

Hirschmann Brian
Form SC 13G
December 20, 2011

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No.)*

Winland Electronics, Inc.
(Name of Issuer)

Common
(Title of Class of Securities)

974241101
(CUSIP Number)

January 18, 2011
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

☐ Rule 13d-1(b)

☒ Rule 13d-1(c)

☐ Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 (“Act”) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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NAME OF REPORTING PERSONS

1 I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY) Brian B. Hirschmann

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) ☐ (b) ☐

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION U.S.A.

NUMBER OF

5 SOLE VOTING POWER 186,653
SHARES
BENEFICIALLY

6 SHARED VOTING POWER 0

OWNED BY
EACH

7 SOLE DISPOSITIVE POWER 186,653

REPORTING
PERSON 8 SHARED DISPOSITIVE POWER 0

WITH

9 AGGREGATE AMOUNT
BENEFICIALLY OWNED BY EACH REPORTING PERSON 186,653

10 CHECK BOX IF THE AGGREGATE
AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES ☐

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.0%

12 TYPE OF REPORTING PERSON IN

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Item 1(a). Name of Issuer:

Winland Electronics, Inc.

Item 1(b). Address of Issuer's Principal Executive Offices:

1950 Excel Drive
Mankato, Minnesota 56001

Item 2(a). Name of Person Filing:

Brian B. Hirschmann

Item 2(b). Address of Principal Business Office or, if None, Residence:

725 S Figueroa St, 39th Floor
Los Angeles, CA, 90017

Item 2(c). Citizenship:

USA

Item 2(d). Title of Class of Securities:

Common

Item 2(e). CUSIP Number:

974241101

Item 3. If This Statement is Filed Pursuant to §§240.13d-1(b), or
240.13d-2(b) or (c), Check Whether the Person Filing is a:

(a) ☐ Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).

(b) ☐ Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c).

(c) ☐ Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c).

(d) ☐ Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).

(e) ☐ An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);

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- (f) oAn employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g) oA parent holding company or control person in accordance with §240.13d-1(b)(ii)(G);
- (h) oA savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) o A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act (15 U.S.C. 80a-3);
- (j) oGroup, in accordance with §240.13d-1(b)(1)(ii)(J).

Item 4. Ownership.

Ownership information is provided as of:

(a) Amount beneficially owned:

186,653 (as of 1/18/2011); 301,623 (as of 12/20/2011)*

(b) Percent of class:

5.0% (as of 1/18/2011); 8.1% (as of 12/20/2011)

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote

186,653 (as of 1/18/2011); 301,623 (as of 12/20/2011)

(ii) Shared power to vote or to direct the vote

0

(iii) Sole power to dispose or to direct the disposition of

186,653 (as of 1/18/2011); 301,623 (as of 12/20/2011)

(iv) Shared power to dispose or to direct the disposition of

0

*

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The amount beneficially owned increased gradually between 1/18/2011 and 12/20/ 2011 (the filing date of this Schedule 13G). This is the initial Schedule 13G filed by the Reporting Person, who believed until 12/13/2011 that a Schedule 13G would be timely filed as a matter of course by his broker.

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Item 5. Ownership of Five Percent or Less of a Class.

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

N/A

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

N/A

Item 8. Identification and Classification of Members of the Group.

N/A

Item 9. Notice of Dissolution of Group.

N/A

Item
10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date December 20, 2011

Signature: /s/ Brian B. Hirschmann
Name: Brian B. Hirschmann

