SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Ado <u>Pehota Jose</u>		orting Person *				Name and Ticker (ORTH FIN)				NW]]		tionship of F all applicab Director		Person((s) to Issuer 10% Ov	vner
(Last) C/O GENWO	(First) ORTH FINA	(NCIAL, INC.	Middle)		3. Date of 02/09/20	Earliest Transacti	on (Mont	h/Day/	Year)			x	Officer (g below) SVP -		ite De	Other (s below)	specify
6620 WEST I	BROAD ST	REET			4. If Amen	idment, Date of Or	iginal File	ed (Mo	onth/Day/Y	'ear)			idual or Joir		• •		able Line)
(Street) RICHMOND	VA	2	23230									X			•	ng Person)ne Reportin	g Person
(City)	(State	;) (Zip)														
		Т	able I - Noi	n-Deri	vative S	ecurities Acq	uired,	Disp	osed of	f, or E	Benefic	cially Ow	ned				
1. Title of Secur	ity (Instr. 3)			2. Trans Date (Month	saction /Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (li 8)				quired (A) (Instr. 3,		5. Amount Securities Beneficiall Following	y Owned Reported	Form	mership : Direct (D) lirect (I) . 4)	7. Nature of Indirect Beneficial Ownership
							Code	v	Amount		(A) or (D)	Price	Transactio (Instr. 3 an				(Instr. 4)
						urities Acqui s, warrants, d		•				-	ed				
1. Title of Derivative Security (Instr.	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Dat if any	Co	ansaction de (Instr.	Derivative	6. Date E Expiratio (Month/D	n Date		Secu	e and Am rities Und ative Secu		8. Price of Derivative Security	9. Numbe derivative Securities	s s	10. Ownership Form:	11. Nature of Indirect Beneficial

Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security		Execution Date, if any (Month/Day/Year)	Transac Code (In 8)		Derivativ Securitie Acquired Dispose (D) (Instr and 5)	es d (A) or d of	Expiration D (Month/Day/		Securities Und Derivative Sec 3 and 4)		Derivative Security (Instr. 5)	Securities Beneficially Owned Following Reported	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)		
Stock Settled SARs	\$12.75	02/09/2011		A		60,000		(1)	02/09/2021	Class A Common Stock	60,000	\$0	60,000	D	

Explanation of Responses:

1. The SARs vest in four equal annual installments beginning on February 9, 2012. The vested and unexercised portion of the SARs, if any, shall be automatically exercised if the closing price of the issuer's common stock equals or exceeds a specified "maximum share value" equal to \$75.

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power of attorney

** Signature of Reporting Person

02/11/2011

Date

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

* 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.

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 Number.

