Form 4	IM THOMAS W											
December 15, 2017 FORM 4 FORM 4 Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). DMB APPROVAL OMB 3235-0287 Expires: January 31, 2005 Estimated average burden hours per response 0.5										3235-0287 January 31, 2005 average urs per		
(Print or Type	Responses)											
	Address of Reporting IM THOMAS W		Symbol			Ticker or Tr • INC [WE	C		5. Relationship of Issuer			
				ate of Earliest Transaction					(Check all applicable)			
				Month/Day/Year) 2/13/2017					_X_ Director _10% Owner Officer (give title Other (specify below)			
				Amendment, Date Original d(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 - Nor	ı-De	erivative Se	curiti	es Acqu	uired, Disposed of	, or Beneficia	ally Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	Code (Instr. 8)		4. Securitie (A) or Disp (Instr. 3, 4)	osed o	of (D)	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	12/13/2017			J <u>(1)</u>	v	51,500	D	\$ 0	22,385	I <u>(3)</u>	2015 GRAT for Self of which Son is Trustee	
Common Stock	12/13/2017			J <u>(2)</u>		51,500	D	\$ 0	22,385	I <u>(3)</u>	2015 GRAT for Wife of which Son is Trustee	
Common Stock	12/13/2017			J <u>(1)</u>		23,560	D	\$0	179,790	I <u>(3)</u>	2017 GRAT for	

								Self of which Son is Trustee
Common Stock	12/13/2017	J <u>(2)</u>	23,560	D	\$ 0	179,790	I <u>(3)</u>	2017 GRAT for Wife of which Son is Trustee
Common Stock	12/01/2017	J <u>(1)(2)</u>	150,120	A	\$ 0	970,314	Ι	Held in Revocable Trust
Common Stock						101,431	I <u>(3)</u>	2014 GRAT B for Wife of which Son is Trustee
Common Stock						167,073	I <u>(3)</u>	2016 GRAT for Self of which Son is Trustee
Common Stock						167,073	I <u>(3)</u>	2016 GRAT for Wife of which Son is Trustee
Common Stock						77,688	Ι	By Wife
Common Stock						2,500	D	

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) 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, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transactio	5. orNumber	6. Date Exercisable and Expiration Date	7. Title and Amount of Underlying Securities	8. l De
Security	or Exercise		any	Code	of	(Month/Day/Year)	(Instr. 3 and 4)	See
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		(In
	Derivative				Securities	3		
	Security				Acquired			
					(A) or			
					Disposed			

					D) str. 3, nd 5)				
		Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 23.53					12/01/2013(4)	12/01/2018	Common Stock	1,500
Stock Option	\$ 28.5					12/02/2014 <u>(5)</u>	12/02/2019	Common Stock	2,000
Stock Option	\$ 27.04					08/26/2015 <u>(6)</u>	08/26/2020	Common Stock	4,000
Stock Option	\$ 25.64					08/25/2016 <u>(7)</u>	08/25/2021	Common Stock	3,500
Stock Option	\$ 25.51					08/25/2017 <u>(8)</u>	08/25/2022	Common Stock	3,500
Stock Option	\$ 27.94					08/25/2018 <u>(9)</u>	08/25/2027	Common Stock	3,500

Reporting Owners

Reporting Owner Name / Address		Relationships							
		Director	10% Owner	Officer	Other				
FLORSHEIM THOMAS W 333 W. ESTABROOK BOULEVA GLENDALE, WI 53212	ARD	Х							
Signatures									
/s/ Thomas W. Florsheim, Sr.	12/1	5/2017							
<u>**</u> Signature of Reporting Person	D	ate							
Explanation of Door		0001							

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) Shares transferred according to terms of GRAT for Self of which Thomas W. Florsheim, Jr. (Son) is Trustee
- (2) Shares transferred according to terms of GRAT for Wife of which Thomas W. Florsheim, Jr. (Son) is Trustee
- (3) For informational purposes only
- (4) 25% per year for 4 years beginning 12/01/2013
- (5) 25% per year for 4 years beginning 12/02/2014
- (6) 25% per year for 4 years beginning 08/26/2015
- (7) 25% per year for 4 years beginning 08/25/2016

- (8) 25% per year for 4 years beginning 08/25/2017
- (9) 20% per year for 5 years beginning 08/25/2018

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.