

ROCKY BRANDS, INC.  
Form 8-K  
January 13, 2017

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 OR 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported) January 12, 2017

ROCKY BRANDS, INC.

(Exact name of registrant as specified in its charter)

Ohio 001-34382 31-1364046  
(State or other jurisdiction (Commission (IRS Employer  
of incorporation) File Number) Identification No.)

39 East Canal Street, Nelsonville, Ohio 45764  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (740) 753-1951

Not Applicable

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(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers Compensation Actions**

On January 12, 2017, Rocky Brands, Inc. (the “Company”) announced that James E. McDonald resigned from his position as Executive Vice President and Chief Financial Officer, effective January 12, 2017. Subject to execution and non-revocation of a release of claims against the Company, the Company has agreed to treat the resignation as a termination without cause under Mr. McDonald’s employment agreement.

Mr. McDonald’s resignation does not result from any disagreement with the Company on any matter relating to the Company’s accounting policies or practices.

The Company also announced that Mike Staude has been appointed Interim Chief Financial Officer of the Company, effective January 12, 2017. Mr. Staude, 61, joined the Company in August 2007 and has served as Senior Vice President of Finance since January 2015. Prior to that, he served as Vice President of Accounting from January 2010 until January 2015 and as Director of Accounting from August 2007 until January 2010.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**Rocky Brands, Inc.**

Date: January 13, 2017 By: /s/ Mike Brooks  
Mike Brooks  
Chief Executive Officer