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Form 4 December (14 2017									
	ЛЛ							OMB AF	PROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSIO Washington, D.C. 20549							OMMISSION	OMB Number:	3235-0287	
Check t if no lor subject Section Form 4	 ^{ger} STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF 6. SECURITIES 								January 31, 2005 average rs per 0.5	
Form 5 obligation may con See Inst 1(b).	Filed pur ons tinue. Section 17(lding Co	mpai	ny Act of	1935 or Section	response	0.3	
(Print or Type	Responses)									
]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(M			B. Date of Earliest Transaction				Director 10% Owner 0fficer (give title Other (specify below) VP and Treasurer			
	(Street)		Amendment, D d(Month/Day/Yea	-	al		6. Individual or Joi Applicable Line) _X_ Form filed by Or	-	-	
MILWAU	KEE, WI 53204						Form filed by Mo Person	ore than One Rej	porting	
(City)	(State)	(Zip)	Table I - Non-	Derivativ	e Secu	irities Acq	uired, Disposed of,	or Beneficiall	y Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, any (Month/Day/Ye	Code ear) (Instr. 8)	Transaction Disposed of (D) 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 Indirect Beneficial Ownership (Instr. 4)	
Common Stock							632.7346	Ι	By Savings Plan <u>(1)</u>	
Common Stock	12/02/2017		М	1,272 (5)	A	\$0	7,737	D		
Common Stock	12/04/2017		S	514 <u>(6)</u> (7)	D	\$ 190.748	4 7,223	D <u>(8)</u>		

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

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information contained in this form are not
required to respond unless the formSEC 1474
(9-02)

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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)	5. Number onof 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)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun Numbe Shares
Common Stock Share Equivalents	<u>(2)</u>						(3)	<u>(3)</u>	Common Stock	109.2
Performance Shares	<u>(5)</u>	12/02/2017		М		1,272	12/02/2017	12/02/2017	Common Stock	1,2

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Etzel Steven W. 1201 SOUTH SECOND STREET MILWAUKEE, WI 53204			VP and Treasurer				
Signatures							
Kanan A. Daliatuani Attampto in East	for Charren						

Karen A. Balistreri, Attorney-in-Fact for Steven W. Etzel

Signature of Reporting Person

12/04/2017 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).

Includes shares represented by Company stock fund units acquired under the Company Savings Plan since the date last reported for this person based on information furnished by the Plan Administrator as of 11/30/2017. The number of stock fund units represented by the

- (1) balance of the participant's Company stock fund account may not exactly equal the number of stock fund units represented by a prior balance due to variance in the proportion of uninvested cash held in the reference fund used to determine unit values of the Company stock fund under the Plan.
- (2) Each unit is the economic equivalent of one share of Company common stock.
- (3) The share equivalents are payable in cash upon retirement or after termination of employment.
- (4) Includes share equivalents represented by Company stock fund units acquired under the Company Nonqualified Savings Plan since the date last reported for this person based on information furnished by the Plan Administrator as of 11/30/2017. The number of stock fund

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units represented by the balance of the participant's Company stock fund account may not exactly equal the number of stock fund units represented by a prior balance due to variance in the proportion of uninvested cash held in the reference fund used to determine unit values of the Company stock fund under the Plan.

- (5) Each performance share represents a contingent right to receive one share of Company common stock (or the cash equivalent).
- (6) Sale of shares pursuant to Rule 10b5-1 trading plan dated 5/22/2017 to cover taxes due on restricted stock and performance shares that vested on 12/02/2017.

Price reported in column 4 is a weighted average price. Shares sold at prices ranging from \$190.69 to \$190.765. The reporting person
(7) undertakes to provide to the Company, any shareowners of the Company and the staff of the SEC, upon request, full information regarding the number of shares sold at each separate price.

(8) Includes 470 shares held by the Company to implement restrictions on transfer unless and until certain conditions are met.

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.