

RIFE JOHN A  
Form 4  
February 22, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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

**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 \*  
RIFE JOHN A

2. Issuer Name and Ticker or Trading Symbol  
UNITED FIRE & CASUALTY CO  
[UFCS]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

(Last) (First) (Middle)  
118 SECOND AVENUE SE, P.O.  
BOX 73909  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/18/2011

Director  10% Owner  
 Officer (give title below)  Other (specify below)

CEDAR RAPIDS, IA 52407-3909

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

(City) (State) (Zip)

**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 Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)		
				(A) or (D)	Code	V	Amount	(D)	Price

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.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transaction of	5. Number of Derivative	6. Date Exercisable and Expiration Date	7. Title and Amount of Underlying Securities	8. I
------------------------	---------------	--------------------------------------	-------------------------------	-------------------	-------------------------	---	--	------

Edgar Filing: RIFE JOHN A - Form 4

Security (Instr. 3)	or Exercise Price of Derivative Security	any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	(Month/Day/Year)	(Instr. 3 and 4)	Sec (In			
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (right to buy)	\$ 20.4 <sup>(1)</sup>	02/18/2011	A		3,000		<sup>(2)</sup>	02/18/2021	Common Stock	3,000
Stock Option (right to buy)	\$ 22.46 <sup>(1)</sup>						<sup>(3)</sup>	05/19/2020	Common Stock	3,000
Stock Option (right to buy)	\$ 34.39 <sup>(4)</sup>						<sup>(5)</sup>	02/15/2018	Common Stock	3,000
Stock Option (right to buy)	\$ 35.23 <sup>(4)</sup>						<sup>(5)</sup>	02/16/2017	Common Stock	20,000
Stock Option (right to buy)	\$ 39.13 <sup>(4)</sup>						<sup>(5)</sup>	02/17/2016	Common Stock	20,000
Stock Option (right to buy)	\$ 32.39 <sup>(4)</sup>						<sup>(5)</sup>	02/18/2015	Common Stock	20,000
Stock Option (right to buy)	\$ 21.66 <sup>(4)</sup>						<sup>(5)</sup>	02/20/2014	Common Stock	12,000
Stock Option (right to buy)	\$ 15.85 <sup>(4)</sup>						<sup>(5)</sup>	02/21/2013	Common Stock	2,500

## Reporting Owners

Reporting Owner Name / Address

Relationships

Edgar Filing: RIFE JOHN A - Form 4

Director 10% Owner Officer Other

RIFE JOHN A  
118 SECOND AVENUE SE  
P.O. BOX 73909  
CEDAR RAPIDS, IA 52407-3909

X

## Signatures

/s/ John A. Rife by Dianne M. Lyons,  
Attorney-in-Fact

02/22/2011

\_\_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).  
Under the terms of the 2005 United Fire & Casualty Company Nonqualified Nonemployee Stock Option and Restricted Stock Plan, the
  - (1) option exercise price for these stock options is calculated as the average of the high and low trading price of the issuer's common stock on the grant date.
  - (2) 3,000 options become exercisable in five equal installments of 600 option shares each on 02/18/2012, 02/18/2013, 02/18/2014, 02/18/2015 and 02/18/2016.
  - (3) 3,000 options become exercisable in five equal installments of 600 option shares each on 05/19/2011, 05/19/2012, 05/19/2013, 05/19/2014 and 05/19/2015.
  - (4) The exercise price of these stock options represents the closing price of issuer's common stock on the grant date.
  - (5) All options currently exercisable.

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.