UNITED FIRE GROUP INC

Form 4

September 09, 2016

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB

OMB APPROVAL

Number:

3235-0287 January 31,

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obligations

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may continue.

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

1(b).

(Print or Type Responses)

See Instruction

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) 118 2ND AVE	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/08/2016	Director 10% Owner _X Officer (give title Other (specify below) VP/Chief Claims Officer			
	(Street)		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			
CEDAR RAP	IDS, IA 5240	01-1212		Form filed by More than One Reporting Person			

(City)	(State)	(Zip) Table	ble 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)	Code (Instr. 8)	4. Securit on(A) or Di (Instr. 3,	sposed 4 and 5 (A) or	of (D)	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	(D)	Price	()				

		Code	V	Amount	(D)	Price	(Instr. 3 and 4)	
Common Stock	09/08/2016	M		199	A	\$ 35.23	9,033	D
Common Stock	09/08/2016(1)	S		199	D	\$ 44	8,834	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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. Transactic Code (Instr. 8)	5. Number of 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. Pri Deriv Secur (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option (right to buy)	\$ 35.23	09/08/2016(1)		M	199	<u>(2)</u>	02/16/2017	Common Stock	199	\$

Reporting Owners

Relationships Reporting Owner Name / Address

> Director 10% Owner Officer Other

CONNER DAVID E **118 2ND AVE SE CEDAR RAPIDS, IA 52401-1212**

VP/Chief Claims Officer

Signatures

/s/ David E. Conner by Michael T. Wilkins, Attorney-in-Fact

09/09/2016

**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) Reporting person exercised options via a 10b5-1 contract
- (2) 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. 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.

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