

Sheeley Michael J.  
Form 4  
February 19, 2013

**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 \*  
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)  
02/15/2013

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

CEDAR RAPIDS, IA 52407-3909  
(City) (State) (Zip)

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

**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                    | 02/15/2013                           |  | A <sup>(1)</sup>               |   | 1,034   | A  | 23.96 <sup>(2)</sup>                                  |
| Common Stock                    |                                      |  |                                |   | 1,367   | 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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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 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 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)                | \$ 23.96<br><u>(4)</u>                                 | 02/15/2013                           |  | A                              | 3,626   | <u>(5)</u>   | 02/15/2023  | Common  | 3,626                      |
| Stock Option (right to buy)                | \$ 20.93   |                                      |  |                                |   | <u>(6)</u>   | 02/24/2022  | Common  | 2,500                      |
| Stock Option (right to buy)                | \$ 20.54   |                                      |  |                                |   | <u>(7)</u>   | 02/18/2021  | Common  | 1,000                      |
| Stock Option (right to buy)                | \$ 16.89   |                                      |  |                                |   | <u>(8)</u>   | 02/19/2020  | Common  | 750                        |
| Stock Option (right to buy)                | \$ 18.14   |                                      |  |                                |   | <u>(9)</u>   | 05/20/2019  | Common  | 1,000                      |
| Stock Option (right to buy)                | \$ 34.39   |                                      |  |                                |   | <u>(10)</u>  | 02/15/2018  | Common  | 1,000                      |
| Stock Option (right to buy)                | \$ 35.23   |                                      |  |                                |   | <u>(10)</u>  | 02/16/2017  | Common  | 1,000                      |

|                                      |          |             |            |        |       |
|--------------------------------------|----------|-------------|------------|--------|-------|
| Stock<br>Option<br>(right to<br>buy) | \$ 39.13 | <u>(10)</u> | 02/17/2016 | Common | 1,000 |
| Stock<br>Option<br>(right to<br>buy) | \$ 32.39 | <u>(10)</u> | 02/18/2015 | Common | 1,000 |
| Stock<br>Option<br>(right to<br>buy) | \$ 21.66 | <u>(10)</u> | 02/20/2014 | Common | 900   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                                     |       |
|---|---------------|-----------|-------------------------------------|-------|
|   | Director      | 10% Owner | Officer                             | Other |
| Sheeley Michael J.<br>118 SECOND AVENUE SE<br>CEDAR RAPIDS, IA 52407-3909 |               |           | VP/COO -<br>United Life<br>Ins. Co. |       |

## Signatures

/s/ Michael J. Sheeley by Dianne M. Lyons,  
Attorney-in-Fact

02/19/2013

\_\_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 a grant of restricted stock to the Reporting Person under the Issuer's 2008 Stock Plan.
- (2) The price per share is the closing price of the Issuer's common stock on the date of the reported transaction.
- (3) The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,034 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018; and 1,194 shares held of record by the Reporting Person.
- (4) The exercise price of these stock options represents the closing price of issuer's common stock on the grant date.
- (5) 2,900 options that become exercisable in four equal installments of 725 options each on 02/15/2014, 02/15/2015, 02/15/2016 and 02/15/2017; and 726 options that become exercisable on 02/15/2018.
- (6) 2,500 options become exercisable in five equal installments of 500 options each on 02/24/2013, 02/24/2014, 02/24/2015, 02/24/2016 and 02/24/2017.
- (7) 400 option currently exercisable and 600 options become exercisable in three equal installments of 200 options each on 02/18/2014, 02/18/2015 and 02/18/2016.
- (8) 450 options currently exercisable and 300 options become exercisable in two equal installments of 150 options each on 02/19/2014, and 02/19/2015.
- (9) 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.

## Edgar Filing: Sheeley Michael J. - Form 4

**(10)** 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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