

CONNER DAVID E
Form 4
August 02, 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 *
CONNER DAVID E

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, P.O. BOX 73909

3. Date of Earliest Transaction (Month/Day/Year)
07/16/2012

____ Director
 Officer (give title below) _____ Other (specify below)
VP/Chief Claims Officer

(Street)
CEDAR RAPIDS, IA 52407-3909

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

(City) (State) (Zip)

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 Indirect Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	07/16/2012	07/17/2012 ⁽¹⁾	P ⁽²⁾	V ⁽³⁾	7 ⁽⁴⁾	A	\$ 21.58 ⁽⁵⁾	1,493 ⁽⁶⁾	I	By 401(k) Plan for Self
Common Stock	07/31/2012	08/01/2012 ⁽¹⁾	P ⁽²⁾	V ⁽³⁾	8 ⁽⁴⁾	A	\$ 19.6 ⁽⁵⁾	1,519 ⁽⁶⁾	I	By 401(k) Plan for Self
Common Stock								368	I	By Issuer's Employee Stock Ownership Plan for

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- (3) This transaction qualifies as a non-discretionary transaction from a tax-qualified plan and is voluntarily reported on Form 4.
- (4) Represents the approximate number of shares acquired by the trustee/administrator of the Issuer's 401(k) Plan for the Reporting Person's benefit, based on a statement of the trustee/administrator.
- (5) The price per share is based on a statement provided by the Issuer's 401(k) Plan trustee/administrator.

(6) The number of securities shown as being held in or acquired or disposed of by the Issuer's 401(k) account for the Reporting Person's benefit is the approximate number of shares of common stock for which the Reporting Person has the right to direct the vote under the 401(k) plan. Such shares are not directly allocated to plan participants, but are instead held in a unitized fund consisting primarily of common stock, together with a small percentage of short-term investments. Participants acquire units of this fund.

(7) The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,875 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/18/2016 and 1,226 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions on 05/21/2013.

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.