RHOADS KAREN B

Form 4

August 24, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

OMB APPROVAL

3235-0287

Expires:

January 31, 2005

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Estimated average burden hours per

5. Relationship of Reporting Person(s) to

required to respond unless the form

response...

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

Check this box

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

2. Issuer Name and Ticker or Trading

may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *

| RHOADS KAREN B | | Syn | Issuer Name and Ticker or Trading nbol JCKLE INC [BKE] | Issuer | | |
|--|--------------------------------------|----------------------|--|---|-------------------------|--|
| (Last) (First) (Middle) 2407 W 24TH STREET | | (Mo | Date of Earliest Transaction onth/Day/Year) /20/2010 | (Check all applicable) _X_ Director 10% Owner _X_ Officer (give title Other (specify below) | | |
| | (Street) | | f Amendment, Date Original ed(Month/Day/Year) | VP FINANCE & 6. Individual or Joint/Group I Applicable Line) _X_ Form filed by One Reportin Form filed by More than One | Filing(Check | |
| KEARN | IEY, NE 68845 | | | Person | e Reporting | |
| (City) | (State) | (Zip) | Table I - Non-Derivative Securities Acqu | uired, Disposed of, or Benefi | cially Owned | |
| 1.Title of Security (Instr. 3) | 2. Transaction Da (Month/Day/Year | | Code (Instr. 3, 4 and 5) (Instr. 8) (A) or Code V Amount (D) Price | 5. Amount of Securities Ownership Beneficially Form: Owned Direct (D) Following or Indirect Reported (I) Transaction(s) (Instr. 4) (Instr. 3 and 4) | Beneficial Ownership | |
| Commo Stock | n 08/20/2010 | | M 56,745 A \$ 2.2656 | 362,897 D | | |
| Commo Stock | n | | | 1,500 I | By Dependent 2 | |
| Commo Stock | n | | | 2,075.85 (4) I | Held by 401(k) Plan | |
| Reminder | Report on a separate l | ine for each class o | of securities beneficially owned directly or in | ndirectly. | | |
| | | | • | and to the collection of ned in this form are not | SEC 1474 (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) | 4. Transactic Code (Instr. 8) | 5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exer Expiration D (Month/Day | ate | 7. Title and Underlying (Instr. 3 and | Securities |
|---|---|---|---|--|---|--|--------------------|--|-------------------------------------|
| | | | | Code V | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Option (Right to Purchase) | \$ 2.2656 (1) | 08/20/2010 | | M | 56,745 (2) | (3) | 02/01/2013 | Common Stock | 56,745 (2) |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|------------------|-------|
| Reporting Owner Name / Address | Director | 10% Owner | Officer | Other |
| RHOADS KAREN B 2407 W 24TH STREET KEARNEY, NE 68845 | X | | VP FINANCE & CFO | |

Signatures

Karen B.
Rhoads

**Signature of Reporting Person

O8/24/2010

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).
- Exercise price was originally reported as \$16.60. Exercise price has been adjusted in accordance with the terms of the stock option plan to (1) reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/2009.
- Number of stock options granted was originally reported as 25,200. Number of stock options outstanding has been adjusted in accordance (2) with the terms of the stock option plan to reflect payment of special cash dividend on 1/2/2007, 3/2 stock split on 1/12/2007, payment of special cash dividend on 10/27/2008, 3/2 stock split on 10/30/2008, and payment of special cash dividend on 10/27/09.
- (3) Options became exercisable 100 percent on 4/1/2005.
- (4) Holdings as of 7/31/2010, as reported by plan administrator.

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

Reporting Owners 2

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