PAROD RICK

Form 4

December 29, 2009

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB APPROVAL OMB

Number:

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0.5

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response...

if no longer subject to Section 16. Form 4 or Form 5 obligations

may continue.

See Instruction

Check this box

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

1(b).

(Print or Type Responses)

1. Name and PAROD R	Symbol		a ricker or ridding	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle) 3. Date	of Earliest 7	Fransaction	(Check	an applicable	,
2222 N. 11	1TH ST.	(Month, 12/28/	Day/Year) 2009		_X_ Director _X_ Officer (give to below)	title 10% below) ident & CEO	
	4. If An	nendment, [Date Original	6. Individual or Joint/Group Filing(Check			
OMAHA, I	NE 68164	Filed(M	onth/Day/Ye		Applicable Line) _X_ Form filed by Or Form filed by Mo Person		
(City)	(State)	(Zip) Ta	ble I - Non-	Derivative Securities Acqu	ired, Disposed of,	or Beneficiall	y 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) our Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership

		Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)
Common Stock	12/28/2009	M	15,000	A	\$ 14	114,495 (1)	D
Common Stock	12/28/2009	M	50,000	A	\$ 14	164,495 <u>(1)</u>	D
Common Stock	12/28/2009	S(2)	40,458	D	\$ 42.0825 (3)	124,037 (1)	D

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)required to respond unless the form

Following

or Indirect

(Instr. 4)

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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)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. 5. Number of TransactionDerivative Code Securities (Instr. 8) 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)		
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to Purchase	\$ 14	12/28/2009		M		15,000	<u>(4)</u>	03/08/2010	Common Stock	15,000
Option to Purchase	\$ 14	12/28/2009		M		50,000	(5)	03/08/2010	Common Stock	50,000
Option to Purchase	\$ 21.52						<u>(6)</u>	04/24/2013	Common Stock	45,000
Option to Purchase	\$ 25.77						<u>(7)</u>	04/22/2014	Common Stock	45,000
Option to Purchase	\$ 24.29						(8)	08/15/2015	Common Stock	22,500
Option to Purchase	\$ 19.33						<u>(9)</u>	11/08/2015	Common Stock	22,500

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
PAROD RICK 2222 N. 111TH ST. OMAHA, NE 68164	X		President & CEO					

Signatures

Downing	12/29/2009		
**Signature of Reporting Person	Date		

Reporting Owners 2

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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) Includes common stock in the form of restricted stock units.
- (2) All proceeds of shares sold were used to pay for the taxes and exercise price related to the exercise of 65,000 options, all of which were to expire in March 2010.
- (3) The actual sale prices range from \$41.27 to \$42.98.
- (4) The option vests in five equal annual installments beginning on April 5, 2001.
 - These options to purchase common stock are exercisable on or after the first day following the completion of a period of twenty (20)
- (5) consecutive business days on which the fair market value exceeds \$40.00 per share but only if such period is completed prior to 4/5/05 alternatively, these options to purchase common stock are exercisable on or after 4/5/09.
- (6) The option vests in five equal annual installments beginning on April 24, 2004.
- (7) The option vests in five equal annual installments beginning on April 22, 2005.
- (8) The option vests in five equal annual installments beginning on August 15, 2006.
- (9) The option vests in five equal annual installments beginning on November 8, 2006.

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.