

Schrive Rodney  
Form 3  
September 07, 2010

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)

1. Name and Address of Reporting  
Person \*

Â Schriver Rodney  
(Last) (First) (Middle)

A.C. MOORE ARTS &  
CRAFTS, INC.,Â 130 A.C.  
MOORE DRIVE

(Street)

BERLIN,Â NJÂ 08009

(City) (State) (Zip)

2. Date of Event Requiring  
Statement

(Month/Day/Year)  
08/26/2010

3. Issuer Name **and** Ticker or Trading Symbol  
A.C. Moore Arts & Crafts, Inc. [ACMR]

4. Relationship of Reporting  
Person(s) to Issuer

5. If Amendment, Date Original  
Filed(Month/Day/Year)

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer \_\_\_\_ Other  
(give title below) (specify below)  
VP, Chf Acctg Off, Controller

6. Individual or Joint/Group  
Filing(Check Applicable Line)  
\_\_X\_\_ Form filed by One Reporting  
Person  
\_\_\_\_ Form filed by More than One  
Reporting Person

### Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security  
(Instr. 4)

2. Amount of Securities  
Beneficially Owned  
(Instr. 4)

3. Ownership  
Form:  
Direct (D)  
or Indirect  
(I)  
(Instr. 5)

4. Nature of Indirect Beneficial  
Ownership  
(Instr. 5)

Common stock, no par value

17,128 <sup>(1)</sup>

D Â

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

SEC 1473 (7-02)

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form displays a  
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### Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security  
(Instr. 4)

2. Date Exercisable and  
Expiration Date  
(Month/Day/Year)

3. Title and Amount of  
Securities Underlying  
Derivative Security  
(Instr. 4)

4. Conversion  
or Exercise  
Price of  
Derivative

5. Ownership  
Form of  
Derivative  
Security:

6. Nature of Indirect  
Beneficial  
Ownership  
(Instr. 5)

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (Right to Buy)	Â (2)	02/20/2014	Common Stock	3,600	\$ 20.37	D	Â
Employee Stock Option (Right to Buy)	Â (2)	08/26/2014	Common Stock	750	\$ 21.95	D	Â
Employee Stock Option (Right to Buy)	Â (2)	08/25/2015	Common Stock	750	\$ 23.51	D	Â
Stock Appreciation Right	Â (3)	03/31/2015	Common Stock	8,516	\$ 6.82	D	Â
Stock Appreciation Right	Â (3)	02/20/2016	Common Stock	5,865	\$ 1.48	D	Â
Stock Appreciation Right	Â (3)	03/25/2017	Common Stock	20,000	\$ 2.78	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Schriver Rodney A.C. MOORE ARTS & CRAFTS, INC. 130 A.C. MOORE DRIVE BERLIN,Â NJÂ 08009	Â	Â	Â VP, Chf Acctg Off, Controller	Â

## Signatures

/s/ Amy Rhoades, by Power of Attorney

09/07/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Includes: (i) 1,500 shares of performance accelerated restricted stock ("PARS") which vest in three equal installments upon the Company's achievement of certain financial performance targets and vest in full on the date that is four years from the grant date, if not earlier vested; (ii) 2,981 PARS which vest in four equal installments upon the Company's achievement of certain financial performance targets and vest in full on the date that is five years from the grant date, if not earlier vested; (iii) 7,647 PARS which vest in three equal annual installments or upon the Company's achievement of certain financial performance targets; and (iv) 5,000 shares of restricted stock which vest in two equal annual installments beginning on the first anniversary of the grant date.
- (2) Employee Stock Options vested in three equal annual installments, beginning on the first anniversary of the grant date.
- (3) Stock Appreciation Rights vest in three equal annual installments, beginning on the first anniversary of the grant date.

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### Remarks:

ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

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The filing of this Statement shall not be construed as an admission (a) that the person filing this

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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