in Continuing Education (“PACE”) Recertification Program, which includes 30 hours of continuing education at least every two years.

The CLU® designation is an insurance credential awarded by the American College to individuals who meet its educational, work experience and ethical requirements. Recipients of the CLU® designation have completed five required college-level core courses and three electives, covering all aspects of insurance planning, estate and retirement issues, taxation, business insurance and risk management. Recipients are further required to have three years of full-time business experience and must adhere to the American College Code of Ethics and Procedures. In order to maintain the designation, CLU® holders must satisfy the ongoing requirements of the PACE Recertification Program, which includes 30 hours of continuing education at least every two years.

For additional information about any of these credentials, please refer directly to the website of the issuing organization.

Item 3. Disciplinary Information

Jacob William is required to disclose the pertinent facts regarding any legal or disciplinary events material to a client's evaluation of W. Daniel Morrison. Mr. Morrison has no disciplinary history to disclose.

Item 4. Other Business Activities

Jacob William is required to disclose information regarding any investment-related business or occupation in which W. Daniel Morrison is actively engaged.

Licensed Insurance Agent

W. Daniel Morrison is a licensed insurance agent and in such capacity may recommend, on a fully-disclosed commission basis, the purchase of certain insurance products. A conflict of interest exists to the extent that Jacob William recommends the purchase of insurance products where W. Daniel Morrison receives insurance commissions or other additional compensation. Jacob William has procedures in place to ensure that all recommendations are made in the best interests of clients regardless of any additional compensation earned. Clients are not obliged to purchase insurance products from Mr. Morrison and the implementation of any recommendation to purchase insurance is in the client's sole discretion.

Item 5. Additional Compensation

Jacob William is required to describe any arrangement under which W. Daniel Morrison receives an economic benefit for providing advisory services from someone that is not a client of Jacob William. Jacob William has no information to disclose in relation to this Item.

Item 6. Supervision

While W. Daniel Morrison is a Director of Jacob William and generally responsible for his own supervision, Mark J. Ring, a Managing Partner, periodically reviews his advisory activities on behalf of the firm. The telephone number to reach Mark J. Ring is (410) 821-6724.

William supervises its personnel and the investments made in client accounts. Jacob William monitors the investments recommended by W. Daniel Morrison to ensure those investments are suitable for the particular client and consistent with their investment needs, goals, objectives and risk tolerance, as well as any restrictions previously requested by the client. Jacob William periodically reviews the advisory activities of W. Daniel Morrison, which may include reviewing individual client accounts and correspondence (including e-mails) sent to and received by W. Daniel Morrison.

Item 7. Requirements for State Registered Advisers

Jacob William is required to disclose information regarding W. Daniel Morrison's involvement in certain civil, self-regulatory organization or administrative proceedings, arbitration awards or findings, or bankruptcy proceedings. Jacob William has no information to disclose in relation to this Item.