#### EISENBROWN STEVEN A

Form 4 May 05, 2006

# FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** Number:

3235-0287

Expires:

January 31, 2005

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**OMB APPROVAL** 

response...

if no longer subject to Section 16. Form 4 or Form 5

Check this box

obligations may continue.

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

See Instruction 1(b).

(Print or Type Responses)

								5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)			
	(Street)		4. If Am	. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
Filed(								Applicable Line) _X_ Form filed by One Reporting Person			
MILWAUI						Form filed by More than One Reporting Person					
(City)	(State)	(Zip)	Tab	ole I - Non-l	Derivative	Secur	ities Acqu	ired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Yea	ned n Date, if Day/Year)	Date, if Transactiomr Disp Code (Instr. 3				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 Beneficial Ownership (Instr. 4)		
Common Stock	05/04/2006			Code V M	Amount 10,000	(D)	Price \$ 20.349	25,999 (1)	D		
Common Stock	05/04/2006			S	10,000	D	(2)	15,999 <u>(1)</u>	D		
Common Stock								5,170.2458	I (3)	By Savings Plan	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amou Underlying Securi (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amo Nur Shar
Employee Stock Option (right to buy)	\$ 20.349	05/04/2006		M	10,000	10/04/2000	10/04/2009	Common Stock	1
Employee Stock Option (right to buy)	\$ 15.5					10/07/2003	10/07/2012	Common Stock	
Employee Stock Option (right to buy)	\$ 27.75					10/06/2004(4)	10/06/2013	Common Stock	e
Employee Stock Option (right to buy)	\$ 43.9					11/08/2005(4)	11/08/2014	Common Stock	8
Employee Stock Option (right to buy)	\$ 56.36					11/07/2006(4)	11/07/2015	Common Stock	2
Common Stock Share Equivalents	<u>(5)</u>					<u>(6)</u>	<u>(6)</u>	Common Stock	1,6

## **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

EISENBROWN STEVEN A 1201 SOUTH SECOND STREET E-7F19 MILWAUKEE, WI 53204

Senior Vice President

### **Signatures**

K. A. Balistreri, Attorney-in-Fact for Steven A. Eisenbrown

05/05/2006

\*\*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) 3,400 shares are held by the Company to implement restrictions on transfer unless and until certain conditions are met.
- (2) Sale prices ranged from \$75.75 to \$75.82.
- (3) Shares represented by Company stock fund units acquired under the Company's Savings Plan based on information furnished by the Plan Administrator as of 5/1/2006.
- (4) The option vests in three substantially equal annual installments beginning on the date exercisable.
  - Share equivalents represented by Company stock fund units acquired under the Company's nonqualified savings plan based on information furnished by the Plan Administrator as of 5/1/2006. The number of share equivalents represented by the balance of a
- (5) participant's Company stock fund account may not exactly equal the number of share equivalents represented by a prior balance plus additions due to variances in the proportion of uninvested cash held in the reference fund used to determine unit values of the Company stock fund under the Plan.
- (6) The share equivalents are payable in cash upon retirement or after termination of employment.

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.

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