

UNITED FIRE GROUP INC  
 Form 5  
 February 13, 2014

**FORM 5**

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

OMB APPROVAL  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).  
 Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL 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

1. Name and Address of Reporting Person \*  
**CONNER DAVID E**

(Last) (First) (Middle)

118 SECOND AVENUE SE, P.O.  
 BOX 73909

(Street)

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

3. Statement for Issuer's Fiscal Year Ended  
 (Month/Day/Year)  
 12/31/2013

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 VP/Chief Claims Officer

6. Individual or Joint/Group Reporting

(check applicable line)

**CEDAR  
 RAPIDS, IA 52407-3909**

(City) (State) (Zip)

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 at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
				(A) or (D) Amount Price			
Common Stock	Â	Â	Â	Â Â Â	4,005 <sup>(1)</sup>	D	Â
Common Stock	Â	Â	Â	Â Â Â	1,725 <sup>(2)</sup>	I	By 401(k) Plan for self
Common Stock	Â	Â	Â	Â Â Â	397	I	By Issuer's Employee Stock Ownership

Plan self

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. F. Derivative Securities (Instr. 3 and 4)
					(A) (D)	Date Exercisable Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 32.39	Â	Â	Â	Â Â Â (3)	02/18/2015	Common Stock	2,500
Stock Option (right to buy)	\$ 39.13	Â	Â	Â	Â Â Â (3)	02/17/2016	Common Stock	2,500
Stock Option (right to buy)	\$ 35.23	Â	Â	Â	Â Â Â (3)	02/16/2017	Common Stock	5,000
Stock Option (right to buy)	\$ 33.43	Â	Â	Â	Â Â Â (3)	05/21/2018	Common Stock	4,485
Stock Option (right to buy)	\$ 22.42	Â	Â	Â	Â Â Â (4)	05/19/2020	Common Stock	3,000
Stock Option (right to buy)	\$ 20.54	Â	Â	Â	Â Â Â (5)	02/18/2021	Common Stock	4,809
	\$ 23.96	Â	Â	Â	Â Â Â (6)	02/15/2023		4,681

Stock  
Option  
(right to  
buy)

Common  
Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CONNER DAVID E 118 SECOND AVENUE SE P.O. BOX 73909 CEDAR RAPIDS, IA 52407-3909	Â	Â	Â VP/Chief Claims Officer	Â

## Signatures

/s/ David E. Conner by Dianne M. Lyons,  
Attorney-in-Fact

02/13/2014

\_\_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) The total number of securities beneficially held directly by the Reporting Person includes: 796 shares held by Mr. Conner directly; 1,875 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/18/2016 and 1,334 shares of restricted stock issued under the Issuer's 2008 Stock Plan which vest, subject to certain conditions, on 02/15/2018.

(2) The number of securities shown as being held in, acquired by or disposed of by the Issuer's 401(k) account for the Reporting Person's benefit is the approximate number of shares of common stock (excluding fractionals) for which the Reporting Person has the right to direct the vote under the 401(k) plan. Such shares are not directly allocated to plan participants, but are instead held in a unitized fund consisting primarily of Issuer common stock, together with a small percentage of short-term investments. Participants acquire units of this fund.

(3) All options currently exercisable.

(4) 1,800 options currently exercisable; 1,200 options become exercisable in two (2) equal installments of 600 options each on 05/19/2014 and 05/19/2015, respectively.

(5) 1,923 options currently exercisable; 2,886 options become exercisable in three (3) equal installments of 962 shares each on 02/18/2014, 02/18/2015 and 02/18/2016, respectively.

(6) 937 options become exercisable on 02/15/2014. 3,744 options become exercisable in four (4) equal installments of 936 options each on 02/15/2015, 02/15/2016, 02/15/2017 and 02/15/2018, respectively.

Note: File three copies of this Form, one of which must be manually signed. If space provided 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.