

UNITED FIRE GROUP INC

Form 4

August 19, 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 *
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)
08/16/2013

____ Director ____ 10% Owner
____ 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)
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)
Common Stock	08/16/2013		M ⁽¹⁾	V Amount (A) or (D) Price 100 A \$ 21.66	5,005 ⁽²⁾	D	
Common Stock	08/16/2013		S ⁽¹⁾	1,000 D \$ 30.66	4,005	D	
Common Stock	08/15/2013	08/19/2013 ⁽³⁾	P ⁽⁴⁾ V ⁽⁵⁾ 5 ⁽⁶⁾	A \$ 29.67 ⁽⁷⁾	1,668 ⁽⁸⁾	I	By 401(k) Plan for Self
Common Stock					397	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.

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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. Title and Amount of Derivative 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	08/16/2013		M	1,000	<u>(9)</u>	02/20/2014	Common Stock	1,000	

Reporting Owners

Reporting Owner Name / Address	Relationships
CONNER DAVID E 118 SECOND AVENUE SE P.O. BOX 73909 CEDAR RAPIDS, IA 52407-3909	Director 10% Owner Officer Other VP/Chief Claims Officer

Signatures

/s/ David E. Conner by Dianne M. Lyons,
Attorney-in-Fact

08/19/2013

**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).

(1) This transaction represents the exercise and sale of vested, non-qualified stock options under a pre-approved 10b5-1 trading plan.

The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,796 shares held by Mr. Conner directly; 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 1,334 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

(3) The deemed execution date of this transaction is the settlement date as provided by the Issuer's 401(k) Plan trustee/administrator.

(4) Shares acquired through payroll deduction and participation in Issuer's 401(k) Plan.

(5) This transaction qualifies as a non-discretionary transaction from a tax-qualified plan and is voluntarily reported on Form 4.

(6) Represents the approximate number of shares (excluding fractions) 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.

(7) The price per share is based on a statement provided by the Issuer's 401(k) Plan trustee/administrator.

Th number of securities shown as being held in, acquired by 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 (excluding fractions) 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 Issuer common stock, together with a small percentage of short-term investments. Participants acquire units of this fund.

(9) 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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