

Item 1 - Cover Page

SCHEDULE 2.B – BROCHURE SUPPLEMENT

Patrick O'Brien

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B.C. Ziegler and Company
8215 Greenway Boulevard
Middleton, WI 53562
Phone (608) 831-2130 Fax (608) 831-2137
www.ziegler.com/wealth-management

This brochure supplement provides information about Patrick O'Brien that supplements the B.C. Ziegler and Company ("BCZ") brochure. You should have received a copy of that brochure. Please contact James M. Bushman if you did not receive BCZ's brochure or if you have any questions about the contents of this supplement.

Additional information about Patrick O'Brien is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Mr. O'Brien was born in 1949. He serves as a Financial Advisor for Ziegler Wealth Management's (ZWM) Middleton, Wisconsin location. He earned a Bachelor of Science degree in 1971 from the University of Wisconsin Oshkosh and received his Masters of Business Administration in 1977 from the University of Wisconsin Whitewater. Mr. O'Brien, a Certified Financial Planner (CFP®), joined ZWM as a Financial Advisor in 1975 and holds the position of Vice President, Financial Advisor.

Item 3 - Disciplinary Information

In 2012, Mr. O'Brien was named as a respondent/defendant in an investment-related, consumer-initiated arbitration. The claim alleged he omitted information regarding reverse convertible securities which resulted in \$20,000 in compensatory damages. The matter is still pending.

Item 4 - Other Business Activities

Mr. O'Brien is not actively engaged in any other business activities.

Item 5 - Additional Compensation

Mr. O'Brien may receive compensation in the form of commissions from the sale of investments in his capacity as a registered representative. Mr. O'Brien may also receive compensation from insurance sales. Mr. O'Brien does not receive any additional economic benefit from third parties for providing advisory services other than noted above.

Item 6 - Supervision

Mr. O'Brien is supervised by Nathan Farr, Branch Manager of the Middleton, Wisconsin location. Mr. Farr's contact information is nfarr@ziegelr.com or 608-831-2130. Additionally, centralized oversight of Mr. O'Brien's activities is performed by supervisory staff personnel who are independent of the sales team.

Mr. O'Brien regularly reviews the accounts for which he provides investment advisory services to monitor suitability of recommendations and compliance with regulatory and internal procedures.