FORM ·	4
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Check this box if no
longer subject to
Section 16. Form 4 or
Form 5 obligations
may continue. See
Instruction 1(b).

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

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Fint of Type Response	.5)										
1. Name and Address o DRUM CRAIG A	2. Issuer Name a FORWARD AI				ıbol	4	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
(Last) 430 AIRPORT ROA	3. Date of Earliest Transaction (Month/Day/Year) 11/11/2011						XOfficer (give title below) Other (specify below) Senior Vice President, Sales				
GREENEVILLE, T	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)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned								
1.Title of Security (Instr. 3)		Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)			4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		l of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	Ownership o	7. Nature of Indirect Beneficial
				Code	V	Amount	(A) or (D)	Price	(Instr. 3 and 4)	Direct (D) or Indirect (I) (Instr. 4)	
Common Stock		11/11/2011		М		700	A	\$ 28.9733	2,922	D	
Common Stock		11/11/2011		S		700	D	\$ 33.914	2,222	D	

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

Persons who respond to the collection of information SEC 1474 (9-02) 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

 (a.g., puts, calls, warrants, options, convertible securities)

(e.g., puts, calls, warrants, options, convertible securities)															
1. Title of			3A. Deemed					6. Date Exercisable and		7. Title and		8. Price of	9. Number of		11. Nature
Derivative	Conversion	Date	Execution Date, if	Transact	Fransaction of		Expiration Date		Amount of		Derivative	Derivative	Ownership	of Indirect	
Security	or Exercise	(Month/Day/Year)	any	Code	Code Derivative		(Month/Day/Year)		Underlying		Security	Securities	Form of	Beneficial	
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Instr. 8) Securities				Securities		(Instr. 5)	Beneficially	Derivative	Ownership	
	Derivative					Acquired				(Instr. 3 and 4)			Owned	Security:	(Instr. 4)
	Security					(A) or					Following	Direct (D)			
						Disposed					Reported	or Indirect			
						of (D)						Transaction(s)	(I)		
					(Instr. 3,							(Instr. 4)	(Instr. 4)		
					4, and 5)										
				Code	V	(4)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
				Code	v	(11)	(D)				Shares				
Stock Option (Right to Buy)	\$ 28.9733	11/11/2011		М			700	<u>(1)</u>	02/14/2015	Common Stock	700	\$ 0	9,500	D	

Reporting Owners

	Relationships								
Reporting Owner Name / Address		10% Owner	Officer	Other					
DRUM CRAIG A 430 AIRPORT ROAD GREENEVILLE, TN 37745			Senior Vice President, Sales						

Signatures

 /s/ Michael P. McLean, Attorney-in-Fact
 11/14/2011

 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).
- At the time of grant, this option was scheduled to vest 25% each year over a four year period commencing on 2/14/06. All outstanding stock options granted prior to December 31, (1) 2005 became fully exercisable as a result of the Board's accelerating the vesting of all outstanding stock options awarded to employees, officers and non-employee directors under the Company's stock option award plans.

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.