

Zak Kowalczyk Mary  
 Form 3  
 January 05, 2011

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â Zak Kowalczyk Mary                      |         | (Month/Day/Year)                     | ASSISTED LIVING CONCEPTS INC [ALC]                 |  |
| (Last)                                    | (First) | (Middle)                             | 12/31/2010   |  |
| W140 N8981 LILLY ROAD                     |         |                                      | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                  |         |                                      | (Check all applicable)                             |  |
| MENOMONEE                                 |         |                                      | <input type="checkbox"/> Director                  | <input type="checkbox"/> 10% Owner                                     |
| FALLS,Â WIÂ 53051                         |         |                                      | <input checked="" type="checkbox"/> Officer        | <input type="checkbox"/> Other   |
| (City)                                    | (State) | (Zip)                                | (give title below)                                 | (specify below)  |
|   |         |                                      | Vice President                                     |  |
|   |         |                                      |  | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|   |         |                                      |  | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      |  | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Class A Common Stock            | 0   | D  | Â   |

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

SEC 1473 (7-02)

**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 Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|  | Date Exercisable   | Expiration Date   | Title  | Amount or Number of  |   |

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|   |                           |            | Shares               |       | (I)<br>(Instr. 5) |   |   |
|---|---------------------------|------------|----------------------|-------|-------------------|---|---|
| Tandem Stock Options/SARS (right to buy) <sup>(1)</sup> | 03/03/2011 <sup>(2)</sup> | 03/03/2015 | Class A Common Stock | 500   | \$ 31.71          | D | Â |
| Tandem Stock Options/SARS (right to buy) <sup>(3)</sup> | 02/22/2010 <sup>(3)</sup> | 02/22/2014 | Class A Common Stock | 1,500 | \$ 15.35          | D | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                  |       |
|--|---------------|-----------|------------------|-------|
|  | Director      | 10% Owner | Officer          | Other |
| Zak Kowalczyk Mary<br>W140 N8981 LILLY ROAD<br>MENOMONEE FALLS, WI 53051 | Â             | Â         | Â Vice President | Â     |

## Signatures

Mary Zak-Kowalczyk 01/05/2011

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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).
  - Award of tandem non-qualified stock options and stock appreciation rights for shares of the Issuer's Class A Common Stock ("Options/SARS's") approved on March 3, 2010. The award also includes up to 2,250 additional Options/SAR's which are contingent upon the attainment of certain performance criteria in 2010.
  - (1) The Options/SAR's vest in three equal annual installments beginning on March 3, 2011.
  - (2) Award of Options/SARs granted on February 22, 2009. The Options/SAR's become exercisable in three equal annual installments beginning on February 22, 2010.
  - (3)

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.