

UNITED FIRE GROUP INC  
Form 5  
February 13, 2015

**FORM 5**

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

OMB APPROVAL  
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Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF 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. Name and Address of Reporting Person \*  
CONNER DAVID E

(Last) (First) (Middle)

118 SECOND AVENUE SE, P.O. BOX 73909

(Street)

2. Issuer Name and Ticker or Trading Symbol  
UNITED FIRE GROUP INC [UFCS]

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
12/31/2014

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
VP/Chief Claims Officer

6. Individual or Joint/Group Reporting

(check applicable line)

CEDAR RAPIDS, IA 52407-3909

(City) (State) (Zip)

Form Filed by One Reporting Person  
 Form Filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially 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) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
				(A) or (D) Amount Price			
Common Stock	Â	Â	Â	Â Â Â	6,029 <sup>(1)</sup>	D	Â
Common Stock	Â	Â	Â	Â Â Â	2,500 <sup>(2)</sup>	I	By 401(k) Plan for Self
Common Stock	Â	Â	Â	Â Â Â	408	I	By Issuer's Employee 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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(9-02)

**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. Transaction Code (Instr. 8)	5. Number of Derivative Securities 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)	8. F. Derivative Securities (Instr. 3 and 4)	
					(A)	(D)	Date Exercisable	Expiration Date			
Stock Option (right to buy)	\$ 32.39	Â	Â	Â	Â	Â	Â	Â (3)	02/18/2015	Common Stock	2,500
Stock Option (right to buy)	\$ 39.13	Â	Â	Â	Â	Â	Â	Â (3)	02/17/2016	Common Stock	2,500
Stock Option (right to buy)	\$ 35.23	Â	Â	Â	Â	Â	Â	Â (3)	02/16/2017	Common Stock	5,000
Stock Option (right to buy)	\$ 33.43	Â	Â	Â	Â	Â	Â	Â (3)	05/21/2018	Common Stock	4,485
Stock Option (right to buy)	\$ 22.42	Â	Â	Â	Â	Â	Â	Â (4)	05/19/2020	Common Stock	3,000
Stock Option (right to buy)	\$ 20.54	Â	Â	Â	Â	Â	Â	Â (5)	02/18/2021	Common Stock	4,809
	\$ 23.96	Â	Â	Â	Â	Â	Â	Â (6)	02/15/2023		4,681

Stock Option (right to buy)	Price	Exercise Period	Expiration Date	Common Stock	Quantity
Stock Option (right to buy)	\$ 29.61	À	À	À	À
Stock Option (right to buy)			02/21/2024	Common Stock	6,552

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CONNER DAVID E 118 SECOND AVENUE SE P.O. BOX 73909 CEDAR RAPIDS, IA 52407-3909	À	À	À VP/Chief Claims Officer	À

## Signatures

/s/ David E. Conner by Michael T. Wilkins,  
Attorney-in-Fact

02/13/2015

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) The total number of securities beneficially held directly by the Reporting Person includes: 796 shares held by Mr. Conner directly; 1,875 shares of restricted stock issued under the Issuer's Stock Plan which vest, subject to certain conditions, on 02/18/2016; 1,334 shares of restricted stock issued under the Issuer's Stock Plan which vest, subject to certain conditions, on 02/15/2018; and 2,024 shares of restricted stock issued under the Issuer's Stock Plan which vest, subject to certain conditions, on 02/21/2019.
- (2) The number of securities shown as being held in or acquired by the Issuer's 401(k) account for the Reporting Person's benefit are the approximate number of shares of Issuer common stock (excluding fractionals) for which the Reporting Person has the right to direct the vote under the Issuer's 401(k) Plan. Such shares are not directly allocated to 401(k) Plan participants, but are instead held in a unitized fund consisting primarily of Issuer common stock, together with a small percentage of short-term investments. 401(k) Plan participants acquire units of this fund.
- (3) All options currently exercisable.
- (4) 2,400 options currently exercisable. Remaining options become vested and exercisable on 05/19/2015.
- (5) 2,885 options currently exercisable. Remaining options become vested and exercisable in equal installments on 02/18/2015 and 02/18/2016, respectively.
- (6) 937 options currently exercisable. Remaining options become vested and exercisable in equal installments on 02/15/2015, 02/15/2016 and 02/15/2017, respectively.
- (7) Options become vested and exercisable in equal installments on 02/21/2015, 2/21/2016, 02/21/2017, 02/21/2018 and 02/21/2019, respectively.

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