

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **2013-01-28** | Period of Report: **2012-12-31**
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FILER

Bowling Portfolio Management LLC

CIK: [1322590](#) | IRS No.: **201939890** | State of Incorporation: **DE** | Fiscal Year End: **1231**
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Mailing Address

4030 SMITH ROAD SUITE
140
CINCINNATI OH 45209

Business Address

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140
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<TABLE>

NAME OF ISSUER	TITLE OF CLASS	CUSIP	FORM 13F INFORMATION TABLE							VOTING AUTHORITY		
			VALUE (x\$1000)	SHARES/ PRN AMT	SH/ PRN	PUT/ CALL	INVTMT DSCRETN	OTHER MANAGERS	SOLE	SHARED	NONE	
<S>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	
3M Company	COM	88579Y101	2966	31949.000SH			SOLE		27550.000		4399.000	
ADT Corporation	COM	00101J106	1403	30186.000SH			SOLE		26037.000		4149.000	
AT&T Inc. (New)	COM	00206r102	3815	113159.000SH			SOLE		97301.000		15858.000	
Abbott Labs	COM	002824100	3813	58221.000SH			SOLE		49742.000		8479.000	
Ace Ltd Ord	COM	H0023R105	5147	64494.000SH			SOLE		55568.000		8926.000	
Activision Blizzard, Inc	COM	00507V109	847	79766.000SH			SOLE		69109.000		10657.000	
Agco Corp	COM	001084102	1645	33484.000SH			SOLE		28760.000		4724.000	
Allied World Assurance Co	COM	H01531104	4295	54511.000SH			SOLE		46915.000		7596.000	
Allstate Corp	COM	020002101	5327	132614.000SH			SOLE		113934.000		18680.000	
Altria Group Inc	COM	02209S103	2763	87892.000SH			SOLE		75602.000		12290.000	
Ameren Corp	COM	023608102	1292	42073.000SH			SOLE		36224.000		5849.000	
American Electric Pwr Inc	COM	025537101	4884	114422.000SH			SOLE		98380.000		16042.000	
Amerisource Bergen Corp.	COM	03073e105	1713	39673.000SH			SOLE		34148.000		5525.000	
Amgen Inc.	COM	031162100	3144	36477.000SH			SOLE		31385.000		5092.000	
Apple Computer	COM	037833100	13860	26044.000SH			SOLE		22432.000		3612.000	
Autozone Inc.	COM	053332102	4002	11290.000SH			SOLE		9697.000		1593.000	
Bed Bath & Beyond	COM	075896100	2775	49625.000SH			SOLE		43099.000		6526.000	
Berkshire Hathaway Inc Cl B	COM	084670702	3949	44024.000SH			SOLE		37806.000		6218.000	
Brinker Intl Inc	COM	109641100	4112	132704.000SH			SOLE		113905.000		18799.000	
CA Inc	COM	12673P105	830	37776.000SH			SOLE		32879.000		4897.000	
CBS Corporation Cl B	COM	124857202	2069	54381.000SH			SOLE		46795.000		7586.000	
CF Inds Holdings Inc	COM	125269100	5054	24878.000SH			SOLE		21410.000		3468.000	
CVS Corp	COM	126650100	4198	86830.000SH			SOLE		73940.000		12890.000	
Central Federal Corp New	COM		246	170000.000SH			SOLE		170000.000			
Chevron Corporation	COM	166764100	9755	90207.000SH			SOLE		77528.000		12679.000	
Chico's Fas Inc	COM	168615102	1695	91806.000SH			SOLE		79230.000		12576.000	
Cintas	COM	172908105	1499	36652.000SH			SOLE		31626.000		5026.000	
Cisco Sys Inc	COM	17275R102	4133	210350.000SH			SOLE		180979.000		29371.000	
Coca Cola Co	COM	191216100	2493	68786.000SH			SOLE		59146.000		9640.000	
Conagra Foods Inc	COM	205887102	1799	60989.000SH			SOLE		52028.000		8961.000	
Cummins Inc	COM	231021106	1985	18321.000SH			SOLE		15781.000		2540.000	
Dell Inc	COM	24702R101	983	96951.000SH			SOLE		84381.000		12570.000	
Directv Group Inc	COM	25490A309	2131	42490.000SH			SOLE		36611.000		5879.000	
Discover Financial Services	COM	254709108	5220	135409.000SH			SOLE		116452.000		18957.000	
EMC Corp.	COM	268648102	2563	101303.000SH			SOLE		87062.000		14241.000	
Everest Re Group Ltd	COM	G3223R108	4508	40996.000SH			SOLE		35274.000		5722.000	
Exxon Mobil Corp	COM	30231G102	14191	163960.563SH			SOLE		141133.563		22827.000	
Fidelity Natl Finl Inc	COM	31620R105	5194	220541.000SH			SOLE		189457.000		31084.000	
Fifth Third Bancorp	COM	316773100	2915	191765.148SH			SOLE		165896.148		25869.000	
Foot Locker	COM	344849104	4592	142950.000SH			SOLE		122911.000		20039.000	
General Electric Co	COM	369604103	4332	206373.000SH			SOLE		175962.000		30411.000	
Google Inc. Class A	COM	38259p508	3037	4293.000 SH			SOLE		3690.000		603.000	
Herbalife Ltd.	COM	G4412G101	691	20968.000SH			SOLE		18319.000		2649.000	
Hollyfrontier Corp	COM	436106108	5525	118689.000SH			SOLE		101951.000		16738.000	
Home Depot, Inc.	COM	437076102	3879	62717.000SH			SOLE		54063.000		8654.000	
Humana Inc	COM	444859102	999	14551.000SH			SOLE		12490.000		2061.000	
Huntington Bancshs Inc	COM	446150104	2254	352689.000SH			SOLE		302205.000		50484.000	
IAC Interactivecorp	COM	44919P508	2841	60143.000SH			SOLE		51666.000		8477.000	
Intel Corp	COM	458140100	2428	117745.000SH			SOLE		101701.000		16044.000	
International Business Machine	COM	459200101	9781	51063.000SH			SOLE		44004.000		7059.000	
JPMorgan Chase & Co	COM	46625H100	4520	102801.000SH			SOLE		88170.000		14631.000	
Jarden Corp	COM	471109108	3784	73190.000SH			SOLE		62889.000		10301.000	
Johnson & Johnson	COM	478160104	3635	51859.000SH			SOLE		44310.000		7549.000	
KLA Tencor Corp	COM	482480100	4282	89653.000SH			SOLE		77104.000		12549.000	
Kroger Co	COM	501044101	1921	73814.000SH			SOLE		63836.000		9978.000	
Lilly, Eli & Co.	COM	532457108	5994	121527.000SH			SOLE		104460.000		17067.000	
Lockheed Martin Corp	COM	539830109	5101	55276.000SH			SOLE		47221.000		8055.000	
Macy's	COM	55616p104	5067	129861.000SH			SOLE		111583.000		18278.000	
Marathon Petroleum Corp	COM	56585A102	6269	99506.000SH			SOLE		85592.000		13914.000	
McDonalds Corp	COM	580135101	1674	18981.000SH			SOLE		16292.000		2689.000	
McKesson Corp	COM	58155Q103	4283	44177.000SH			SOLE		37947.000		6230.000	
Merck & Co Inc	COM	58933Y105	4328	105712.000SH			SOLE		91085.000		14627.000	
Microsoft Corp	COM	594918104	5803	217263.000SH			SOLE		186331.000		30932.000	
NCR Corp New	COM	62886e108	1674	65701.000SH			SOLE		56699.000		9002.000	
Oracle Systems Corp.	COM	68389X105	4548	136501.000SH			SOLE		116918.000		19583.000	
PPG Inds Inc	COM	693506107	7256	53611.000SH			SOLE		45842.000		7769.000	
Parker Hannifin	COM	701094104	4857	57103.000SH			SOLE		49049.000		8054.000	
Pentair Inc	COM	H6169Q108	705	14337.000SH			SOLE		12400.000		1937.000	
Pepsico Inc.	COM	713448108	1646	24055.000SH			SOLE		20653.000		3402.000	
Pfizer Inc	COM	717081103	9011	359312.000SH			SOLE		308746.000		50566.000	
Philip Morris International In	COM	718172109	4893	58498.000SH			SOLE		50076.000		8422.000	
Procter & Gamble Co	COM	742718109	4280	63036.001SH			SOLE		55946.001		7090.000	
Public Service Enterprise Grou	COM	744573106	4253	138978.000SH			SOLE		118604.000		20374.000	
Qualcomm Inc	COM	747525103	1852	29936.000SH			SOLE		25634.000		4302.000	
Raytheon Co New	COM	755111507	4748	82480.000SH			SOLE		70903.000		11577.000	
TJX Cos Inc	COM	872540109	2002	47172.000SH			SOLE		40639.000		6533.000	
Target Corp.	COM	87612e106	2208	37317.000SH			SOLE		32067.000		5250.000	

Timken Co	COM	887389104	4540	94916.000SH	SOLE	81918.000	12998.000
Tyco Intl Ltd New	COM	H89128104	1993	68141.000SH	SOLE	58420.000	9721.000
Tyson Foods	COM	902494103	4125	212641.000SH	SOLE	183346.000	29295.000
US Bancorp Del Com New	COM	902973304	3159	98910.000SH	SOLE	85417.000	13493.000
Unitedhealth Group Inc	COM	91324P102	5178	95464.000SH	SOLE	82084.000	13380.000
Valspar Corp.	COM	920355104	4846	77661.000SH	SOLE	66716.000	10945.000
Verizon Communications	COM	92343V104	4062	93867.000SH	SOLE	80544.000	13323.000
Walmart Stores Inc	COM	931142103	6888	100957.000SH	SOLE	87546.000	13411.000
Wells Fargo	COM	949746101	6031	176442.542SH	SOLE	151508.542	24934.000
Western Digital Corp	COM	958102105	2046	48150.000SH	SOLE	41411.000	6739.000
Wyndham Worldwide Corp	COM	98310W108	1476	27748.000SH	SOLE	23866.000	3882.000
Fidelity Low Priced Stock Fund		316345305	201	5099.051 SH	SOLE	5099.051	
Consumer Staples SPDR		81369y308	269	7697.000 SH	SOLE	6274.000	1423.000
Credit Suisse ETN Velocity Shs		22542D688	251	6000.000 SH	SOLE	6000.000	
Healthcare SS SPDR		81369Y209	446	11183.000SH	SOLE	9393.000	1790.000
Powershares S&P 500		73936G308	551	28016.000SH	SOLE	28016.000	
SPDR Tr Unit Ser 1		78462F103	2158	15150.000SH	SOLE	10646.000	4504.000
Schwab U.S. Large-Cap ETF		808524201	3674	108374.000SH	SOLE	108374.000	
Schwab US Broad Market		808524102	363	10536.000SH	SOLE	10536.000	
Select Sector SPDR Amex Techno		81369y803	2588	89699.000SH	SOLE	76085.000	13614.000
Select Spdr Consumer Discretio		81369y407	1272	26814.000SH	SOLE	22361.000	4453.000

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