

JAFFRAY DAWN M  
Form 4  
June 08, 2018

**FORM 4**

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

OMB APPROVAL

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**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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
JAFFRAY DAWN M

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
118 2ND AVE SE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
06/06/2018

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP/Chief Financial Officer

CEDAR RAPIDS, IA 52401-1212  
(City) (State) (Zip)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 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)
			Code	V	Amount	(D)	Price
Common Stock	06/06/2018		M <sup>(1)</sup>		6,317	A	\$ 39.91
Common Stock	06/06/2018		M <sup>(1)</sup>		1,602	A	\$ 41.32
Common Stock	06/06/2018		M <sup>(1)</sup>		2,467	A	\$ 42.27
Common Stock	06/06/2018		S <sup>(1)</sup>		2,986	D	\$ 55.582 <sup>(2)</sup>
Common Stock	06/06/2018		S <sup>(1)</sup>		7,400	D	\$ 55.1853 <sup>(3)</sup>

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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. Amount or Number of Shares
Stock Option (right to buy)	\$ 39.91	06/06/2018		M <sup>(1)</sup>	6,317	<sup>(4)</sup> 02/19/2026	Common Stock	6,317
Stock Option (right to buy)	\$ 41.32	06/06/2018		M <sup>(1)</sup>	1,602	<sup>(5)</sup> 02/17/2027	Common Stock	1,602
Stock Option (right to buy)	\$ 42.27	06/06/2018		M <sup>(1)</sup>	2,467	<sup>(6)</sup> 03/24/2027	Common Stock	2,467

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JAFFRAY DAWN M 118 2ND AVE SE CEDAR RAPIDS, IA 52401-1212			SVP/Chief Financial Officer	

## Signatures

/s/ Dawn M. Jaffray by Michael T. Wilkins,  
Attorney-in-Fact

06/08/2018

\_\_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) Transaction pursuant to a 10b5-1 contract.

This transaction was executed in multiple trades at prices ranging from \$55.42 to \$56.42. The price reported above reflects the weighted average purchase price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

(2) average purchase price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

This transaction was executed in multiple trades at prices ranging from \$55.00 to \$55.41. The price reported above reflects the weighted average purchase price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

(3) average purchase price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

(4) This option grant vests one-fifth on each of the first five anniversaries of the 2/19/2016 grant date.

(5) This option grant vests one-fifth on each of the first five anniversaries of the 2/17/2017 grant date.

(6) This option grant vests one-third on each of the first three anniversaries of the 3/24/2017 grant date.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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