Edgar Filing: MACKENZIE MORI C - Form 4

MACKENZ Form 4	ZIE MORI C										
February 27	7, 2012										
FORM			GECU	DITIEG			NCEC	OMMISSION		PROVAL	
	UNITED	SIAIES			on, D.C. 20		INGE CO	UNINISSION	OMB Number:	3235-0287	
Check this box				C				EDCHIDOE	Expires:	January 31, 2005	
subject	10	F CHAI	CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES						verage		
Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). Section 16. 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 30(h) of the Investment Company Act of 1940									burden hour response	rs per 0.5	
(Print or Type	Responses)										
	Address of Reporting ZIE MORI C	g Person <u>*</u>	Symbol		nd Ticker of		0	5. Relationship of I Issuer	Reporting Pers	on(s) to	
					Transaction	-		(Check all applicable)			
				Day/Year				Director 10% Owner X Officer (give title Other (specify below) below) below) EVP- Chief Stores Officer			
	(Street)			endment, onth/Day/Y	Date Origina ear)	al		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by Mo	ne Reporting Pe	rson	
FORT MY	ERS, FL 33966							Person		r0	
(City)	(State)	(Zip)	Tab	ole I - Nor	n-Derivative	Secu	rities Acqu	ired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Fransaction Date 2A. Deemed onth/Day/Year) Execution Date, if any (Month/Day/Year)			Code (Instr. 3, 4 and 5) ar) (Instr. 8) (A) or				6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common	00/00/0010			Code V		(D)	Price	16.110	D		
Stock	02/23/2012			S	100	D	\$ 14.86	46,418	D		
Common Stock	02/23/2012			S	1,100	D	\$ 14.85	45,318	D		
Common Stock	02/23/2012			S	18,800	D	\$ 14.84	26,518	D		
Common Stock	02/23/2012			А	4,160 (1)	А	\$ 0	30,678	D		
Common Stock	02/24/2012			F	588	D	\$ 14.84	30,090	D		

Stock

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Common Stock	02/27/2012	М	20,000	А	\$ 7.42	50,090	D	
Common Stock	02/27/2012	М	60,000	A	\$ 2.74	110,090	D	
Common Stock	02/27/2012	S	80,000	D	\$ 14.7832 (2)	30,090	D	
Common Stock						1,000	Ι	by Husband

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)	4. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
MACKENZIE MORI C 11215 METRO PARKWAY FORT MYERS, FL 33966			EVP- Chief Stores Officer					
Signatures								
Gregory S. Golovko, Attorney In Fact		02/27/20	12					
**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).
- (1) Restricted stock award which vests 1/3 each year beginning on 2/23/2013.

This transaction was executed in multiple trades at prices ranging from \$14.61 to \$15.00. The price reported above reflects the weighted(2) average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

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.