FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL									
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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).

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

Name and Address of Reporting Person* MONTEMURRO MICHAEL F									icker or Tr		ng S	ymbo		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner						
(Last)	(First	, , ,					te of Earl 3/2004	iest Tra	nth/[Day/Y	X	Officer (gi		Other (specify below)		(specify				
10801 CORPORATE DRIVE					-									Sr. V.P Pres. Dealer Group						
(Street) PLEASANT	VT WI 53158					4. If <i>A</i>	mendme	nt, Dat	e of Origir	al F	Filed	(Mon	6. Indiv Line)	l '						
PRAIRIE	WI		_									Form filed by More than One Reporting Person								
(City)	(Stat	te)																		
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																				
1. Title of Security (Instr. 3) 2. Transac Date (Month/Da							2A. Deemed Execution Date, if any (Month/Day/Year		Code (Ins		ction Dispo		ecurities Acquired posed Of (D) (Instr. 5)					6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)
								Code	1	v	Amo	unt	(A) or (D)	Price	Transaction (Instr. 3 and	ı(s)		- 4,	(111501.4)	
Common Sto													40,914.0)85 ⁽¹⁾	D					
Common Stock																207		I		By Wife
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. Deeme Execution any (Month/Da	on Date, if Code (Ins		(Instr. Deriv Secu Acqu Dispo		Derivative Exp		b. Date Exercisable and Expiration Date Month/Day/Year)				ng Deriv	nt of Securitie ative Security	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported		10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercisable		xpirat Oate	ion	Title		Amount or Number of Shares		Transac (Instr. 4	tion(s)		
Stock Option (Right to Buy)	\$37.125								01/24/199	0	1/24/	2007	Common Stock		24,000		24,00		D	
Stock Option (Right to Buy)	\$39.71								01/23/2000	0	1/23/	2008	Common Stock		18,000		18,000		D	
Stock Option (Right to Buy)	\$34.5								01/22/200	. 0	1/22/	22/2009 Common Stock		30,000	30,000		30,000			
Stock Option (Right to Buy)	\$26.375								01/28/2003	0	1/28/	8/2010 Common Stock			135,000		135,000		D	
Stock Option (Right to Buy)	\$29.36								04/27/2003	0	4/27/	/2011 Common Stock		80,000	80,000		000	D		
Stock Option (Right to Buy)	\$32.22								01/25/2004	0	1/25/	5/2012 Common Stock		55,000	55,00		5,000 D			
Stock Option (Right to Buy)	\$25.11								(2)	01/24/		2013	Common Stock		40,500	40,5		500	D	
Stock Option (Right to Buy)	\$31.52	01/23/2004			A		40,500		(3)	0	01/23/2014		Common Stock 4		40,500	(4)	40,500		D	
Deferred Stock Units	\$0 ⁽⁵⁾								(6)		(6	(6) Common Stock		4,034.686 ⁽⁷	4,034.6		4.686 ⁽⁷⁾ D			
Deferred Stock Units	\$0 ⁽⁵⁾								(6)(8)		(6)((8) Com Sto			26,000		26,000		D	
Deferred Stock Units	\$0 ⁽⁵⁾								(6)(9)		(6)((9)	Common Stock		48,000		48,000		D	

Explanation of Responses:

- 1. Includes 24.710 shares acquired pursuant to the Corporation's Dividend Reinvestment and Direct Stock Purchase Plan.
- 2. One half of option vests on 1/24/2004 and the remainder vests on 1/24/2005.
- 3. One half of option vests on 1/23/2005 and the remainder vests on 1/23/2006.
- 4. Grant of stock option from company. There is not a price for the derivative security.
- 5. 1 for 1.
- 6. Payment will begin within 30 days first beginning after the earliest of the date specified in advance of the deferral by the reporting person, death, disability, retirement, or termination of employment.
- 7. Includes 34.686 shares acquired pursuant to the Corporation's Deferred Compensation Plan.

- 8. The units vest on the achievement of certain company initiatives over the 2002-2003 period.
- 9. The units vest on the achievement of certain company initiatives over the 2003-2005 period.

Remarks:

 Jason D. Bartel under Power of

 Attomey for Michael F.
 01/27/2004

 Montemurro

** Signature of Reporting Person 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.