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ROELL ST Form 4	EPHEN A												
May 13, 20	13												
FORM	Λ4		an an		70		~~~			OMB AP	PROVAL		
	••• UNITED	STATES						NGE CC	OMMISSION	OMB Number:	3235-0287		
Check t if no lor subject Section Form 4 Form 5 obligati	nger to 16. or Filed put	Washington, D.C. 20549 MENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES rsuant to Section 16(a) of the Securities Exchange Act of 1934,								Expires: Estimated av burden hours response	•		
<i>See</i> Instruction 1/(a) of the Fublic Offity Holding Company Act of 1955 of Section 30(h) of the Investment Company Act of 1940 1(b).													
(Print or Type	Responses)												
ROELL STEPHEN A Symbol									Relationship of Reporting Person(s) to suer				
(Last)	(First) (Middle)	3. Date	of Earli	est T	Fransaction			(Check	all applicable)			
5757 N. GREEN BAY 05/10/2 AVENUE, P.O. BOX 591 05/10/2					ear)			_	X Director 10% Owner X Officer (give title Other (specify low) below) Chairman & CEO				
Filed(Mo					onth/Day/Year) Ap				Applicable Line) X_ Form filed by Or	Individual or Joint/Group Filing(Check plicable Line) _ Form filed by One Reporting Person _ Form filed by More than One Reporting			
	KEE, WI 53201-0							P	Person		6		
(City)	(State)	(Zip)	Tal	ble I - N	lon-	Derivative S	Securi	ties Acqui	red, Disposed of,	or Beneficially	y Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2. Transaction Date 2A. Deemed Month/Day/Year) Execution Date, if any (Month/Day/Year)				4. Securitie onDisposed o (Instr. 3, 4 a	f (D)		r 5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6.7. Nature of OwnershipForm:BeneficialDirect (D)Ownership or Indirect(I)(Instr. 4)			
C				Code	V	Amount	(D)	Price	(Instr. 3 and 4)				
Common Stock	11/27/2012			G	V	5,565	D	\$0	666,267	D			
Common Stock	05/10/2013			М		525,000	А	\$ 22.5617	1,191,267	D			
Common Stock	05/10/2013			S		525,000	D	\$ 36.3539 (1)	9 666,267	D			
Common Stock									36,555.91 <u>(2</u>	<u>)</u> I	By 401(k) Plan Trust		

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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)	orDeri Secu Acqu Disp	umber of vative urities uired (A) or posed of (D) r. 3, 4, and	*		7. Title and Amount o Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun Numbe Shares
Employee Stock Option (Right to Buy)	\$ 22.5617	05/10/2013		М		525,000	11/16/2007	11/16/2015	Common Stock	525,0

Reporting Owners

Reporting Owner Name / Address	Relationships							
reporting of the round round of	Director	10% Owner	Officer	Other				
ROELL STEPHEN A 5757 N. GREEN BAY AVENUE P.O. BOX 591 MILWAUKEE, WI 53201-0591	Х		Chairman & CEO					
Signatures								
/s/ Angela M. Blair, Attorney-in-fa Roell	s/ Angela M. Blair, Attorney-in-fact for Stephen A. oell							
<u>**</u> Signature of Reporting Per		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).

The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$36.15 to \$36.54, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the

(1) Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnote 1 of this Form 4.

The number of underlying securities is based on the stock fund balance on May 10, 2013. The actual number of shares issuable upon the distribution date is not determinable since the stock fund is a unitized account consisting of 96% company stock and 4% money market

(2) distribution date is not determinable since the stock fund is a unitized account consisting of 90% company stock and 4% inoney market fund. The stock account balance reflected in this report is based on a May 10, 2013, stock fund price of \$36.47 per share, and includes a company match of 353.44. phantom stock units acquired on February 14, 2013 at \$31.83.

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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.