## Edgar Filing: Butler John A - Form 4

Butler John A Form 4										
January 31, 2011	l									
FORM 4	L								PPROVAL	
<b>UNITED STATES SECURITIES AND EXCHANGE COMMISSION</b> Washington, D.C. 20549									3235-0287	
Check this bo if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction	STATEM Filed pur Section 17(		Section Public U	SECUI	Estimated burden hou response	Estimated average burden hours per response 0.5				
1(b).										
(Print or Type Respo	onses)									
1. Name and Address of Reporting Person <u>*</u> Butler John A			Symbol	er Name <b>an</b> A GENEF		-	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)					(Cneck all applicable)					
333 EAST FRANKLIN STREET			(Month/Day/Year) 01/27/2011				Director 10% Owner X Officer (give title Other (specify below) below) Treasurer			
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
RICHMOND, V	/A 23219						Form filed by Person	More than One R	eporting	
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned	
	ransaction Date nth/Day/Year)	Execution any	Date, if	Code (Instr. 8)	4. Securit mAcquired Disposed (Instr. 3, 4 Amount	(A) or of (D)	Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Reminder: Report o	n a separate line	e for each cla	ass of sec	urities bene	ficially ow	ned directly	or indirectly			
					Perso inforn requir	ns who res nation con red to resp nys a curre	spond to the colle tained in this form ond unless the fo ntly valid OMB co	n are not rm	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	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Amount of	8
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	Е
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	S

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 5.2	01/27/2011		A		4,600		<u>(1)</u>	01/27/2021	Class A Common Stock	4,600

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
Butler John A 333 EAST FRANKLIN STREET RICHMOND, VA 23219			Treasurer					
Signatures								
/s/ John A Butler, by George L. Ma Attorney-in-fact	ahoney,		01/3	1/2011				
<u>**</u> Signature of Reporting P	erson			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) Options granted under 1996 Non-qualified Stock Option Plan, which become exercisable 1/3 per year on Janurary 27, 2012, 2013, and 2014.

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.

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