

Professional Investment Counsel, Inc.

5845 Cromo, Suite 3
El Paso, Texas 79912

SEC Form ADV, Part 2B
June 10, 2012

Principals: Gary M. Borsch
David B. Prilliman

This brochure provides information about the principal officers of Professional Investment Counsel, Inc. That serves as a supplement to the SEC Form ADV Part 2A. If you have any questions about the contents of this brochure, please contact us at (915) 845-6700. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

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Item 1 - Educational Background and Business Experience

Name: Gary Martin Borsch

Year of Birth: 1945

Formal Education: 1968 – BA, English and History, Monmouth College

Business Background: (Since 1981)

2009 – Present	Professional Investment Counsel, Inc. CEO and Principal Owner
2005 – 2009	Professional Investment Counsel, Inc. President/CEO and Principal Owner
1998 – 2005	Professional Investment Counsel, Inc. Executive Vice President and Principal Owner
1991 – 1998	Professional Investment Counsel, Inc. Executive Vice President
1988 – 1991	Eppler, Guerin and Turner – El Paso Vice President, Investments
1981 – 1988	Rotan Mosle, Inc. - El Paso Vice President

Name: David Bruce Prilliman

Year of Birth: 1955

Formal Education: 1978 – BS, Civil Engineering, Texas Tech University
1987 – MBA, Finance and Management, North Texas State University

Business Background: (Since 1978)

2009 – Present	Professional Investment Counsel, Inc. President and Principle Owner
1998 – 2009	Professional Investment Counsel, Inc. Senior Vice President and Principle Owner
1992 – 1998	Professional Investment Counsel, Inc. – Dallas Senior Vice President
1978 – 1991	Employers Casualty Company – Dallas Regional Manager District Manager

Item 2 – Disciplinary Information

There have been no material legal or disciplinary events to either officer/principle owner or employee of Professional Investment Counsel, Inc.

Item 3 – Other Business Activities

Neither officer/principal owner is currently engaged in any investment-related business or occupation outside of Professional Investment Counsel, Inc.

Item 4 - Additional Compensation

Neither officer/principal owner nor employees receive economic benefit for advisory services outside of Professional Investment Counsel, Inc.

Item 5 – Supervision

The two officer/principal owners are the only *supervised persons* as defined by SEC rules. The Company's Chief Compliance Officer performs audits to monitor supervised person activities.