

Sheeley Michael J.  
Form 4  
February 28, 2012

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Sheeley Michael J.

2. Issuer Name and Ticker or Trading Symbol  
UNITED FIRE GROUP INC  
[UFCS]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
118 SECOND AVENUE SE  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/24/2012

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ 10% Owner  
\_\_\_\_\_ Other (specify below)  
VP/COO - United Life Ins. Co.

CEDAR RAPIDS, IA 52407-3909  
  
(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock					1,044	D	
Common Stock					1,300	I	By Issuer's Employee Stock Ownership Plan for self

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form**

SEC 1474 (9-02)

displays a currently valid OMB control number.

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (right to buy)	\$ 20.93	02/24/2012		A	2,500	(1) 02/24/2022	Common Stock	2,500
Stock Option (right to buy)	\$ 20.54					(2) 02/18/2021	Common Stock	1,000
Stock Option (right to buy)	\$ 16.89					(3) 02/19/2020	Common Stock	750
Stock Option (right to buy)	\$ 18.14					(4) 05/20/2019	Common Stock	1,000
Stock Option (right to buy)	\$ 34.39					(5) 02/15/2018	Common Stock	1,000
Stock Option (right to buy)	\$ 35.23					(6) 02/16/2017	Common Stock	1,000
Stock Option (right to buy)	\$ 39.13					(6) 02/17/2016	Common Stock	1,000
	\$ 32.39					(6) 02/18/2015		1,000

Stock Option (right to buy)					Common Stock	
Stock Option (right to buy)	\$ 21.66	(6)	02/20/2014		Common Stock	900
Stock Option (right to buy)	\$ 15.85	(6)	02/21/2013		Common Stock	400

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sheeley Michael J. 118 SECOND AVENUE SE CEDAR RAPIDS, IA 52407-3909			VP/COO - United Life Ins. Co.	

## Signatures

/s/ Michael J. Sheeley by Dianne M. Lyons, Attorney-in-Fact	02/28/2012
<u>        </u> Signature of Reporting Person	Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) 2,500 options become exercisable in five equal installments of 500 options each on 02/24/2013, 02/24/2014, 02/24/2015, 02/24/2016 and 02/24/2017.
  - (2) 200 option currently exercisable and 800 options become exercisable in four equal installments of 200 options each on 02/18/2013, 02/18/2014, 02/18/2015 and 02/18/2016.
  - (3) 300 options currently exercisable and 450 options become exercisable in three equal installments of 150 options each on 02/19/2013, 02/19/2014, and 02/19/2015.
  - (4) 400 options currently exercisable and 600 options become exercisable in three equal installments of 200 options each on 05/20/2012, 05/20/2013 and 05/20/2014.
  - (5) 800 options currently exercisable and 200 options become exercisable on 02/15/2013.
  - (6) All options currently exercisable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.