## CONGDON JEFFREY W

Form 4
September 23, 2010

|  |  | OMB APPRROVAL |
| :---: | :---: | :---: |
|  | UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 | OMB Number: 3235-0287 |
| Check this box if no longer subject to |  | Expires: $\quad \begin{array}{r}\text { January 31, } \\ 2005\end{array}$ |
|  | SECURITIES | Estimated average |
| Form 4 or |  | $\text { response... } 0.5$ |
| Form 5 <br> obligations may continue. | 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 |  |
| See Instruction | 30(h) of the Investment Company Act of 1940 |  |
| 1(b). |  |  |

(Print or Type Responses)


RICHMOND, VA 23237
5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

| Director | X_10 |
| :---: | :---: |
| $\qquad$ below) <br> Officer (give title $\frac{-\mathrm{X}-\text { Other (specify }}{\text { below) }}$ |  |
| Member of Section 13(d) group |  |
| 6. Individual or Joint/Group Filing(Check |  |
| Applicable Line) |  |
|  |  |
| X_ Form filed by More than One Reporting |  |
| Person |  |


| (City) | (State) | Tip) 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) | $\begin{aligned} & \text { 3. 4. Securities Acquired (A) } \\ & \text { Transactiomr Disposed of (D) } \\ & \text { Code (Instr. 3, } 4 \text { and 5) } \\ & \text { (Instr. 8) } \end{aligned}$ |  |  |  | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. <br> Ownership <br> Form: <br> Direct (D) <br> or Indirect <br> (I) <br> (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
| Common Stock | 09/21/2010 |  | S (1) | 4,077 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & (12) \end{aligned}$ | 886,542 ${ }_{\text {(2) }}$ | I | As trustee of Jeffrey W. Congdon Revocable Trust |
| Common <br> Stock | 09/21/2010 |  | S (1) | 5,523 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & \underline{(12)} \end{aligned}$ | 764,873 | I | As trustee of Susan C. Terry Revocable Trust |
|  | 09/21/2010 |  | S (1) | 2,909 | D |  | 327,511 (4) | D |  |

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| Common |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Stock |  |  |  |  | $\begin{aligned} & 26.0861 \\ & (12) \end{aligned}$ |  |  |  |
| Common <br> Stock | 09/21/2010 | $\mathrm{S}_{\underline{(1)}}$ | 2,909 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & (12) \end{aligned}$ | 327,763 (5) | D |  |
| Common <br> Stock | 09/21/2010 | $\mathrm{S}^{(1)}$ | 2,984 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & \underline{(12)} \end{aligned}$ | 300,325 (6) | D |  |
| Common <br> Stock | 09/21/2010 | $\mathrm{S}^{(1)}$ | 3,026 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & \underline{(12)} \end{aligned}$ | 304,303 (7) | D |  |
| Common <br> Stock | 09/21/2010 | $\mathrm{S}_{\underline{(1)}}$ | 3,026 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & \underline{(12)} \end{aligned}$ | 304,301 ${ }^{(8)}$ | D |  |
| Common <br> Stock | 09/21/2010 | $\mathrm{S}^{(1)}$ | 2,186 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & (12) \end{aligned}$ | 322,035 (9) | D |  |
| Common <br> Stock | 09/21/2010 | $S^{(1)}$ | 1,597 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & \underline{(12)} \end{aligned}$ | 316,982 ${ }_{\text {(10) }}$ | D |  |
| Common Stock | 09/21/2010 | $S^{(1)}$ | 757 | D | $\begin{aligned} & \$ \\ & 26.0861 \\ & \underline{(12)} \end{aligned}$ | 318,082 (11) | D |  |
| Common <br> Stock |  |  |  |  |  | 75,000 ${ }^{(2)}$ | I | As trustee of the Jeffrey W. Congdon 2009 GRAT |
| Common Stock |  |  |  |  |  | 37,500 ${ }^{(2)}$ | I | As trustee of the Jeffrey W Congdon 2010 GRAT \#1 |
| Common Stock |  |  |  |  |  | 37,500 ${ }^{(2)}$ | I | As trustee of the Jeffrey W. Congdon 2010 GRAT \#2 |

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

# Edgar Filing: CONGDON JEFFREY W - Form 4 <br> 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)



## Reporting Owners

## Reporting Owner Name / Address

## Relationships

Director 10\% Owner Officer Other

## CONGDON JEFFREY W

7511 WHITEPINE ROAD
RICHMOND, VA 23237
TERRY SUSAN C
7511 WHITEPINE ROAD
RICHMOND, VA 23237
John R. Congdon Trust for Peter Whitefield Congdon
7511 WHITEPINE ROAD
RICHMOND, VA 23237
John R. Congdon Trust for Michael Davis Congdon
7511 WHITEPINE ROAD
RICHMOND, VA 23237
X

X

X

X

John R Congdon Trust for Jeffrey Whitefield Congdon, Jr
7511 WHITEPINE ROAD
RICHMOND, VA 23237
John R Congdon Trust for Mark Ross Congdon
7511 WHITEPINE ROAD
RICHMOND, VA 23237
John R Congdon Trust for Mary Evelyn Congdon 7511 WHITEPINE ROAD

Member of Section 13(d) group

Member of Section 13(d) group

Member of Section 13(d) group

Member of Section 13(d) group

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Member of Sectin 13(d) group

Member of Section 13(d) group

RICHMOND, VA 23237
John R. Congdon Trust for Kathryn Lawson Terry 7511 WHITEPINE ROAD
RICHMOND, VA 23237
John R Congdon Trust for Hunter Andrew Terry
7511 WHITEPINE ROAD
RICHMOND, VA 23237
John R. Congdon Trust for Nathaniel Everett Terry 7511 WHITEPINE ROAD
RICHMOND, VA 23237

## Signatures

/s/ Joel B. McCarty, Jr., by Power of Attorney
${ }_{\text {** }}$ Signature of Reporting Person
/s/ Joel B. McCarty, Jr., by Power of Attorney
${ }_{-}^{* *}$ Signature of Reporting Person
/s/ Joel B. McCarty, Jr., by Power of Attorney
**Signature of Reporting Person
/s/ Joel B. McCarty, Jr., by Power of Attorney
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${ }_{-}^{* *}$ Signature of Reporting Person

Member of Section 13(d) group

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Member of Section 13(d) group

09/23/2010
Date

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## 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. $78 \mathrm{ff}(\mathrm{a})$.
(1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 30, 2010.

These securities are beneficially owned by Jeffrey W. Congdon, who may be deemed a member of a "group" for purposes of Section
(2) 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by Susan C. Terry, who may be deemed a member of a "group" for purposes of Section 13(d) of
(3) the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Jeffrey Whitefield Congdon, Jr., which may be deemed a (4) member of a "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Mark Ross Congdon, which may be deemed a member of a
(5) "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Peter Whitefield Congdon, which may be deemed a member (6) of a "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Michael Davis Congdon, which may be deemed a member of
(7) a "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Mary Evelyn Congdon, which may be deemed a member of a
(8) "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Kathryn Lawson Terry, which may be deemed a member of a
(9) "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Nathaniel Everett Terry, which may be deemed a member of a
(10) "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

These securities are beneficially owned by the John R. Congdon Trust for Hunter Andrew Terry, which may be deemed a member of a
(11) "group" for purposes of Section 13(d) of the Exchange Act. The other members of the Section 13(d) group are indentified in a Schedule 13D filed with the Securities and Exchange Commission on September 9, 2010.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from
(12) $\$ 26.00$ to $\$ 26.25$, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
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.

