Edgar Filing: FRIEDERY JOHN R - Form 4

FRIEDERY JO Form 4										
August 07, 20	Л	STATES	SECU	DITIES /	ND FY		E COMMISSIO	Т	PPROVAL	
	SIAILS		shington	NomB Number:	3235-0287					
Check this if no longer subject to Section 16. Form 4 or Form 5 obligations may contin <i>See</i> Instruct 1(b).	Filed pur Gection 17(MENT OI rsuant to S (a) of the I 30(h)	Expires: Estimated burden hou response	irs per						
(Print or Type Re	sponses)									
1. Name and Address of Reporting Person <u>*</u> FRIEDERY JOHN R			Symbol	er Name an SERVE (-	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle) 9300 W. 108TH CIRCLE			3. Date of Earliest Transaction (Month/Day/Year) 08/06/2012				(Check all applicable) <u>X</u> Director Officer (give title below) <u>10%</u> Owner <u>0</u> Other (specify below)			
BROOMFIEI	4. If Amendment, Date Original Filed(Month/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person 					
(City)	(State)	(Zip)	Tah	le I - Non-l	Derivativa	Securities A	Acquired, Disposed	of or Beneficia	llv Owned	
1.Title of 2.	Transaction Date Aonth/Day/Year)	-	ed Date, if	3. Transactio Code (Instr. 8) Code V	4. Securi nAcquired Disposed (Instr. 3,	ties l (A) or l of (D)	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	
Reminder: Repor	t on a separate line	e for each cl	ass of sec	urities bene	Perso infor requi	ons who res nation cont red to resp ays a curre	or indirectly. spond to the colle tained in this form ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Amount of	8. Price
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof	Expiration Date	Underlying Securities	Derivativ
Security	or Exercise		any	Code	Derivative	(Month/Day/Year)	(Instr. 3 and 4)	Security
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Securities			(Instr. 5)

Edgar Filing: FRIEDERY JOHN R - Form 4

	Derivative Security					cquired A) or isposed ² (D) nstr. 3, 4, nd 5)					
				Code V	7 (A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock	<u>(1)</u>	08/06/2012	08/06/2012	A	184		(2)	(2)	Common Stock	184	\$ 125.2

Reporting Owners

Reporting Owner Name / Address	Relationships							
I G G G G G G G G G G G G G G G G G G G	Director	10% Owner	Officer	Other				
FRIEDERY JOHN R 9300 W. 108TH CIRCLE BROOMFIELD, CO 80021	Х							
Signatures								
/s/ Ronald F. Shuff, attorney-in-fact		08/07/2012						
**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) Each share of phantom stock is the economic equivalent of one share of common stock, and represents director compensation deferred in the form of common stock pursuant to the issuer's deferred compensation plan.
- (2) The shares of phantom stock become payable in the form of common stock upon the reporting person's termination of service as a member of the issuer's board of directors.

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.