



HILLIARD LYONS

J.J.B. HILLIARD, W.L. LYONS, LLC | MEMBER NYSE, FINRA & SIPC

RONALD GEORGE HOLLANDER

110 Main Street
P O Box 98
Evansville, IN 47708
812-426-1481

J.J.B. Hilliard, W.L. Lyons, LLC

500 West Jefferson Street
Suite 700
Louisville, KY 40202
800-444-1854

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This brochure supplement provides information about your Financial Consultant that supplements the J.J.B. Hilliard, W.L. Lyons, LLC brochure. You should have received a copy of that brochure. Please contact the Consulting Services Group at 502-588-8181 if you did not receive J.J.B. Hilliard, W.L. Lyons, LLC's brochure or if you have any questions about the contents of this supplement. Additional information about your Financial Consultant is available on the SEC's website at www.adviserinfo.sec.gov.

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Ronald George Hollander

Year of birth: 1941

Education

University of Evansville; BS in Business

09/01/1961 - 06/11/1972

Business Experience

J.J.B. Hilliard, W.L. Lyons, LLC; Financial Consultant

04/1985 - PRESENT

DISCIPLINARY INFORMATION

No reportable disciplinary history.

The disciplinary reporting requirements for broker-dealers and investment advisers differ, with FINRA requiring broker-dealers to report on matters that are not required to be reported by registered investment advisers. This brochure supplement excludes matters that are not required to be reported by investment advisers. For more information on your Financial Consultant or any other registered firm employee, you can go to the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov/> or FINRA's BrokerCheck website at <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/>.

OTHER BUSINESS ACTIVITIES

J.J.B. Hilliard, W.L. Lyons, LLC is dually registered as an investment adviser and broker-dealer and financial consultants offer both traditional commission-based brokerage accounts and fee-based investment advisory accounts. In addition, financial consultants may receive commissions on the sale of insurance and service fees (or 'trails') from the sale of mutual funds. Compensation to the financial consultants varies based upon the services provided and the financial consultants may therefore have a financial incentive to recommend investment products based on the compensation received.

ADDITIONAL COMPENSATION

Financial consultants receive as compensation a portion of the management fees charged to clients for the Hilliard Lyons advisory programs. In addition assets in the programs may be invested in mutual funds, including money market funds, which pay fees to Hilliard Lyons and its financial consultants. Those fees may include distribution fees, omnibus or networking fees and revenue sharing payments which support training, back office operations, educational presentations and sales support activities provided to financial consultants. Financial consultants may also be eligible to participate in educational trips from fund companies.

SUPERVISION

Your Financial Consultant is supervised by Alan H. Newman, Regional Manager, 812-426-1481.

Financial consultants are supervised by a manager who is responsible for overseeing account activity. In addition, the Hilliard Lyons Home Office reviews advisory accounts and services for compliance with program guidelines.