### Edgar Filing: FAIRFIELD BILL L - Form 4

FAIRFIEL Form 4 November													
EODM A										OMB APPROVAL			
Washington, D.C. 20549										OMB Number:	3235-0287		
Check this box if no longer subject to Section 16. Form 4 or				NCE	T TN	LDENIER	CIAI		DCIUD OF	Expires:	January 31, 2005		
						RITIES	CIAI	LUWNE	KSHIP OF	Estimated av burden hour response	verage		
Form 5 obligations may continue. See Instruction 1(b). 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	e Responses)												
FAIRFIELD BILL L Symbol				I I I I I I I I I I I I I I I I I I I					5. Relationship of Reporting Person(s) to Issuer				
				e of Earliest Transaction					(Check all applicable)				
(Month			(Month 11/10/	h/Day/Year) )/2011					_X_ Director 10% Owner Officer (give title Other (specify below) below)				
(Street) 4. If An				Amendment, Date Original 6.					. Individual or Joint/Group Filing(Check				
Filed(M KEARNEY, NE 68845				_X					pplicable Line) 5_ Form filed by One Reporting Person _ Form filed by More than One Reporting rson				
(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned									y Owned				
1.Title of Security (Instr. 3)	1.Title of Security2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if				actio 8)	4. Securities nDisposed of (Instr. 3, 4 a	(D)	ired (A) or	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
						(A) or			Transaction(s) (Instr. 3 and 4)	(Instr. 4)			
Common Stock	04/27/2011			Code $J^{(1)}$		Amount 141.22	(D) A	Price \$ 45.85	42,341.8	D			
Common Stock	07/27/2011			J <u>(1)</u>	V	141.99	А	\$ 45.8	42,483.79	D			
Common Stock	10/27/2011			J <u>(1)</u>	v	1,775.34	А	\$ 45.07	44,259.13	D			
Common Stock	11/10/2011			S		100	D	\$ 43	44,159.13	D			
Common Stock				S		4,900	D	\$ 43.0017	<sup>39,259.13</sup>	D			
									200	Ι			

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Common Stock By Dependent 1

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)	4. Transactio Code (Instr. 8)	5. of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

# **Reporting Owners**

<b>Reporting Owner Name / Address</b>	Relationships							
	Director	10% Owner	Officer	Other				
FAIRFIELD BILL L 2407 W 24TH STREET KEARNEY, NE 68845	Х							
Signatures								
Karen B. Rhoads by Power of Attorney	11/15/2011							

\*\*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) Purchased through Dividend Reinvestment Plan.

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.