

Item 1 – Cover Page**Thomas Carroll Goyne**

(Add Supervised Person's Business Address and Phone Number if Different than Principal Address of Adviser)

Shamrock Asset Management, L. L. C.**14643 Dallas Parkway, Suite 570****Dallas, TX 75254****(214) 265-9400****January 1, 2012**

This Brochure Supplement provides information about Thomas Carroll Goyne that supplements the Shamrock Asset Management, L. L. C. Brochure. You should have received a copy of that Brochure. Please contact Cord Adams, Compliance Officer, if you did not receive Shamrock Asset Management, L. L. C.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about Thomas Carroll Goyne is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Education, Background and Business Experience

Thomas Carroll Goyne

Founder, Managing Director, Chairman of Board of Managers

Year of Birth: 1948

Education

Louisiana Tech University Ruston, LA - 1972 - BS

Business Background

Shamrock Asset Management, L.L.C. Dallas, TX, Founder, Managing Director Member Board of Managers, 04/97 to Pres.

Able Machinery Movers, Inc. Grapevine, TX, Board of Directors, 04/99 to Pres.

Item 3 – Disciplinary Action

No disciplinary action has been taken against Thomas Carroll Goyne.

Item 4 – Other Business Activities

Director - Able Machinery Movers, Inc.

Grapevine, TX

04/99 to Pres.

Item 5 - Additional Compensation

Mr. Goyne does not receive additional compensation.

Item 6 – Supervision

Mr. Goyne is not a supervised individual.

Item 7 – Requirements for State Registered Advisors

Not applicable.

Item 1 – Cover Page

Kevin L. Caldwell

(Add Supervised Person's Business Address and Phone Number if Different than Principal Address of Adviser)

Shamrock Asset Management, L. L. C.

14643 Dallas Parkway, Suite 570

Dallas, TX 75254

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January 1, 2012

This Brochure Supplement provides information about Kevin L. Caldwell that supplements the Shamrock Asset Management, L. L. C. Brochure. You should have received a copy of that Brochure. Please contact Cord Adams, Compliance Officer, if you did not receive Shamrock Asset Management, L. L. C.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about Kevin L. Caldwell is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Education, Background and Business Experience

Kevin Lee Caldwell, Managing Director, President and CEO

Year of Birth: 1963

Education:

University of Texas at Dallas, 1988 – BBA

Business Background:

Shamrock Asset Management, L.L.C., Managing Director, 10/09 to Present

Texas Capital Bank, NA, Dallas, TX, Senior Vice President, 8/03 – 10/09

Certified Financial Planner, 1986

Member, Financial Planning Association

Item 3 – Disciplinary Action

No disciplinary action has been taken against Kevin Lee Caldwell.

Item 4 – Other Business Activities

None

Item 5 - Additional Compensation

Mr. Caldwell does not receive additional compensation.

Item 6 – Supervision

Mr. Caldwell is not a supervised individual.

Item 7 – Requirements for State Registered Advisors

Not applicable.

Item 1 – Cover Page

David Edwin Hoener

(Add Supervised Person's Business Address and Phone Number if Different than Principal Address of Adviser)

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This Brochure Supplement provides information about David Edwin Hoener that supplements the Shamrock Asset Management, L. L. C. Brochure. You should have received a copy of that Brochure. Please contact Cord Adams, Compliance Officer, if you did not receive Shamrock Asset Management, L. L. C.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about David Edwin Hoener is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Education, Background and Business Experience

David E. Hoener

Managing Director/Chief Financial Officer

Year of Birth: 1940

Education

MacMurry College, Jacksonville, IL 1958-1961

Washington University of St. Louis, MO 1961-1963 BS BA

Business Background

Shamrock Asset Management, L.L.C, Dallas, TX, Managing Director & Chief Investment Officer 7/07 – pres.

Smith Group Asset Management, Dallas, TX, Portfolio Manager, 4/06 – 3/08

Belmont Asset Management, Dallas, TX, President, 2/94 – 3/06

Item 3 – Disciplinary Action

No disciplinary action has been taken against David Edwin Hoener.

Item 4 – Other Business Activities

David Hoener, Shamrock's Chief Investment Officer, also is a minority shareholder in Smith Group Asset Management ("Smith"), an investment adviser that provides portfolio recommendations to Shamrock as disclosed under Item 1D. As long as Mr. Hoener holds ownership interest in Smith, he will not participate in Shamrock's ongoing decision-making process regarding whether or not to continue the use of Smith as a provider of portfolio recommendations to Shamrock.

Item 5 - Additional Compensation

Mr. Hoener does not receive additional compensation.

Item 6 – Supervision

Mr. Hoener is not a supervised individual.

Item 7 – Requirements for State Registered Advisors

Not applicable.

Item 1 – Cover Page**Timothy Matthew Brann**

(Add Supervised Person's Business Address and Phone Number if Different than Principal Address of Adviser)

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This Brochure Supplement provides information about Timothy Matthew Brann that supplements the Shamrock Asset Management, L. L. C. Brochure. You should have received a copy of that Brochure. Please contact Cord Adams, Compliance Officer, if you did not receive Shamrock Asset Management, L. L. C.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about Timothy Matthew Brann is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Education, Background and Business Experience

Timothy Matthew Brann**Managing Director**

Year of Birth: 1975

Education

Brigham Young University, Provo, UT, 2000 - BA

Boston University School of Management, Boston MA, 2001 - MS

Business Background

Shamrock Asset Management, L.L.C., Dallas, TX, Managing Director 01/10 to Present

Fidelity Investments, Dallas, TX, Vice President Brokerage Sales, 09/03 to 03/09

Fidelity Investments, Boston, MA, Securities Trader, 09/00 to 09/03

Chartered Financial Analyst, 2003

Item 3 – Disciplinary Action

No disciplinary action has been taken against Timothy Matthew Brann.

Item 4 – Other Business Activities

None

Item 5 - Additional Compensation

Mr. Brann does not receive additional compensation.

Item 6 – Supervision

Mr. Brann is not a supervised individual.

Item 7 – Requirements for State Registered Advisors

Not applicable.

Item 1 – Cover Page

Cord A. Adams

(Add Supervised Person's Business Address and Phone Number if Different than Principal Address of Adviser)

Shamrock Asset Management, L. L. C.

14643 Dallas Parkway, Suite 570

Dallas, TX 75254

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January 1, 2012

This Brochure Supplement provides information about Cord Adams that supplements the Shamrock Asset Management, L. L. C. Brochure. You should have received a copy of that Brochure. Please contact Cord Adams, Compliance Officer, if you did not receive Shamrock Asset Management, L. L. C.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about Cord Adams is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Education, Background and Business Experience

Cord A. Adams
Managing Director
Year of Birth: 1973

Education
Southern Methodist University, Dallas, TX, 1991 - 1995, BA Finance

Business Background
Shamrock Asset Management, L.L.C., Managing Director 10/10 to Present
Tolleson Wealth Management, Dallas, TX, Manager, 2009-2010
Quintessence Group, Ltd., Dallas, Texas, Director of Investments, 2004 – 2009
AllianceBernstein, Dallas, Texas, Sr. Investment Planning Analyst – 1998-2004

Item 3 – Disciplinary Action

No disciplinary action has been taken against Cord Adams.

Item 4 – Other Business Activities

None

Item 5 - Additional Compensation

Mr. Adams does not receive additional compensation.

Item 6 – Supervision

Mr. Adams is not a supervised individual.

Item 7 – Requirements for State Registered Advisors

Not applicable.

Item 1 – Cover Page

Sharon Butler

(Add Supervised Person's Business Address and Phone Number if Different than Principal Address of Adviser)

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January 1, 2012

This Brochure Supplement provides information about Sharon Butler that supplements the Shamrock Asset Management, L. L. C. Brochure. You should have received a copy of that Brochure. Please contact Cord Adams, Compliance Officer, if you did not receive Shamrock Asset Management, L. L. C.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about Sharon Butler is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Education, Background and Business Experience

Sharon Butler
Managing Director
Year of Birth: 1951

Education

Towson University – Bachelor of Science – Business Administration

Business Background

Shamrock Asset Management, L.L.C., Managing Director, 8/11 to Present

Texas Capital Bank, Dallas, Texas, Sr. Vice President & Wealth Manager, 05/06 to 06/11

Compass Bank, Dallas, Texas, Vice President & Investment Officer, 02/05 to 05/06

Bank of Texas, Dallas, Texas, Vice President & Trust Officer, 05/99 to 12/04

Item 3 – Disciplinary Action

No disciplinary action has been taken against Sharon Butler.

Item 4 – Other Business Activities

None

Item 5 - Additional Compensation

Mrs. Butler does not receive additional compensation.

Item 6 – Supervision

Mrs. Butler is a supervised individual and reports directly to CEO Kevin Caldwell.

Item 7 – Requirements for State Registered Advisors

Not applicable.

John Richard Keim

(Add Supervised Person's Business Address and Phone Number if Different than Principal Address of Adviser)

Shamrock Asset Management, L. L. C.

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January 1, 2012

This Brochure Supplement provides information about John R. Keim that supplements the Shamrock Asset Management, L. L. C. Brochure. You should have received a copy of that Brochure. Please contact Cord Adams, Compliance Officer, if you did not receive Shamrock Asset Management, L. L. C.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about John Keim is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Education, Background and Business Experience

John Richard Keim
Managing Director
Year of Birth: 1962

Education

Dickinson College, BA Economics, 1985

Graduated Studies in International Economics: Kent State University

Business Background

Shamrock Asset Management, L.L.C., Managing Director, 10/11 to Present

Crawford Investment Council, Senior Vice President, 03/2009 to 04/2011

Fidelity Investments, Senior Vice President, 1995 to 2008

VanKampen/American Capital , a subsidiary of Morgan Stanley, Vice President, 1992 to 1995

Item 3 – Disciplinary Action

No disciplinary action has been taken against John R. Keim.

Item 4 – Other Business Activities

None

Item 5 - Additional Compensation

Non-Qualified Deferred Compensation payments will be received as scheduled payments from Fidelity Investments for the next 8 years.

Item 6 – Supervision

Mr. Keim is a supervised individual and reports directly to CEO Kevin Caldwell.

Item 7 – Requirements for State Registered Advisors

Not applicable.