

Brochure Supplement

March 31, 2012

Poehling Capital Management, Inc.

SEC File No. 801-63189

Thomas R. Poehling
President

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This brochure supplement provides information about Thomas Poehling that supplements the Poehling Capital Management, Inc., brochure. You should have received a copy of that brochure. If you did not receive a Poehling Capital Management, Inc., brochure or if you have any questions about the contents of this supplement, please contact us at trpoehling@poehlingcapital.com.

Additional information about Poehling Capital Management, Inc., is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Thomas R. Poehling (b. 1966) has served as Poehling Capital Management's President since founding the firm in 2004. His primary responsibilities includes portfolio management and client relationship management. Mr. Poehling serves on the boards of the Ryan M. Poehling Charitable Foundation and West Middleton Youth Baseball.

A. Educational Background

BBA, Finance, Investment & Banking University of Wisconsin-Madison	1989
BBA, Marketing University of Wisconsin-Madison	1989

B. Business Background

President, Poehling Capital Management, Inc.	2004–Present
Financial Consultant, AXA Advisors, LLC	1990–2004

Item 3: Disciplinary Information

Thomas R. Poehling does not have any disciplinary action to report. Public information concerning Mr. Poehling'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

Certain managers, members and registered employees of PCM are licensed insurance agents. With respect to the provision of financial planning services, PCM professionals may recommend insurance products offered by certain insurance carriers with whom PCM has agreements and receive commissions for doing so.

Clients are advised that there is a potential conflict of interest in that there is an economic incentive to recommend insurance products offered through such insurance carriers. Clients are also advised that PCM strives to put its clients' interests first and foremost.

Item 5: Additional Compensation

Other than as described in Item 4 above, Mr. Poehling does not receive any additional compensation.

Item 6: Supervision

Thomas Poehling is the President of Poehling Capital Management, Inc. Supervision of Mr. Poehling 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. Mr. Sadzewicz can be reached at 815-782-1250.