UNITED FIRE GROUP INC

Form 4 June 20, 2013

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB APPROVAL OMB

Number:

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

Person

1,419

3235-0287 January 31,

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SECURITIES 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. See Instruction

30(h) of the Investment Company Act of 1940

1(b).

Common

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Sheeley Michael J. Issuer Symbol UNITED FIRE GROUP INC (Check all applicable) [UFCS] (Last) (First) (Middle) 3. Date of Earliest Transaction Director 10% Owner X_ Officer (give title Other (specify (Month/Day/Year) below) 118 SECOND AVENUE SE 06/14/2013 VP/COO - United Life Ins. Co. (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line)

CEDAR RAPIDS, IA 52407-3909

(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1. Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of 7. Nature of Security (Month/Day/Year) Execution Date, if Transaction (A) or Disposed of (D) Securities Ownership Indirect (Instr. 3) any Code (Instr. 3, 4 and 5) Beneficially Form: Beneficial (Month/Day/Year) Owned Direct (D) Ownership (Instr. 8) Following or Indirect (Instr. 4) Reported (A) Transaction(s) (Instr. 4) (Instr. 3 and 4) Code Amount (D) Price \$ Common $V^{(3)}$ 06/14/2013 $\mathbf{P}^{(2)}$ 6 (4) $2,248 \frac{(6)}{}$ 06/19/2013(1) 27.41 D Α Stock (5) \$ Common 06/17/2013 06/20/2013(1) $\mathbf{P}^{(2)}$ $V^{(3)}$ 1 (4) Α 27.96 $2,249 \frac{(7)}{2}$ D Stock (5) By Issuer's

Employee Stock I Ownership Plan for self

1

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

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SEC 1474 (9-02)

> 9. Nu Deriv Secur Bene Own Follo Repo Trans

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of | 2. | 3. Transaction Date | 3A. Deemed | 4. | | 5. | 6. Date Exerc | cisable and | 7. Titl | le and | 8. Price of |
|-------------|-------------|---------------------|--------------------|-------------------|----------|--------------|---------------------|--------------------|---------|------------|-------------|
| Derivative | Conversion | (Month/Day/Year) | Execution Date, if | TransactionNumber | | Expiration D | on Date | | unt of | Derivative | |
| Security | or Exercise | | any | Code | | of | (Month/Day/ | Year) | Under | rlying | Security |
| (Instr. 3) | Price of | | (Month/Day/Year) | (Instr. | 8) | Derivative | e | | Secur | rities | (Instr. 5) |
| | Derivative | | | | | Securities | | | (Instr. | . 3 and 4) | |
| | Security | | | | Acquired | | | | | | |
| | · | | | | | (A) or | | | | | |
| | | | | | | Disposed | | | | | |
| | | | | | | of (D) | | | | | |
| | | | | | | (Instr. 3, | | | | | |
| | | | | | | 4, and 5) | | | | | |
| | | | | | | ., | | | | | |
| | | | | | | | | | | Amount | |
| | | | | | | | Date Exercisable | Expiration Date | Title | or | |
| | | | | | | | | | | Number | |
| | | | | | | | | | | of | |
| | | | | Code | V | (A) (D) | | | | Shares | |

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Sheeley Michael J. 118 SECOND AVENUE SE CEDAR RAPIDS, IA 52407-3909 VP/COO -United Life Ins. Co.

Signatures

/s/ Michael J. Sheeley by Barrie W. Ernst, Attorney-in-Fact

06/20/2013

Date

**Signature of Reporting Person

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) The deemed execution date of this transaction is based on a report of the Issuer's Dividend Reinvestment Plan administor and transfer agent.
- (2) Shares acquired through participation in Issuer's Dividend Reinvestment Plan.
- (3) This transaction is exempt under Rule 16a-11 of the Securities Exchange Act of 1934 and is voluntarily reported.
- (4) Represents the approximate number of shares (excluding fractionals) acquired by the administrator of the Issuer's Dividend Reinvestment Plan for the reporting person, based on a statement of the administrator.
- (5) The price per share is based on a statement provided by the Issuer's Dividend Reinvestment Plan trustee/administrator.

Reporting Owners 2

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- The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,215 shares (6) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.
- The total number of securities beneficially held directly by the Reporting Person following the reported transaction includes: 1,216 shares (7) held directly by Mr. Sheeley and 1,033 shares of restricted stock issued to Mr. Sheeley under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

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.