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Walljasper V Form 4											
July 03, 2012										PROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION							OMB				
Check this box Washington					D.C. 20	549		Number:	3235-0287		
if no long subject to Section 1 Form 4 o Form 5 obligation may cont <i>See</i> Instru 1(b).	6. r Filed purs inue. Filed 17(a	uant to So of the P	ection 16 ublic Uti	SECUR	Expires: January 3 200 Estimated average burden hours per response 0						
(Print or Type F	Responses)										
Walljasper William J Symbol				Name and S GENER			-	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Month/D ONE CONVENIENCE BLVD., PO 06/29/20				-	ansaction			Director 10% Owner X Officer (give title Other (specify below) below) Senior VP and CFO			
BOX 3001	(Street) IA 50021			ndment, Dat h/Day/Year)	-			6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by Mo Person	ne Reporting Pe	rson	
(City)	(State) (A	Zip)	Table	e I - Non-Do	erivative S	Securi	ities Acqu	uired, Disposed of,	or Beneficial	ly Owned	
1.Title of 2. Transaction Date Security (Month/Day/Year) (Instr. 3)		2A. Deemed Execution Date, if any (Month/Day/Year)		3. 4. Securities Acquire Transactior(A) or Disposed of (D Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Pri		d 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)		
Common Stock								5,114 <u>(1)</u>	I	Voting and tender rights under KSOP	
Common Stock	06/29/2012	06/29/2	012	М	2,898	А	\$ 14.08	4,898	D		
Common Stock	06/29/2012	06/29/2	012	S <u>(5)</u>	2,898	D	\$ 59	2,000	D		
Common	06/29/2012	06/29/2	012	М	5,000	А	\$	7,000	D		

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Stock						20.68		
Common Stock	06/29/2012	06/29/2012	S <u>(5)</u>	5,000	D	\$ 59	2,000	D
Restricted stock units (3)							824	D

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form 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. Transacti Code (Instr. 8)	Transaction of Derivative Code Securities		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 - right to buy (2)	\$ 14.08	06/29/2012	06/29/2012	М	2.	,898	06/06/2006	06/06/2013	Common Stock	10,000
Option - right to buy <u>(2)</u>	\$ 20.68	06/29/2012	06/29/2012	М	5	,000	07/05/2010	07/05/2015	Common Stock	10,000
Option - right to buy <u>(2)</u>	\$ 26.92						06/25/2010	06/25/2017	Common Stock	10,000
Option - right to buy <u>(2)</u>	\$ 25.26						06/23/2012	06/23/2019	Common Stock	20,000
Option - right to buy <u>(4)</u>	\$ 44.39						06/23/2014	06/23/2021	Common Stock	20,000

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Reporting Owners

Reporting Owner Name / Address	Relationships								
	Director	10% Owner	Officer	Other					
Walljasper William J ONE CONVENIENCE BLVD. PO BOX 3001 ANKENY, IA 50021			Senior VP and CFO						
Signatures									
William J. Noth, under power of 8/16/04	dated	07/03/2012							
**Signature of Reporting P	erson		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) Allocated to Mr. Walljasper's KSOP account as of April 30, 2012. Does not include any shares allocated by KSOP trustee after that date.
- (2) Pursuant to terms and conditions of 2000 Stock Option Plan (or predecessor plan)
- (3) Pursuant to terms of 2009 Stock Incentive Plan. This award, which vests in full on May 1, 2014, represents the equity component of the amount payable to Mr. Walljasper under the FY11 annual incentive plan.
- (4) Pursuant to terms and conditions of 2009 Stock Incentive Plan.
- (5) Consisting of shares acquired upon exercise of stock options. See Table II.

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.