

Brochure Supplement

March 31, 2012

Poehling Capital Management, Inc.

SEC File No. 801-63189

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Vice-President

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This brochure supplement provides information about Patrick 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

Patrick W. Poehling (b. 1970) is the Vice-President of Poehling Capital Management, Inc., responsible for financial planning, client relationship management and technology services. He has served these roles since the outset of the firm in 2004.

A. Educational Background

BA, Finance	2000
University of Wisconsin–La Crosse	

B. Business Background

Vice-President, Poehling Capital Management, Inc.	2004–Present
Financial Consultant, AXA Advisors, LLC	2000–2004

Item 3: Disciplinary Information

Patrick W. 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, including Mr. Poehling, 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' interest 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

Patrick Poehling is the Vice-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.