

Form ADV – Part 2B

James River Asset Management, LLC
604 Moorefield Park Drive, Suite 102
Richmond, VA 23236
804.323.0517

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This brochure supplement provides information about Robert L. Fitch, Alvin H. Miller, Jr. and Brian T. Hennaman that supplements James River Asset Management, LLC's brochure.

ROBERT L. FITCH

Educational Background

Robert L. Fitch, 65 (1946)
Campbell University, B. A. Economics, 1969

Business Background

President, James River Planning Services, Inc. (founded in 1982) and James River Asset Management, LLC

Professional Designations

Series 7, Series 63, American College Chartered Life Underwriter (CLU) Designation, American College Chartered Financial Consultant (ChFC) Designation, licensed for Life, Health, Annuities, and Variable Annuities

Disciplinary Information

No legal or disciplinary events of any nature.

Other Business Activities

- James River Planning Services, Inc. – insurance
- Registered representative of American Portfolios

Additional Compensation

Commissions from above activities

Supervision

Chief Compliance Officer, Alvin H. Miller, Jr.

Additional information about Robert L. Fitch is available on the SEC's website at www.adviserinfo.sec.gov (CRD #208913).

ALVIN H. MILLER, JR.

Educational Background

Alvin H. Miller, Jr., 60 (1951)
University of Richmond, B.A. Economics, 1974

Business Background

Vice-President, James River Asset Management, LLC

Professional Designations

Series 7, Series 65

Disciplinary Information

No legal or disciplinary events of any nature.

Other Business Activities

Registered representative of American Portfolios

Additional Compensation

Income from above

Additional information about Alvin H. Miller, Jr. is available on the SEC's website at www.adviserinfo.sec.gov (CRD #1074249).

BRIAN T. HENNAMAN

Educational Background

Brian T. Hennaman, 39 (1972)

United States Military Academy, B.S. Systems Engineering, 1995

Business Background

President, James River Asset Management, LLC – February 2012 to present

Financial Advisor, Investors Security Company - November 2007 to January 2012

Investment Advisor Representative, Old Dominion Asset Management, Inc. – November 2005 to November 2007

Professional Designations

Series 7, Series 6, Series 63, Series 65, CFP candidate, licensed for Life, Health, Annuities

Disciplinary Information

No legal or disciplinary events of any nature.

Other Business Activities

- James River Planning Services, Inc. – insurance
- Registered representative of American Portfolios

Additional Compensation

Income from above activities

Supervision

Chief Compliance Officer, Alvin H. Miller, Jr.

Additional information about Brian T. Hennaman is available on the SEC's website at www.adviserinfo.sec.gov (CRD #3084766).