Sheeley Michael J. Form 4 February 19, 2013

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction 1(b).

(Print or Type Responses)

(Last)

(City)

1. Name and Address of Reporting Person * Sheeley Michael J.

(First)

2. Issuer Name and Ticker or Trading Symbol

Issuer

UNITED FIRE GROUP INC

[UFCS]

(Check all applicable)

5. Relationship of Reporting Person(s) to

(Middle)

(Zip)

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

Director 10% Owner X_ Officer (give title Other (specify

02/15/2013

below) VP/COO - United Life Ins. Co.

118 SECOND AVENUE SE (Street) 4. If Amendment, Date Original

6. Individual or Joint/Group Filing(Check

Filed(Month/Day/Year)

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

Person

CEDAR RAPIDS, IA 52407-3909

(State)

1. Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) Execution Date, if (Instr. 3) (Month/Day/Year)

3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 5. Amount of 7. Nature of Securities Ownership Indirect Beneficially Form: Beneficial Direct (D) Ownership Owned Following or Indirect (Instr. 4) Reported

(A) Amount (D) Price

Transaction(s) (Instr. 4) (Instr. 3 and 4)

\$ Common $A^{(1)}$ 02/15/2013 23.96 D 1.034 Α $2,228 \frac{(3)}{2}$ Stock (2)

By Issuer's Employee

Common Stock

Ι 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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1,367

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. Transacti Code (Instr. 8)	ionof Se A (A D (I	ecuritie cquired A) or isposed	rative es d d of	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	Ţ	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 23.96 (4)	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							(8)	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							(10)	02/15/2018	Common	1,000
Stock Option (right to buy)	\$ 35.23							(10)	02/16/2017	Common	1,000

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

Reporting Owners

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

Signatures

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

**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).

02/19/2013

- (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.
- 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) $\frac{450 \text{ options currently exercisable and } 300 \text{ options become exercisable in two equal installments of } 150 \text{ options each on } 02/19/2014, \text{ and } 02/19/2015.}$
- (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.

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(10) All options currently exercisable.

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