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

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02)

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

(Print or Type Responses)											
1. Name and Address of Reporting P BELL RODNEY L	2. Issuer Name a FORWARD AI			. .	mbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner					
430 AIRPORT ROAD	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/02/2004						X Officer (give title below) Other (specify below) VP & Controller			
^(Street) GREENEVILLE, TN 37745	4. If Amendment,	Date Origii	nal F	iled(Month	n/Day/Yea	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)		Execution Date, if	Code (Instr. 8)		4. Secur (A) or D (Instr. 3,	isposed	of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		7. Nature of Indirect Beneficial Ownership	
		· · ·	Code	V	Amount	(A) or (D)	Price		or Indirect (I) (Instr. 4)	(Instr. 4)	
Common Stock	08/02/2004		S		3,504	D	\$ 40.25	20,583	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 (9contained in this form are not required to respond unless the form displays a currently valid OMB control number.

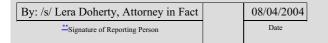
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

			(<i>e.g.</i> , p	uts, calls, v	varr	ants,	opti	ions, conver	tible securi	ties)					
1. Title of	2.	3. Transaction	3A. Deemed	4.	5.	Num	ber	6. Date Exer	cisable	7. Tit	le and	8. Price of	9. Number of	10.	11. Nature
Derivative	Conversion	Date	Execution Date, if	Transaction	n of	f		and Expirati	on Date	Amo	unt of	Derivative	Derivative	Ownership	of Indirect
Security	or Exercise	(Month/Day/Year)	any	Code	D	erivat	tive	(Month/Day	/Year)	Unde	rlying	Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	S	ecurit	ies			Secu	rities	(Instr. 5)	Beneficially	Derivative	Ownership
	Derivative				Α	cquir	ed			(Instr	: 3 and		Owned	Security:	(Instr. 4)
	Security				(/	A) or				4)			0	Direct (D)	
					D	ispos	ed						- F	or Indirect	
					of	f (D)							Transaction(s)	(I)	
						nstr	· ·						(Instr. 4)	(Instr. 4)	
					4,	, and :	5)								
											Amount				
								Date	Evaluation		or				
								Exercisable	Expiration	Title	Number				
								Exercisable	Date		of				
				Code V	/ (.	A) (D)				Shares				

Reporting Owners

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
BELL RODNEY L 430 AIRPORT ROAD GREENEVILLE, TN 37745			VP & Controller					

Signatures



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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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