

UNITED FIRE GROUP INC

Form 4

January 21, 2014

FORM 4UNITED 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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Number: 3235-0287
Expires: January 31,
2005
Estimated average
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(Print or Type Responses)

1. Name and Address of Reporting Person *
RIFE JOHN A

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)
01/21/2014

☒ Director ☐ 10% Owner
☐ Officer (give title below) ☐ Other (specify below)

(Street)

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

CEDAR RAPIDS, IA 52407-3909

(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 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)
Common Stock	01/21/2014		M ⁽¹⁾	6,000 A	\$ 21.66 32,663 ⁽²⁾	D	
Common Stock	01/21/2014		S ⁽¹⁾	6,000 D	\$ 27.07 26,663 ⁽³⁾	D	
Common Stock					8,167 ⁽⁴⁾	I	See footnote #4

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**

SEC 1474
(9-02)

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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 (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. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 21.66	11/29/2013		M ⁽¹⁾	6,000	⁽⁵⁾	02/20/2014	Common Stock	6,000

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
RIFE JOHN A 118 SECOND AVENUE SE P.O. BOX 73909 CEDAR RAPIDS, IA 52407-3909	X

Signatures

/s/ John A. Rife by Dianne M. Lyons,
Attorney-in-Fact

01/21/2014

__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) This transaction represents the exercise and simultaneous sale of vested, non-qualified stock options by the Reporting Person under a preapproved 10b5-1 trading plan. The shares received by the Reporting Person upon exercise of these options were issued from the reserve account established with the Issuer's transfer agent for such purpose and were previously registered with the SEC.

(2) The number of shares (excluding fractionals) beneficially held directly by the Reporting Person after the reported transaction includes: 25,661 shares held jointly by Mr. Rife and his wife, 6,582 shares held directly by Mr. Rife; and 420 shares of restricted stock issued to Mr. Rife under the Issuer's 2005 Non-Qualified Non-Employee Stock Option and Restricted Stock Plan which vest, subject to certain conditions, on May 15, 2014.

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- The number of shares (excluding fractionals) beneficially held directly by the Reporting Person after the reported transaction includes:
- (3) 25,661 shares held jointly by Mr. Rife and his wife, 582 shares held directly by Mr. Rife; and 420 shares of restricted stock issued to Mr. Rife under the Issuer's 2005 Non-Qualified Non-Employee Stock Option and Restricted Stock Plan which vest, subject to certain conditions, on May 15, 2014.

- The number of shares (excluding fractionals) beneficially held indirectly by the Reporting Person after the reported transaction includes:
- (4) 6,415 shares held in an individual retirement account for Mr. Rife's benefit; 1,333 shares held individually by Mr. Rife's spouse; and 419 shares held in a SEP individual retirement account for Mr. Rife's benefit.

- (5) 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.

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