Edgar Filing: MCKEOWN GARY M - Form 4

MCKEOWN	GARY M									
Form 4										
January 24, 20)05									
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION									PPROVAL	
Check this box							OMB Number:	3235-0287		
if no longe subject to Section 16 Form 4 or	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							Expires:January 31 200Estimated average burden hours per response0.		
Form 5 obligations may contin <i>See</i> Instruc 1(b).	Section 17(a)	uant to Section 16) of the Public Uti 30(h) of the Inv	lity Holdi	ing Com	pany	Act of	f 1935 or Sectio	n		
(Print or Type Re	esponses)									
1. Name and Ad MCKEOWN	Name and Ticker or Trading				5. Relationship of Reporting Person(s) to Issuer					
	RV FINANCIAL INC (Check all applicable)					2)				
(Last)	(First) (Mi	(Month/Da	 Date of Earliest Transaction (Month/Day/Year) 12/17/2004 				Director 10% Owner X Officer (give title Other (specify below) SVP Chief Lending Officer			
	(Street)		4. If Amendment, Date Origin Filed(Month/Day/Year)				Applicable Line) _X_ Form filed by 0	vint/Group Filing(Check One Reporting Person fore than One Reporting		
PA							Person		porting	
(City)	(State) (Z	Zip) Table	I - Non-De	erivative S	ecurit	ies Acq	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution Date, if any	3.4. SecuritiesTransactionAcquired (A) orCodeDisposed of (D)(Instr. 8)(Instr. 3, 4 and 5))	Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) Instr. 4)	Indirect Beneficial		
Trust			Code V	Amount	or	Price	Transaction(s) (Instr. 3 and 4)			
Preferred Securities (ASRVP)	12/17/2004		S <u>(1)</u>	218	D	\$ 25	282 <u>(2)</u>	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. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			7. Titl Amou Under Securi (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships							
1	Director	10% Owner	Officer	Other				
MCKEOWN GARY M								
			SVP Chief Lending Officer					
PA								
Signatures								
Sharon M. Callihan, Attorney-in-Fact		01/24/200						
**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) Involuntary sale of Trust Preferred Securities as a result of a pro rata redemption by the Company.

(2) Mr. McKeown also owns 2,000 shares common stock - held Direct

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.