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

Sneeley Mic	chael J.										
Form 4 August 07, 2	2012										
FORM	<b>14</b> UNITED	STATES		RITIES A shington			ANGE (	COMMISSION		APPROVAL 3235-0287	
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							In Spires: January 31 2009 Estimated average burden hours per response 0.9				
(Print or Type ]	Responses)										
1. Name and Address of Reporting Person <u>*</u> Sheeley Michael J.			2. Issuer Name <b>and</b> Ticker or Trading Symbol UNITED FIRE GROUP INC [UFCS]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
()			3. Date of Earliest Transaction (Month/Day/Year) 08/01/2012					Director       10% Owner         Officer (give title       Other (specify below)         below)       below)         VP/COO - United Life Ins. Co.			
			4. If Amendment, Date Original Filed(Month/Day/Year)					<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul>			
CEDAR RA	APIDS, IA 52407	-3909						Person	More than One	Reporting	
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	e Secu	rities Acc	uired, Disposed o	of, or Benefic	ially Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Date, if	Code (Instr. 8)	4. Securi or(A) or D (Instr. 3, Amount	ispose	d of (D) 5) Price	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	08/01/2012	08/06/20	)12 <u>(1)</u>	P <u>(2)</u>	3 (3)	А	\$ 19.37 (4)	1,074	D		
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.

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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# 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)	4. Transactio Code (Instr. 8)	5. 6. Date Ex orNumber Expiration of (Month/Da Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,		ate	Securi	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	4, and 5) (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Sheeley Michael J. 118 SECOND AVENUE SE CEDAR RAPIDS, IA 52407-3909			VP/COO - United Life Ins. Co.				
Signatures							
/s/ Michael J. Sheeley by Dianne M. Ly Attorney-in-Fact	yons,	0	8/07/2012				
**Signature of Reporting Persor	1		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) The deemed execution date of this transaction is based on a report of the Issuer's Employee Stock Purchase Plan administor and transfer agent.
- (2) Shares acquired through payroll deduction and participation in Issuer's Employee Stock Purchase Plan.
- (3) Represents the approximate number of shares acquired by the administrator of the Issuer's Employee Stock Purchase Plan for the Reporting Person, based on a statement of the administrator.
- (4) The price per share is based on a statement provided by the Issuer's Employee Stock Purchase 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.