FORM 4
--------

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 0.5 hours per response ...

#### 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 of Type Responses)											
1. Name and Address of RUBLE CHRIS C	2. Issuer Name an FORWARD All				ıbol	:	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
430 AIRPORT ROA	3. Date of Earliest Transaction (Month/Day/Year) 02/18/2014						X Officer (give title below) Other (specify below) Executive VP, Operations				
GREENEVILLE, TI	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)			2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		l of (D)	Reported Transaction(s)	Ownership Form:	Beneficial
				Code	v	Amount	(A) or (D)	Price	(Instr. 3 and 4)	Direct (D) Owne or Indirect (Instr. (I) (Instr. 4)	Ownership (Instr. 4)
Common Stock		02/18/2014		М		9,649	А	\$ 28.9733	21,090.187	D	
Common Stock		02/18/2014		S		9,649	D	\$ 45.1087	11,441.187	D	

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

SEC 1474 (9-02)

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	5, W8	irrants,	options, cor	wertible secu	rities)					
1. Tit	le of 2.	3. Transaction	3A. Deemed	4.		5. N	lumber	6. Date Exer	cisable and	7. Title and		8. Price of	9. Number of	10.	11. Nature
Deriv	ative Conversion	ion Date	Execution Date, if	Transaction of		Expiration Date		Amount of		Derivative	Derivative	Ownership	of Indirect		
Secu	rity or Exer	ise (Month/Day/Year)	any	Code		Der	ivative	(Month/Day	/Year)	Underlying		Security	Securities	Form of	Beneficial
(Instr	. 3) Price of		(Month/Day/Year)	(Instr. 8					Securities		(Instr. 5)	Beneficially	Derivative	Ownership	
	Derivat	ve	· · ·		Acquired				(Instr. 3 and 4)			Owned	Security:	(Instr. 4)	
	Security					(A)	or						Following	Direct (D)	
						Dis	posed						Reported	or Indirect	
						of (	D)						Transaction(s)	(I)	
						(Ins	tr. 3, 4,						(Instr. 4)	(Instr. 4)	
						and	5)								
											Amount				
								_			or				
									Expiration	Title	Number				
								Exercisable	Date		of				
				Code	V	(A)	(D)				Shares				
Stoc Opti (Rig Buy)	on \$ ht to 28.97	33 02/18/2014		М			9,649	<u>(1)</u>	02/14/2015	Common Stock	9,649	\$ 0	14,513	D	

## **Reporting Owners**

Demostring Open on Name ( Address	Relationships								
Reporting Owner Name / Address	Director	10% Owner	Officer	Other					
RUBLE CHRIS C 430 AIRPORT ROAD GREENEVILLE, TN 37745			Executive VP, Operations						

### **Signatures**

/s/ Michael P. McLean, Attorney-in-Fact 02/20/2014 \*\*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. As of 12/31/05, all options then outstanding became fully (1) exercisable as a result of the Board of Directors 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.