## Edgar Filing: SCHAUSS JOHN A - Form 4

COLLA LICC LOUDI

| Form 4                      | UHN A   |  |                     |                   |   |   |  |  |  |  |
|-----------------------------|---|--|---------------------|-------------------|---|---|--|--|--|--|
| March 17, 20                | 09  |  |                     |                   |   |   |  |  |  |  |
| FORM                        | <b>4 INITED</b>   | статес                                     | SECU                | DITIES            |   |   | E COMMISSIO  | AT -   | PPROVAL  |  |
|                             | UNITED  | SIAIES                                     |                     | shington          |   |   |  | Number:  | 3235-0287  |  |
|                             |   |  |                     |                   |   |   |  |  | January 31,<br>2005<br>average<br>urs per<br>0.5 |  |
| (Print or Type R            | lesponses)  |  |                     |                   |   |   |  |  |  |  |
| 1. Name and Ad<br>SCHAUSS J | Symbol  | er Name <b>an</b><br>A GENEF               |                     | C                 | 5. Relationship of Reporting Person(s) to<br>Issuer<br>(Check all applicable)   |   |  |  |  |  |
| (Last)                      | (First) (I  | Middle)                                    | 3. Date of          | of Earliest T     | ransaction  |   | (Ch  | eek un uppneuor  | •)   |  |
| 333 EAST FRANKLIN ST        |   |  | (Month/2<br>03/16/2 | Day/Year)<br>2009 |   |   | Director 10% Owner<br>X Officer (give title Other (specify<br>below) below)<br>Vice President-Finance and CFO      |  |  |  |
| RICHMONI                    | 4. If Amendment, Date Original<br>Filed(Month/Day/Year) |  |                     |                   | <ul> <li>6. Individual or Joint/Group Filing(Check<br/>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting<br/>Person</li> </ul> |   |  |  |  |  |
| (City)                      | (State)   | (Zip)                                      | Tab                 | ole I - Non-J     | Derivative  | Securities A  | Acquired, Disposed   | of. or Beneficia   | llv Owned  |  |
|                             | 2. Transaction Date<br>(Month/Day/Year)                 | 2A. Deemo<br>Execution<br>any<br>(Month/Da | ed<br>Date, if      | 3.                | 4. Securit<br>nAcquired<br>Disposed<br>(Instr. 3, 4   | ies<br>(A) or<br>of (D)                                 | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect                         |  |
| Reminder: Repo              | ort on a separate line                                  | for each cl                                | ass of sec          | urities bene      | ficially ow   | ned directly  | or indirectly  |  |  |  |
| Kenninder, Kept             | second separate find                                    |  |                     |                   | Perso<br>inforn<br>requir   | ns who rest<br>nation cont<br>ed to resp<br>sys a curre | spond to the colle<br>tained in this form<br>ond unless the fo<br>ntly valid OMB co                                | n are not<br>rm  | SEC 1474<br>(9-02)                               |  |

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

| 1. Title of | 2.          | 3. Transaction Date | 3A. Deemed         | 4.         | 5. Number  | 6. Date Exercisable and | 7. Title and Amount of | 8. Price  |
|-------------|-------------|---------------------|--------------------|------------|------------|-------------------------|------------------------|-----------|
| Derivative  | Conversion  | (Month/Day/Year)    | Execution Date, if | Transactio | onof       | Expiration Date         | Underlying Securities  | Derivativ |
| Security    | or Exercise |                     | any                | Code       | Derivative | (Month/Day/Year)        | (Instr. 3 and 4)       | Security  |

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| (Instr. 3)       | Price of<br>Derivative<br>Security |            | (Month/Day/Year) | (Instr. 8) |   | Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4,<br>and 5) |     |                     |                    |                            |  | (Instr. 5)     |
|------------------|------------------------------------|------------|------------------|------------|---|---|-----|---------------------|--------------------|----------------------------|--|----------------|
|                  |                                    |            |                  | Code       | V | (A)   | (D) | Date<br>Exercisable | Expiration<br>Date | Title                      | Amount<br>or<br>Number<br>of<br>Shares |                |
| Phantom<br>Stock | \$ 0 <u>(1)</u>                    | 03/16/2009 |                  | А          |   | 381   |     | (2)                 | (2)                | Class A<br>Common<br>Stock | 381                                    | \$ 0 <u>(1</u> |

## **Reporting Owners**

| Reporting Owner Name / Address                                 | Relationships |           |                                |       |  |  |  |
|--|---------------|-----------|--------------------------------|-------|--|--|--|
| 1  | Director      | 10% Owner | Officer                        | Other |  |  |  |
| SCHAUSS JOHN A<br>333 EAST FRANKLIN ST<br>RICHMOND, VA 23219   |               |           | Vice President-Finance and CFO |       |  |  |  |
| Signatures   |               |           |                                |       |  |  |  |
| /s/ John A. Schauss, by George L. Mahoney,<br>Attorney-in-fact |               |           | 03/17/2009                     |       |  |  |  |
| **Signature of Report  | ting 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) Units acquired under the Company's Supplemental 401(k) deferred compensation plan. Each unit is the economic equivalent of one share of Class A common stock.
- (2) Units are payable in cash following termination of the reporting person's employment. Upon attaining age 55, the reporting person may transfer the units into an alternative investment account at any time.
- (3) Additionally, 27,800 non-derivative Class A common shares are held directly.

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.