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MCKENN Form 4	A ROBERT J											
if no lo subject Sectior Form 4 Form 5 obligat may co	M 4 UNITED	MENT OF ursuant to S ((a) of the F	W CHA ection Public	Ashingto NGES II SECU 16(a) of	n, D.C. 2 N BENE JRITIES the Secu	2054 FIC	9 IAL OV Exchar any Act	COMMISSIO VNERSHIP OI nge Act of 1934, of 1935 or Secti 940	N OMB Number: Expires: Estimated burden ho response	ours per		
	e Responses) I Address of Reporting VA ROBERT J		Symbo	uer Name a 1 RONICS (-	5. Relationship Issuer				
(Last) 38 QUAR	(Last) (First) (Middle) 3. Da (Mon				Date of Earliest Transaction Ionth/Day/Year) /12/2010				(Check all applicable) Director 10% Owner Officer (give title Other (specify below)			
SALEM, S	(Street)			nendment, Ionth/Day/Y	-	nal				Person		
(City)	(State)	(Zip)	Та	bla I Nor	Dorivotiv	70 Soc	uritios A	Person	of or Bonofici	ally Owned		
1.Title of2. Transaction Date2A. DeemedSecurity(Month/Day/Year)Execution Date, if(Instr. 3)any(Month/Day/Year)		Code (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					
\$.01 PV Com Stk	11/12/2010			S	4,736	D	\$ 21.11	9,625	I	Robert J. McKenna Revocable Trust <u>(1)</u>		
\$.01 PV Cl B Stk								10,425	D			
\$.01 PV Cl B Stk								6,592	I	Robert J. McKenna Revocable Trust <u>(1)</u>		

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

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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. Transactic Code (Instr. 8)	of	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Option	\$ 8.082					08/15/2001	02/15/2011	\$.01 PV Com Stk	4,970	
Option	\$ 8.082					08/15/2001	02/15/2011	\$.01 PV Cl B Stk	2,795	
Option	\$ 5.969					08/14/2002	02/14/2012	\$.01 PV Com Stk	4,970	
Option	\$ 5.969					08/14/2002	02/14/2012	\$.01 PV Cl B Stk	1,243	
Option	\$ 5.232					08/28/2005	02/28/2015	\$.01 PV Com Stk	4,000	
Option	\$ 5.232					08/28/2008	02/28/2015	\$.01 PV Cl B Stk	1,000	
Option	\$ 10.728					09/06/2006	03/06/2016	\$.01	5,000	

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				PV Com Stk	
Option	\$ 10.728	09/06/2006	03/06/2016	\$.01 PV Cl B Stk	1,250
Option	\$ 14.08	09/20/2007	03/20/2017	\$.01 PV Com Stk	5,000
Option	\$ 14.08	09/20/2007	03/20/2017	\$.01 PV Cl B Stk	1,250
Option	\$ 15.288	09/20/2008	03/20/2018	\$.01 PV Com Stk	2,500
Option	\$ 15.288	09/20/2008	03/20/2018	\$.01 PV Cl B Stk	625
Option	\$ 7.4	09/05/2009	03/05/2019	\$.01 PV Com Stk	4,000
Option	\$ 8.83	09/02/2010	03/02/2020	\$.01 PV Com Stk	5,000

Reporting Owners

Reporting Owner Name / Address					
	Director	10% Owner	Officer	Other	
MCKENNA ROBERT J 38 QUARTERMASTER DRIVE SALEM, SC 29676	Х				
Signatures					
/s/David C. Burney as Power of A McKenna		11/	15		

**Signature of Reporting Person

11/15/2010

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) Represents shares held by the Robert J. McKenna Revocable Trust. The beneficiaries of the trust are the reporting persons immediate family. The reporting person serves as one of two trustees and shares voting and investment power.

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.