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CDOET LAMES AD

Form 4	VIES AD										
December 2	3, 2009										
FORM 4 UNITED STATES SECURITIES AND EXCH Washington, D.C. 2054							ANGE CO	OMMISSION	OMB Number:	PROVAL 3235-0287 January 31,	
if no lon subject to Section Form 4 c Form 5	o SIAIEN 16. or	statement of changes in beneficial ownership of							Expires: 2005 Estimated average burden hours per response 0.5		
obligatio may con <i>See</i> Instr 1(b).	tinue. Section 17(a) of the H	Public U	tility Hol	ding Co	npan		1935 or Section	l		
(Print or Type	Responses)										
1. Name and A CROFT JA	21 issuer raune und riener er rraung					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) (First) (Middle)			3. Date of Earliest Transaction					_X_ Director 10% Owner Officer (give title Other (specify below) below)			
	(Street)			endment, Dannent, Dannen, Danne	-	al	1	5. Individual or Joi Applicable Line) _X_ Form filed by Oi	ne Reporting Per	son	
MILWAUK	KEE, WI 53202						Ī	Form filed by Mo Person	ore than One Rej	porting	
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative	Secu	rities Acqui	ired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)	eurity (Month/Day/Year) Execution Dat		Date, if Transactionor Disposed of (D) Code (Instr. 3, 4 and 5)					5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	s Ownership Indirect ally Form: Beneficia Direct (D) Ownershi g or Indirect (Instr. 4) (I) oon(s) (Instr. 4)		
Common Stock	12/23/2009			M <u>(1)</u>	2,000 (1)	А	\$ 18.0625 (1)	20,654.859 (2)	D		
Common Stock	12/23/2009			S	2,000	D	\$ 26.09	18,654.859 (2)	D		
Common Stock								1,500	Ι	Spouse	

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

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information contained in this form are not
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(9-02)

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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. Transactic Code (Instr. 8)	Secu Acqu (A) c Disp (D)	rities nired or osed of r. 3, 4,	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
Stock Options (Right to Buy)	\$ 18.0625	12/23/2009		M <u>(1)</u>		2,000 (1)	02/01/2001 <u>(3)</u>	02/01/2010	Common Stock	2,000
Stock Options (Right to Buy)	\$ 18.7						05/01/2002 <u>(3)</u>	05/01/2011	Common Stock	2,000
Stock Options (Right to Buy)	\$ 25.19						05/01/2003 <u>(3)</u>	05/01/2012	Common Stock	2,000
Stock Options (Right to Buy)	\$ 21.66						05/01/2004(3)	05/01/2013	Common Stock	2,000
Stock Options (Right to Buy)	\$ 20.46						05/03/2005 <u>(3)</u>	05/03/2014	Common Stock	2,000
Stock Options (Right to Buy)	\$ 20.07						05/02/2006 <u>(3)</u>	05/02/2015	Common Stock	2,000
Stock Options (Right to Buy)	\$ 20.25						05/01/2007 <u>(3)</u>	05/01/2016	Common Stock	2,000
	\$ 26.12						05/01/2008 <u>(3)</u>	05/01/2017		2,000

Stock Options (Right to Buy) Stock Options (Right to Buy) \$ 30.07

05/01/2009<u>(3)</u> 05/01/2018 Common 2,000 Stock

Common

Stock

Reporting Owners

Reporting Owner Name / Address		Relationsh						
	Director	10% Owner	Officer	Other				
CROFT JAMES AD 777 EAST WISCONSIN AVENUE MILWAUKEE, WI 53202	Х							
Signatures								
John L. Hammond, Attorney-in-Fact Croft	12/23/2009							
** Signature of Reporting Person		Date						
Explanation of Responses:								
* If the form is filed by more than one reporting person, <i>see</i> 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) Exercise of in-the-money employee stock option that would otherwise expire on 2/1/2010, exempt from Section 16(b) by virtue of Rule 16b-6(b) and Rule 16b-3(d) and (e).
- (2) Includes shares of restricted stock held under Issuer's 2002 Non-Employee Director Stock Plan and shares held in a dividend reinvestment plan.

(3) Original option grant vests in three equal annual installments beginning on the date listed in the "Date Exercisable" column.

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.