

Professional Investment Counsel, Inc.

5845 Cromo, Suite 3
El Paso, Texas 79912

SEC Form ADV, Part 2B
September 18, 2012

Officers: Gary M. Borsch
David B. Prilliman

This brochure supplement provides information about Gary B. Borsch and David B. Prilliman that supplements the Professional Investment Counsel, Inc. (PIC) brochure. You should have received a copy of that brochure. Please contact us at (915) 845-6700 if you did not receive the PIC brochure or if you have any questions about the contents of this supplement.

Additional information about Mr. Borsch and Mr. Prilliman is available on the SEC's website at www.advisorinfo.sec.gov.

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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.