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NELSON D Form 4	ENNIS H										
December 0	1, 2010										
FORM			CECIU		ND EV		NCEO	OMMERION		PROVAL	
	UNITED	SIAIES		shington,			INGE C	OMMISSION	OMB Number:	3235-0287	
Check this box if no longer STATEMENT OI				0,		ERSHIP OF	Expires:	January 31, 2005			
Subject to Section 16. Form 4 or Form 5 obligations may continue. Filed pursuant to Section 17(a) of the Pu				CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES ection 16(a) of the Securities Exchange Act of 1934, ublic Utility Holding Company Act of 1935 or Sectior of the Investment Company Act of 1940						Estimated average burden hours per response 0.8	
(Print or Type]	Responses)										
NELSON DENNIS H Symbo			Symbol	r Name and LE INC [H		⁻ Tradi	0	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (Middle)		f Earliest Tr	-			(Check	all applicable)	
2407 W 247	TH STREET		(Month/I 11/29/2	Day/Year) 2010				X Director X Officer (give below) PRES		Owner r (specify	
	(Street)			endment, Da nth/Day/Year	-	ıl		6. Individual or Jos Applicable Line) _X_ Form filed by O Form filed by M	ne Reporting Per	rson	
KEARNEY	, NE 68845							Person		porting	
(City)	(State)	(Zip)	Tab	le I - Non-D	Derivative	Secu	rities Acqu	ired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	Date, if	3. Transactio Code (Instr. 8)	4. Securi on(A) or Di (Instr. 3,	ispose	d of (D)	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	11/29/2010			Code V M	Amount 100	(D) A	Price \$ 3.9989	(inst: 5 and 4) 232,200	D		
Common Stock	11/29/2010			S	100	D	\$ 38.64	232,100	D		
Common Stock								2,414,505	I	By Trust	
Common Stock								67,500	I	By Wife	
Common Stock								4,286.35 <u>(4)</u>	Ι	Held by 401(k) Plan	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form 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. 5. Number Transaction Code Derivative (Instr. 8) Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Expiration e (Month/Da	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. 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 Purchase)	\$ 3.9989 (1)	11/29/2010		М	10 (2	(3)	02/02/2012	Common Stock	100 (2)	

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
NELSON DENNIS H 2407 W 24TH STREET KEARNEY, NE 68845	Х		PRESIDENT & CEO				
Signatures							

Karen B. Rhoads by Power of 12/01/2010 Attorney

**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). **

Exercise price was originally reported as \$20.50. Exercise price has been adjusted in accordance with the terms of the stock option plan to (1) reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.

(2) Number of stock options granted was originally reported as 113,400. Number of stock options outstanding has been adjusted in accordance with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007,

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payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.

(3) Stock options became exercisable 100 percent on 6/2/2005.

(4) Holdings as of 10/30/2010, as reported by plan administrator.

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.