



Brochure Supplement

April 18, 2014

Meridian Financial Group Ltd.

SEC File No. 801-79406

Bradley A. Keene

Partner and Vice President

Individual CRD No. 2289559

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This brochure supplement provides information about Bradley A. Keene that supplements the Meridian Financial Group Ltd. brochure. You should have received a copy of that brochure. If you did not receive a brochure or if you have any questions about the contents of this supplement, please contact us at 618-288-0202.

Additional information about Bradley A. Keene is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Bradley A. Keene (b. 1970) is a Partner and Vice President and an investment adviser representative of Meridian Financial Group Ltd.

A. Educational Background

B.S., Finance, Eastern Illinois University	1992
M.B.A., St. Louis University	1999

B. Professional Designations and Licenses

CERTIFIED FINANCIAL PLANNER™ (CFP®) Professional	1999
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C. Business Background

Investment Adviser Representative, Meridian Financial Group Ltd.	2011–Present
Partner, Vice President, Meridian Financial Group Ltd.	2002–Present
Registered Representative, LPL Financial LLC	2002–02/2013
Investment Adviser Representative, LPL Financial LLC	2002–2011
Investment Adviser Representative, Zemenick & Walker, Inc.	1996–2002

D. Professional Designations - Qualifications and Related Criteria

D.1. CERTIFIED FINANCIAL PLANNER™ (CFP®)

The CERTIFIED FINANCIAL PLANNER™ (CFP®) certification process, administered by CFP Board, identifies that those individuals who have been authorized to use the CFP certification marks in the U.S. have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism, and diligence when dealing with clients.

CFP certificants must pass the comprehensive CFP Certification Examination; pass CFP Board's Candidate Fitness Standards; agree to abide by CFP Board's Code of Ethics and Professional Responsibility, which puts clients' interests first; and comply with the Financial Planning Practice Standards, which spell out what clients should be able to reasonably expect from the financial planning engagement. These are just some of the reasons why the CFP certification is becoming increasingly recognized.

To become certified, candidates are required to meet the following initial certification requirements:

Education Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a

regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning.

Examination Pass the comprehensive CFP Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances.

Experience Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year).

Ethics Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP professionals.

Continuing Education Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field.

CFP professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP certification.

Item 3: Disciplinary Information

Bradley A. Keene does not have any disciplinary action to report. Public information concerning Mr. Keene's registration as an investment advisor representative may be found by accessing the SEC's public disclosure site at www.adviserinfo.sec.gov.

Item 4: Other Business Activities

There is nothing to report for this item.

Item 5: Additional Compensation

There is nothing to report for this item.

Item 6: Supervision

Supervision of Mr. Keene is performed by Gery Sadzewicz, Chief Compliance Officer, through reviews of internal transaction and security holdings reports, electronic and physical correspondence, and other internal reports as mandated by the firm and its regulatory authorities. Gery Sadzewicz can be reached at 815-782-1250.