

CONNER DAVID E
Form 4
February 19, 2013

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)
 Director 10% Owner
 Officer (give title below) Other (specify below)
VP/Chief Claims Officer

(Last) (First) (Middle)
118 SECOND AVENUE SE, P.O. BOX 73909
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
02/15/2013

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) | | | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|----------------------|---|---|
| | | | | (A) or (D) | Price | | | | | |
| | | | | Code | V | Amount | | | | |
| Common Stock | 02/15/2013 | | A ⁽¹⁾ | | 1,335 | A | \$ 23.96 ⁽²⁾ | 4,436 ⁽³⁾ | D | |
| Common Stock | 02/15/2013 | 02/19/2013 ⁽⁴⁾ | P ⁽⁵⁾ | V ⁽⁶⁾ | 6 ⁽⁷⁾ | A | \$ 23.96 ⁽⁸⁾ | 1,611 ⁽⁹⁾ | I | By 401(k) Plan for Self |
| Common Stock | | | | | | | | 368 | 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 (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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|--|--|---|-------------------------------|
| Stock Option (right to buy) | \$ 23.96 ⁽¹⁰⁾ | 02/15/2013 | | A | 4,684 | ⁽¹¹⁾ 02/15/2023 | Common Stock | 4,684 |
| Stock Option (right to buy) | \$ 20.54 | | | | | ⁽¹²⁾ 02/18/2021 | Common Stock | 4,559 |
| Stock Option (right to buy) | \$ 22.42 | | | | | ⁽¹³⁾ 05/19/2020 | Common Stock | 3,000 |
| Stock Option (right to buy) | \$ 33.43 | | | | | ⁽¹⁴⁾ 05/21/2018 | Common Stock | 4,485 |
| Stock Option (right to buy) | \$ 35.23 | | | | | ⁽¹⁵⁾ 02/16/2017 | Common Stock | 5,000 |
| Stock Option (right to buy) | \$ 39.13 | | | | | ⁽¹⁵⁾ 02/17/2016 | Common Stock | 2,500 |

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1,924 options currently exercisable; 1,924 options become exercisable in two equal installments of 962 options each on 02/18/2014 and 02/18/2015; and 961 options become exercisable 02/18/2016.

- (13) 1,200 options currently exercisable; 1,800 options become exercisable in three equal installments of 600 options each on 05/19/2013, 05/19/2014 and 05/19/2015.
- (14) 3,588 options currently exercisable and 897 options become exercisable on 05/21/2013.
- (15) 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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