Edgar Filing: Shuma Douglas D - Form 4

Shuma Dou Form 4	-								
March 02, 2	ЛЛ						COMMISSIO		PPROVAL
	N OMB Number:	3235-0287							
Check t if no lor subject Section Form 4 Form 5 obligati may con <i>See</i> Inst 1(b).	nger to 16. or Filed pur ons stinue.		CHAN ection (Public U	SECUI 16(a) of th	Estimated burden hou response	Estimated average burden hours per response 0.5			
(Print or Type	Responses)								
1. Name and Shuma Do	Person <u>*</u>	Symbol TELEF	er Name an PHONE & DE/ [TDS]	z DATA	Trading	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 8401 GRE	Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/01/2010				Director 10% Owner X Officer (give title Other (specify below) Sr VP & Corporate Controller			
MIDDLET		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)	Tab	ole I - Non-I	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution I any (Month/Da	Date, if	Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3, 4 Amount	(A) or of (D)		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Reminder: Re	port on a separate line	e for each cla	uss of sec	urities bene	Perso inform requir	ns who res nation cont ed to resp lys 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 of	6. Date Exercisable and	7. Title and Amour
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securit
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Acquired (A) Disposed of (I (Instr. 3, 4, and	D)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amo Num Share
Deferred Compensation	<u>(1)</u>	03/01/2010		A		2,483.025		<u>(1)</u>	<u>(1)</u>	Special Common Shares	5,24

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Shuma Douglas D 8401 GREENWAY BLVD. MIDDLETON, WI 53562			Sr VP & Corporate Controller				
Signatures							
By Julie D. Mathews, by power of atty	:	03/02/20	010				

<u>**</u>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).

Reporting person deferred a portion of his 2009 performance bonus pursuant to the Long term incentive plan - bonus deferral totalled 1986.42 shares and company match totalled 496.605. Reporting person has deferred previous bonuses. The employer match vests ratably

(1) at 33%, 33% and 34% per year over a 3 year period consequently some past company matches are not vested. Special common share units vested at 12/31/09 were 2393.096. This bonus was approved on March 1, 2010, and we have calculated this deferral using a March 1 stock price. Cash bonuses will be paid March 12, 2010.

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.