HILB ROGAL & HOBBS CO
Form 4
August 22, 2008

FORM 4

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

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

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 [*] Birriel Joseph W	2. Issuer Name **and** Ticker or Trading Symbol HILB ROGAL & HOBBS CO [HRH]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/21/2008	_____ Director _____ 10% Owner __X__ Officer (give title _____ Other (specify below) below) SVP Human Resources
HILB ROGAL & HOBBS COMPANY, 4951 LAKE BROOK DRIVE, SUITE 500		
(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 ___ Form filed by More than One Reporting Person
GLEN ALLEN, VA 23060		
(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 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock								925	D	
Common Stock								1,086.373	I	Deferred Plan, Held in Trust
Common Stock	08/21/2008		S		453.8984	D	$ 43.71	0	I	Employee Stock Purchase Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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. Pri Deriv Secu (Instr
									Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
				Code	V	(A)	(D)						
Stock Options (Right to buy)	$ 0								11/29/2006	11/29/2012	Common Stock	750	
Stock Options (Right to buy)	$ 0								02/11/2010	02/11/2015	Common Stock	2,500	
Stock Options (Right to buy)	$ 0								03/10/2008	02/16/2013	Common Stock	1,875	
Stock Options (Right to buy)	$ 0								02/12/2009	02/12/2014	Common Stock	2,500	
Stock Options (Right to buy)	$ 32.54								02/11/2009	02/11/2015	Common Stock	5,000	
Stock Options (Right to buy)	$ 39.16								11/29/2006	11/29/2012	Common Stock	3,000	
	$ 39.35								02/16/2007	02/16/2013		10,000	

Stock Options (Right to buy)					Common Stock	
Stock Options (Right to buy)	$ 42.66			02/12/2008 02/12/2014	Common Stock	5,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Birriel Joseph W HILB ROGAL & HOBBS COMPANY 4951 LAKE BROOK DRIVE, SUITE 500 GLEN ALLEN, VA 23060			SVP Human Resources	

Signatures

Walter L. Smith, A. Brent King, Timothy J. Korman	08/22/2008
<u>**</u>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).

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.