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MUHLEISE Form 4 March 03, 2											
FORM	ЛЛ		CECUI			D DVO				OMB AF	PROVAL
. •	·· · UNITED	STATES						IGE CO	OMMISSION	OMB Number:	3235-0287
Check th if no lon subject t Section Form 4 o Form 5 obligatio may con <i>See</i> Instr 1(b).	Washington, D.C. 20549 CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES ection 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Section of the Investment Company Act of 1940							Expires: Estimated a burden hour response	•		
(Print or Type	Responses)										
	Address of Reporting E	Person <u>*</u>	Symbol	r Name a ET INC		Ficker or T	rading	>	5. Relationship of I Issuer		
(Last) (First) (Middle) 3. Date of			of Earliest Transaction					(Check all applicable)			
	IERS & MERCHA ENT INC., 6801 S EET		(Month/I 03/01/2	Day/Year) 2010	1				Director Officer (give t below)	itle $\underline{X}_{10\%}$ Othe below)	o Owner r (specify
	(Street)			endment, l nth/Day/Ye		e Original			6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M	ne Reporting Per	rson
LINCOLN									Person		porung
(City)	(State)	(Zip)	Tab	le I - Non	-De	rivative S	ecurit	ies Acqu	ired, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Date, if	3. Transact Code (Instr. 8) Code)	4. Securi (A) or Di (Instr. 3, Amount	ispose	d of (D)	5. Amount of 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)
Class A Common Stock	03/01/2010			S <u>(1)(2)</u>		50	D	\$ 16.01	620,695	Ι	By son
Class A Common Stock	03/01/2010			S <u>(1)(2)</u>		250	D	\$ 16.04	620,445	I	By son
Class A Common Stock	03/01/2010			S <u>(1)(2)</u>		50	D	\$ 16.05	620,395	I	By son
Class A	03/01/2010			S(1)(2)		50	D	\$	620,345	Ι	By son

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Common Stock					16.08			
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	100	D	\$ 16.09 6	520,245	I	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	100	D	\$ 16.1 6	520,145	Ι	By son
Class A Common Stock	03/01/2010	S(1)(2)	50	D	\$ 16.13 6	520,095	I	By son
Class A Common Stock	03/01/2010	S(1)(2)	50	D	\$ 16.14 6	520,045	I	By son
Class A Common Stock	03/01/2010	S(1)(2)	50	D	\$ 16.15 6	519,995	I	By son
Class A Common Stock	03/01/2010	S (1)(2)	50	D	\$ 16.16 6	519,945	I	By son
Class A Common Stock	03/01/2010	S(1)(2)	250	D	\$ 16.17 6	519,695	I	By son
Class A Common Stock	03/01/2010	S(1)(2)	200	D	\$ 16.19 6	519,495	I	By son
Class A Common Stock	03/01/2010	S(1)(2)	300	D	\$ 16.2 6	519,195	I	By son
Class A Common Stock	03/01/2010	S(1)(2)	100	D	\$ 16.21 6	519,095	I	By son
Class A Common Stock	03/01/2010	S(1)(2)	200	D	\$ 16.22 6	518,895	I	By son
Class A Common Stock	03/01/2010	S (1)(2)	100	D	\$ 16.23 6	518,795	I	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	250	D	\$ 16.24 6	518,545	I	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	300	D	\$ 16.25 6	518,245	I	By son

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Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	750	D	\$ 16.26 617,495	Ι	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	450	D	\$ 16.27 617,045	Ι	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	400	D	\$ 16.28 616,645	Ι	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	500	D	\$ 16.29 616,145	Ι	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	250	D	\$ 16.3 615,895	Ι	By son
Class A Common Stock	03/01/2010	S <u>(1)(2)</u>	500	D	\$ 16.31 615,395	Ι	By son
Class A Common Stock	03/01/2010	S(1)(2)	50	D	\$ 615,345	Ι	By son

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.

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		4.	5.	6. Date Exerc		7. Title		8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration D	ate	Amou		Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underl	lying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ties	(Instr. 5)	Bene
	Derivative				Securities	1		(Instr.	3 and 4)		Owne
	Security				Acquired				,		Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						(
					4, and 5)						
					+, and 5)						
									Amount		
						Data	Enning		or		
						Date	Expiration	Title	Number		
						Exercisable	Date		of		
				Code V	(A) (D)				Shares		
				0000	() ()				Silaios		

Reporting Owners

Reporting Owner Name / Address	Relationships					
1	Director	10% Owner	Officer	Other		
MUHLEISEN ANGIE C/O FARMERS & MERCHANTS INVESTMENT INC. 6801 SOUTH 27TH STREET LINCOLN, NE 68512		Х				
Signatures						
/s/ Angie R. Miller, Attorney-in-Fact for Angela L. Muhleisen		03/03/2010				
**Signature of Reporting Person		Date				
Explanation of Posponsos:						

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).
- These shares were sold by Jason Muhleisen pursuant to a Rule 10b5-1 Sales Plan (the "J.M. Plan") entered into on September 15, 2009, which provides for the sale of shares of the issuer's Class A Common Stock, subject to limit price provisions and an expiration date of December 15, 2010. To the extent any future sales occur pursuant to the J.M. Plan, such sales will be publicly disclosed in Form 4 filings
- with the Securities and Exchange Commission.

Rule 10b5-1, promulgated under the Securities Exchange Act of 1934, allows significant shareholders of a company who are not in possession of material non-public information to establish pre-arranged plans to buy or sell a specified number of shares of such

(2) possession of material non-public information to establish pre-arranged plans to buy of sen a specified number of shares of such company's stock. Once a plan is established, the shareholder does not retain or exercise any discretion over sales of stock under the plan and the pre-planned trades may be executed at later dates as set forth in the plan.

Remarks:

This is the third of four Forms 4 that are being filed for Angela L. Muhleisen for transactions made on March 1, 2010.

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.