

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 *                              |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol      |  |
| Â Schriver Rodney  |         | (Month/Day/Year)                     | A.C. Moore Arts & Crafts, Inc. [ACMR]            |  |
| (Last)   | (First) | (Middle)                             | 08/26/2010                                       |  |
| A.C. MOORE ARTS & CRAFTS, INC., Â 130 A.C. MOORE DRIVE                 |         |                                      | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street)   |         |                                      |  | (Check all applicable)                               |
|  |         |                                      | <input type="checkbox"/> Director                | <input type="checkbox"/> 10% Owner                   |
|  |         |                                      | <input checked="" type="checkbox"/> Officer      | <input type="checkbox"/> Other                       |
|  |         |                                      | (give title below) (specify below)               |  |
|  |         |                                      | VP, Chf Acctg Off, Controller                    |  |
| BERLIN, Â NJ Â 08009   |         |                                      |  |  |
| (City)   | (State) | (Zip)                                |  |  |
| 6. Individual or Joint/Group Filing(Check Applicable Line)             |         |                                      |  |  |
| <input checked="" type="checkbox"/> Form filed by One Reporting Person |         |                                      |  |  |
| <input type="checkbox"/> 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 currently valid OMB control number.**

**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<br>A.C. MOORE ARTS & CRAFTS, INC.<br>130 A.C. MOORE DRIVE<br>BERLIN, NJ 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:

Exhibit 24 - Power of 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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