Shepard Marla Kay Form 4 November 16, 2010

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287

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Check this box if no longer subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1 Name and Address of Departing De

1. Name and Address of Reporting Person * Shepard Marla Kay			suer Name and ol IRY JACK & [JKHY]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 663 HWY 60		(Mon	3. Date of Earliest Transaction (Month/Day/Year) 11/12/2010			_X_ Director 10% Owner Officer (give title below) Other (specify below)				
MONETT, N	(Street) MO 65708	4. If <i>a</i>	Amendment, Da Month/Day/Year	0			6. Individual or Applicable Line) _X_ Form filed by Form filed by Person	•	erson	
(City)	(State) (Zip)	able I - Non-I	Derivative S	Securi	ties Ac	quired, Disposed	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Code		d (A) od 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)	
Common Stock	11/12/2010		A	4,200	A	\$0	4,200	D		
Common Stock							3,600	I	by Trust	

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

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SEC 1474

(9-02)

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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. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration D (Month/Day, e	Date Exercisable and biration Date onth/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Non-Qualified Stock Option (right to buy)	\$ 17.45					<u>(1)</u>	11/18/2018	Common Stock	10,000	
Non-Qualified Stock Option (right to buy)	\$ 23.65					(2)	11/13/2019	Common Stock	10,000	
Non-Qualified Stock Option (right to buy)	\$ 28.52					(3)	11/02/2017	Common Stock	10,000	

Reporting Owners

Reporting Owner Name / Address	Relationships						
•	Director	10% Owner	Officer	Other			
Shepard Marla Kay 663 HWY 60 MONETT, MO 65708	X						

Signatures

MARLA K
SHEPARD 11/16/2010

**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).

No option granted is exercisable until six months after the date of grant. All options granted under the 2005 Non-Qualified Stock Option Plan shall be fully vested and exercisable after the fourth anniversary of the director's first election or appointment to the Board of the

(1) Company (the Initial Service Date "ISD", which for Ms. Shepard is 1-01-07). Ms. Shepard's options shall vest and become exercisable as follows: with respect to 50% of the shares, on 5/18/09, 75 % of the shares after three year from ISD; 100% of the shares, after four years from ISD.

Reporting Owners 2

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- No option granted is exercisable until six months after the date of grant. All options granted under the 2005 Non-Qualified Stock Option
 Plan shall be fully vested and exercisable after the fourth anniversary of the director's first election or appointment to the Board of the Company (the Initial Service Date "ISD", which for Ms. Shepard is 1-01-07). Ms. Shepard's options shall vest and become exercisable as follows: with respect to 75% of the shares, on 5/13/10 and 100% of the shares after four years from ISD.
 - No option granted is exercisable until six months after the date of grant. All options granted under the 2005 Non-Qualified Stock Option Plan shall be fully vested and exercisable after the fourth anniversary of the director's first election or appointment to the Board of the
- (3) Company (the Initial Service Date "ISD", which for Ms. Shepard is 1-01-07). Ms. Shepard's options shall vest and become exercisable as follows: with respect to 25% of the shares, on 5/2/08, 50 % of the shares after two year from ISD; 75% of the shares, after three years from ISD; 100% after four years from ISD.

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.