

Sheeley Michael J.
Form 4
May 17, 2013

FORM 4

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

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

OMB APPROVAL

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(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)
05/16/2013

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

CEDAR RAPIDS, IA 52407-3909

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

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ 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 Beneficial Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price	
Common Stock	05/16/2013		M ⁽¹⁾		900	A	\$ 21.66	3,140 ⁽²⁾ D
Common Stock	05/16/2013		M ⁽¹⁾		600	A	\$ 18.14	3,740 ⁽³⁾ D
Common Stock	05/16/2013		S ⁽¹⁾		1,500	D	\$ 28.578	2,240 ⁽⁴⁾ D
Common Stock								1,419 I

By Issuer's
Employee
Stock
Ownership
Plan for self

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

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(9-02)

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. Pri Deriv Secur (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (right to buy)	\$ 21.66	05/16/2013		M ⁽¹⁾	900	⁽⁵⁾	02/20/2014	Common Stock	900	\$
Stock Option (right to buy)	\$ 18.14	05/16/2013		M ⁽¹⁾	600	⁽⁶⁾	05/20/2019	Common Stock	600	\$

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

05/17/2013

 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).

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- (1) This transaction represents the simultaneous exercise and sale of vested stock options.

The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 2,107 shares

- (2) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 2,707 shares

- (3) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,207 shares

- (4) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

- (5) All options currently exercisable.

- (6) 600 options currently exercisable and 400 options become exercisable in two equal installments of 200 options each on 05/20/2013 and 05/20/2014.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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