

UNITED FIRE GROUP INC  
Form 4  
March 31, 2014

**FORM 4**

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

OMB APPROVAL

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**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 \*  
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)  
03/14/2014

\_\_\_\_ Director  
 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)  
 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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	03/14/2014		P <sup>(1)</sup>	V <sup>(2)</sup> 6 <sup>(3)</sup> A 29.48 <sup>(4)</sup>	1,758 <sup>(5)</sup>	I	By 401(k) Plan for Self
Common Stock	03/27/2014		J <sup>(6)</sup>	11 <sup>(7)</sup> A 28.74 <sup>(8)</sup>	408	I	By Issuer's Employee Stock Ownership Plan for self
Common Stock					6,029 <sup>(9)</sup>	D	



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The number of securities shown as being held in or acquired 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 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 common stock, together with a small percentage of short-term investments. Participants acquire units of this fund.

- (6) This transaction represents an allocation of shares held in trust by the Issuer's Employee Stock Ownership Plan on behalf of the Reporting Person. Shares held in trust by the plan are not distributed to the Reporting Person until retirement.
- (7) Represents the approximate number of shares (excluding fractionals) allocated by the trustee/administrator of the Issuer's Employee Stock Ownership Plan for the Reporting Person's benefit.
- (8) The price per share is the closing price of the Issuer's common stock on the date of the reported transaction.

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

- (9) conditions, on 02/18/2016; 1,334 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018; and 2024 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/21/2019.

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.