

Brochure Supplement

April 28, 2011

Piershale Financial Group, Inc.

SEC File No. 801-70229

Michael D. Piershale
President

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This brochure supplement provides information about Michael Piershale that supplements the Piershale Financial Group, Inc., brochure. You should have received a copy of that brochure. If you did not receive a Piershale Financial brochure or if you have any questions about the contents of this supplement, please contact us at 815-455-6453.

Additional information about Piershale Financial Group, Inc., is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Michael D. Piershale is the President of Piershale Financial Group, Inc.

Mike was born on September 22, 1952, in Peoria, Illinois. He attended public schools in Peoria and graduated from Manual High School in 1971. He received his Bachelor of Science degree in Political Science from Illinois State University in 1977. He then received a Master's Degree in Business Education from the University of Missouri in Columbia in 1979. Finally, he completed an Educational Specialist Degree in Business Education from the University of Missouri in 1981.

Mike taught business courses for four years in Hannibal, Missouri, and then entered the financial services industry in 1983 with Edward Jones Investments. He then affiliated with Raymond James Financial Services in December of 2000. In his last eight years with Raymond James, Mike was the top-ranked advisor in the State of Illinois in gross production. He was also a member of their prestigious chairman's council, a distinction only awarded to the top 1% of the firm's advisors in recognition of outstanding client service and professional growth.

Mike was featured in the February 2009 issue of *Barron's* as one of the top 1,000 financial advisors in America, based on assets under management, revenue generated for his firm, and quality of practice in regulatory records. Mike was featured in the book *The Trust Equation: The Savvy Investor's Guide to Selecting a Competent, Ethical Financial Advisor* by Steven Drozdeck. He also wrote a chapter on 401(k) rollovers and IRAs in the book entitled *Happily Ever After...Expert Advice for Achieving the Retirement of Your Dreams*.

Mike is a Chartered Financial Consultant, which is a professional designation offered through the American College and is considered the most comprehensive financial planning professional designation available today.

A. Educational Background

Bachelor of Science Degree in Political Science Illinois State University	1977
Masters Degree in Business Education University of Missouri	1979
Educational Specialist Degree in Business Education University of Missouri	1981

B. Professional Designations and Licenses

Chartered Financial Consultant [®] (ChFC [®])	2009
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C. Business Background

President, Piershale Financial Group, Inc.	2000–Present
Financial Advisor, Raymond James Financial Services	2000 – 2011

Registered Representative, Edward Jones Investments	1995 – 2000
Registered Representative, Edward D. Jones & Company	1983 – 1992

D. Professional Designations - Qualifications and Related Criteria

D.1. Qualifications for Chartered Financial Consultant® (ChFC®)

The Chartered Financial Consultant® (ChFC®) designation program focuses on the comprehensive financial planning process as an organized way to collect and analyze information on a client's total financial situation; to identify and establish specific financial goals; and to formulate, implement, and monitor a comprehensive plan to achieve those goals.

The ChFC program provides financial planners and others in the financial services industry with in-depth knowledge of the skills needed to perform comprehensive financial planning for their clients.

Curriculum Candidates must pass an examination for the following six required courses and two elective courses to earn the ChFC designation:

Required Courses

HS 300: Financial Planning: Process and Environment
 HS 311: Fundamentals of Insurance Planning
 HS 321: Income Taxation
 HS 326: Planning for Retirement Needs
 HS 328: Investments
 HS 330: Fundamentals of Estate Planning
 HS 332: Financial Planning Applications

Elective Courses (choose 2)

HS 322: The Financial System in the Economy
 HS 334: Estate Planning Applications
 HS 352: Financial Decisions for Retirement

As a general rule, candidates should plan to spend 50-70 hours studying for each course. The program can be completed as quickly as a candidate desires, but most students complete their designation requirements within 15-24 months.

Examination Requirements Each exam is a two-hour, 100 question, computer-administered exam.

Additional Requirements Candidates must meet experience requirements and ethical standards, including three years of business experience immediately preceding the date of use of the designation are required. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience and, when using formal education as qualifying experience, the remaining two years must immediately precede the date of the award.

Continuing Education Requirements Each designee who falls in one of the following categories must complete 30 hours of continuing education every two years. If you do not fall into one of these categories, you are exempt from CE requirements:

- Licensed insurance agent/broker/consultant

- Licensed security representative/registered investment advisor
- Financial consultant, attorney, accountant, employee benefits specialist, and any other individual who provides insurance, employee benefits, financial planning, or estate planning advice and counsel to the public

Item 3: Disciplinary Information

Michael D. Piershale does not have any disciplinary action to report. Public information concerning Mr. Piershale'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

Mr. Piershale does not engage in any other business activities.

Item 5: Additional Compensation

Mr. Piershale does not have any additional compensation to report.

Item 6: Supervision

Michael D. Piershale is the President of Piershale Financial Group, Inc. Supervision of Mr. Piershale is performed by Gery Sadzewicz, Chief Compliance Officer, through reviews of internal transaction and security holdings reports, reviews of electronic and physical correspondence, and other internal reports as mandated by the firm and its regulatory authorities. Gery Sadzewicz can be reached at 815-782-1250.