Edgar Filing: Walljasper William J - Form 4

Walljasper V Form 4 March 14, 20											
FORM	1 /								OMB AF	PROVAL	
. •	• • UNITED	STATES		ITIES Al hington, 1			NGE C	OMMISSION	OMB Number:	3235-0287	
Check thi if no long subject to Section 1 Form 4 o Form 5 obligation may cont <i>See</i> Instru 1(b).	F CHAN	GES IN F SECURI 6(a) of the ility Hold	Expires:January 31, 2005Estimated average burden hours per response0.5								
(Print or Type F	Responses)										
1. Name and A Walljasper V	address of Reporting William J	Person <u>*</u>	Symbol	Name and S GENER			-	5. Relationship of Issuer (Check	Reporting Pers		
(Month/Da				-				Director 10% Owner X Officer (give title Other (specify below) below)			
BOX 3001	ENIENCE DLV	D., PO	03/13/20)13				Senio	r VP and CFO		
ANKENY, I	(Street)			ndment, Dat th/Day/Year)	-			6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M	ne Reporting Pe	rson	
(City)		(Zip)						Person			
	× ,	-					-	uired, Disposed of,		-	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any		3. Transactic Code (Instr. 8) Code V	4. Securi on(A) or Di (Instr. 3, Amount	4 and (A) or	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)	
Common Stock								5,114 <u>(1)</u>	I	Voting and tender rights under KSOP	
Common Stock	03/13/2013	03/13/	2013	М	5,000	A	\$ 20.68	7,000	D		
Common Stock	03/13/2013	03/13/	2013	М	302	А	\$ 14.08	7,302	D		
Common	03/13/2013	03/13/	2013	S <u>(6)</u>	5,302	D	\$	2,000	D		

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Stock	56.07		
Restricted stock units (3)		824	D
Restricted stock units (5)		3,036	D

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 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. Transacti Code (Instr. 8)			6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option - right to buy (2)	\$ 14.08	03/13/2013	03/13/2013	М		302	06/06/2006	06/06/2013	Common Stock	10,000
Option - right to buy (2)	\$ 20.68	03/13/2013	03/13/2013	М		5,000	07/05/2010	07/05/2015	Common Stock	10,000
Option - right to buy <u>(2)</u>	\$ 26.92						06/25/2010	06/25/2017	Common Stock	10,000
Option - right to buy <u>(2)</u>	\$ 25.26						06/23/2012	06/23/2019	Common Stock	20,000
Option - right to buy <u>(4)</u>	\$ 44.39						06/23/2014	06/23/2021	Common Stock	20,000

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Reporting Owners

Reporting Owner Name / Address	Relationships								
	Director	10% Owner	Officer	Other					
Walljasper William J ONE CONVENIENCE BLVD. PO BOX 3001 ANKENY, IA 50021			Senior VP and CFO						
Signatures									
William J. Noth, under power of 8/16/04	attorney	dated	03/14/2013						
**Signature of Reporting F	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) Allocated to Mr. Walljasper's KSOP account as of April 30, 2012. Does not include any shares allocated by KSOP trustee after that date.
- (2) Pursuant to terms and conditions of 2000 Stock Option Plan
- (3) Pursuant to terms of 2009 Stock Incentive Plan. This award, which vests in full on May 1, 2014, represents the equity component of the amount payable to Mr. Walljasper under the FY11 annual incentive plan.
- (4) Pursuant to terms and conditions of 2009 Stock Incentive Plan.
- (5) Pursuant to terms of 2009 Stock Incentive Plan. This award, which vests in full on May 1, 2015, represents the equity component of the amount payable to Mr. Walljasper under the FY12 annual incentive plan.
- (6) Consisting of shares acquired upon exercise of stock option. See Table II.

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.