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Form 4	RAWSON JR											
January 31, 2	Л	STATES S	ECUR	TIE	S A'	ND EX(ТНА	NGE	COMMISSIO	NT.	APPROVAL	
<i></i>		JIIIIIIIIIIIII				D.C. 20			commodio	N OMB Number:	3235-0287	
Subject to Section 16. Form 4 or			CHANGES IN BENEFICIAL OW SECURITIES ection 16(a) of the Securities Exchange							Estimate burden h response	ated average n hours per	
obligation may cont <i>See</i> Instru 1(b).	ns Section 17(a		blic Ut	ility H	Iold	ing Con	npany	Act of	of 1935 or Secti			
(Print or Type I	Responses)											
	Address of Reporting I RAWSON JR	S H	ymbol IAVEF	RTY F	UR	Ticker or NITURE C [HVT	2	ng	5. Relationship Issuer (Ch	of Reporting P eck all applica		
(Last)	(First) (M					unsaction	J		_X_ Director	X 1	0% Owner	
780 JOHNS 800	ON FERRY RD.	(1	Month/D	ay/Yea					X Officer (gi below) Sen	ive title C below) ior Vice Presic		
ΔΤΙ ΔΝΤΔ	(Street) , GA 30342-		If Ame iled(Mor			e Original			6. Individual or Applicable Line) _X_ Form filed by Form filed by	-	Person	
(City)		(Zip)			_		~		Person			
					n-D			ities Ac	equired, Disposed		-	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Date, if	Code (Instr.	8)	4. Securit Acquired Disposed (Instr. 3, Amount	(A) o of (D 4 and (A) or)	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)	
Class A Common Stock	01/20/2011			G	V	1,100	D	\$0	156,575	D		
Class A Common Stock									877,453 <u>(1)</u>	Ι	By H5, LP	
Class A Common Stock									877,453 <u>(1)</u>	Ι	By Pine Hill Associates, LLC	
Class A									3,150	Ι	Co-ttee Of	

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Common Stock			Tr Fbo Daughter
Class A Common Stock	950	Ι	Co-ttee Of Tr Fbo Son
Common Stock	9,620	D	
Common Stock	1,000	I	Co-ttee Of Tr Fbo Daughter
Common Stock	1,000	Ι	Co-ttee Of Tr Fbo Son

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. Transactic Code (Instr. 8)	5. Number out 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 Underlying Securitie (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amour or Numbe of Shar
PARSUs 2011-01-27	(2)	01/27/2011		А	5,000	(2)	(2)	Common Stock	5,00
RSUs 2011-01-27	<u>(3)</u>	01/27/2011		А	5,000	(3)	(3)	Common Stock	5,00
Restricted Stock Units	<u>(4)</u>					(4)	(4)	Common Stock	7,00
Stock Appreciation Rights	\$ 9.13					(5)	02/06/2015	Common Stock	3,35
Stock Appreciation Rights	\$ 8.74					<u>(6)</u>	01/27/2016	Common Stock	8,00

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Stock Options (Right to Buy)	\$ 15.94	04/30/2003	12/20/2011	Common Stock	17,00
Stock Options (Right to Buy)	\$ 12.9	04/30/2004	12/19/2012	Common Stock	13,00

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
HAVERTY RAWSON JR 780 JOHNSON FERRY RD. SUITE 800 ATLANTA, GA 30342-	Х	Х	Senior Vice President				
Signatures							
Jenny H. Parker, Attorney-in-Fact	01	/29/2011					
**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).
- These shares are held by H5, LP, a limited partnership ("H5") and are also reported herein by Pine Hill Associates, LLC, a limited
 (1) liability company ("PH"), the partnership's general partner. Mr. Haverty is the sole manager of PH. Mr. Haverty disclaimes beneficial ownership of shares held by H5 or PH except to the extent of his pecuniary interest therein.

Performance Accelerated Restricted Stock Units ("PARSUs") award granted 1/27/2011 under the 2004 Long-Term Incentive Plan.
(2) PARSUs will vest 100% four years from date of grant. Vesting will accelerate if certain market price per share conditions (as defined in the Agreement) are met.

(3) Restricted Stock Units ("RSUs") award granted 1/27/2011 under the 2004 Long-Term Incentive Plan. RSUs vest equally over 4 years, beginning 5/8/2012. Each RSU is equivalent to one share of common stock upon vesting.

Restricted Stock Units ("RSUs") award granted under the 2004 Long-Term Incentive Plan. RSUs vest in four yearly installments (10% in (4) each of the first three years and 70% in the fourth), beginning on 5/8/2011. Each RSU is equivalent to one share of common stock upon vesting.

- (5) Stock-Settled Appreciation Rights ("SARs") granted under the 2004 Long-Term Incentive Plan. SARs vest in four equal installments, beginning on 5/8/2009, and expire seven years from the grant date.
- (6) Stock-Settled Appreciation Rights ("SARs") granted under the 2004 Long-Term Incentive Plan. SARs vest in four equal installments, beginning on 5/8/2010, and expire seven years from the grant date.

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.