

CONNS INC  
Form SC 13D/A  
February 12, 2010

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

**SCHEDULE 13D**

**Under the Securities Exchange Act of 1934  
(Amendment No. 1)\***

Conn s Inc  
(Name of Issuer)  
Common Stock, par value \$.01 per share  
(Title of Class of Securities)  
208242107  
(CUSIP Number)  
Ronald M. Clark  
The Stephens Group, LLC  
100 Morgan Keegan Drive, Suite 500  
Little Rock, AR 72202  
(501) 377-2356  
(Name, Address and Telephone Number of Person Authorized to  
Receive Notices and Communications)  
February 12, 2010  
(Date of Event Which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of §§240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box. o

**Note:** Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 208242107

NAMES OF REPORTING PERSONS

1

The Stephens Group, LLC

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

(a)

(b)

SEC USE ONLY

3

SOURCE OF FUNDS

4

Not applicable

CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)

5

CITIZENSHIP OR PLACE OF ORGANIZATION

6

Arkansas

SOLE VOTING POWER

7

NUMBER OF 0

SHARED VOTING POWER

SHARES BENEFICIALLY OWNED BY 8

0

SOLE DISPOSITIVE POWER

EACH REPORTING 9

PERSON 0

WITH SHARED DISPOSITIVE POWER

10

0

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

0

12 CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

o

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

0.00%

14 TYPE OF REPORTING PERSON

HC OO

CUSIP No. 208242107

NAMES OF REPORTING PERSONS

1

W.R. Stephens, Jr. Revocable Trust

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

(a)

(b)

SEC USE ONLY

3

SOURCE OF FUNDS

4

WC

CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)

5

CITIZENSHIP OR PLACE OF ORGANIZATION

6

Arkansas

SOLE VOTING POWER

7

NUMBER OF 424

SHARED VOTING POWER

SHARES BENEFICIALLY OWNED BY 8

0

SOLE DISPOSITIVE POWER

EACH REPORTING 9

PERSON 424

WITH SHARED DISPOSITIVE POWER

10

0

11

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

424

12

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

p

13

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

0.00%

14

TYPE OF REPORTING PERSON

OO

CUSIP No. 208242107

NAMES OF REPORTING PERSONS

1

Snow Lake Holdings, Inc.

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

(a)

(b)

SEC USE ONLY

3

SOURCE OF FUNDS

4

WC

CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)

5

CITIZENSHIP OR PLACE OF ORGANIZATION

6

Nevada

SOLE VOTING POWER

7

NUMBER OF 785

SHARED VOTING POWER

SHARES BENEFICIALLY OWNED BY 8

0

SOLE DISPOSITIVE POWER

EACH REPORTING 9

PERSON 785

WITH SHARED DISPOSITIVE POWER

10

0

11

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

785

12

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

o

13

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

0.00%

14

TYPE OF REPORTING PERSON

CO

CUSIP No. 208242107

NAMES OF REPORTING PERSONS

1

Jon E.M. Jacoby

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2

(a)

(b)

SEC USE ONLY

3

SOURCE OF FUNDS

4

PF

CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e)

5

CITIZENSHIP OR PLACE OF ORGANIZATION

6

Arkansas

SOLE VOTING POWER

7

NUMBER OF 73,588

SHARED VOTING POWER

SHARES BENEFICIALLY OWNED BY 8

0

SOLE DISPOSITIVE POWER

EACH REPORTING 9



PERSON 73,588

WITH SHARED DISPOSITIVE POWER

10

0

11

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

73,588

12

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

b

13

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

0.33%

14

TYPE OF REPORTING PERSON

IN

CUSIP No. 208242107

NAMES OF REPORTING PERSONS

1  
SG-1890, LLC

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2  
(a)  p  
(b)  o

SEC USE ONLY

3

SOURCE OF FUNDS

4  
AF

CHECK IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS  
2(d) OR 2(e)

5  
 o

CITIZENSHIP OR PLACE OF ORGANIZATION

6  
Arkansas

SOLE VOTING POWER

7

NUMBER OF 5,767,060

SHARED VOTING POWER

SHARES  
BENEFICIALLY OWNED BY 8

0

SOLE DISPOSITIVE POWER

EACH  
REPORTING 9

PERSON 5,767,060

WITH SHARED DISPOSITIVE POWER

10

0

11

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

5,767,060

12

CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES

o

13

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

25.67%

14

TYPE OF REPORTING PERSON

OO

CUSIP No. 208242107

**Preliminary Note:** This Amendment No. 1 to Schedule 13D relates to the common stock, par value \$.01 per share ( Common Stock ) of Conn s Inc., a Delaware corporation (the Issuer ) and is being filed by the Reporting Persons as defined below. The initial Schedule 13D was filed on February 6, 2009. As of February 12, 2010, the Reporting Persons owned 5,841,433 shares of Common Stock. All percentages were calculated based on the 22,462,465 shares of Common Stock outstanding.

**ITEM 1**

(a) **Name of Issuer:**

Conn s Inc. (the Company )

(b) **Address of Issuer s Principal Executive Offices:**

3295 College Street, Beaumont, TX 77701

**ITEM 2**

**Title of Class of Securities and CUSIP Number (Items 2(d) and 2(e))**

This Schedule 13D relates to shares of Common Stock (the Shares ) of the Company. The CUSIP number of the Shares is 208242107.

**Names of Persons Filing, Address of Principal Business Office or Residence, and Citizenship (Items 2(a), 2(b), and 2(c))**

This Schedule 13D is filed by and for the entities and persons listed below, all of whom together are referred to as the Reporting Persons or individually as a Reporting Person.

(i) The Stephens Group, LLC.

The Stephens Group, LLC is an Arkansas manager-managed limited liability company. It is managed by a Board of Managers consisting of the following individuals: W. R. Stephens, Jr., Elizabeth S. Campbell, Craig D. Campbell, Jon E. M. Jacoby, K. Rick Turner, Ronald M. Clark, Robert L. Schulte, C. Ray Gash, William S. Walker and Emon A. Mahony, Jr.

(ii) Snow Lake Holdings, Inc.

(iii) Jon E. M. Jacoby.

Mr. Jacoby is a Director of the Company. His ownership includes 3,588 shares owned individually as to which Mr. Jacoby has sole voting power and sole dispositive power. Also includes 70,000 shares which Mr. Jacoby has the right to receive upon the exercise of options exercisable on or within 60 days of the date of the filing of this Schedule 13D as to which Mr. Jacoby has sole voting power and sole dispositive power.

(iv) SG-1890, LLC.

SG-1890, LLC is an Arkansas manager-managed limited liability company. The sole manager is The Stephens Group, LLC ( SG ). W. R. Stephens, Jr. as CEO of SG has the ability to make decisions for SG-1890, LLC on behalf of SG.

(v) W. R. Stephens, Jr. Revocable Trust



CUSIP No. 208242107

This address of the principal business office of each of the Reporting Persons is c/o The Stephens Group, LLC, 100 Morgan Keegan Dr., Suite 500, Little Rock, AR 72202.

The citizenship of each of the Reporting Persons is set forth in Row 4 of the Cover Page for each Reporting Person and is hereto incorporated by reference for each such Reporting Person.

**ITEM 3 If this statement is filed pursuant to Rule 240.13d-1(b) or 240.13d-2(b) or (c):**

Not Applicable

**ITEM 4 Ownership.**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) **Amount beneficially owned:**

The information required by Item 4(a) is set forth in Row 9 of the Cover Page for each Reporting Person and is hereto incorporated by reference for each such Reporting Person.

(b) **Percent of class:**

The information required by Item 4(b) is set forth in Row 11 of the Cover Page for each Reporting Person and is hereto incorporated by reference for each such Reporting Person.

(c) **Number of shares as to which the person has:**

(i) **Sole power to vote or to direct the vote:**

The information required by Item 4(c)(i) is set forth in Row 5 of the Cover Page for each Reporting Person and is hereto incorporated by reference for each such Reporting Person.

(ii) **Shared power to vote or to direct the vote:**

The information required by Item 4(c)(ii) is set forth in Row 6 of the Cover Page for each Reporting Person and is hereto incorporated by reference for each such Reporting Person.

CUSIP No. 208242107

(iii) **Sole power to dispose or to direct the disposition of:**

The information required by Item 4(c)(iii) is set forth in Row 7 of the Cover Page for each Reporting Person and is hereto incorporated by reference for each such Reporting Person.

(iv) **Shared power to dispose or to direct the disposition of:**

The information required by Item 4(c)(iv) is set forth in Row 8 of the Cover Page for each Reporting Person and is hereto incorporated by reference for each such Reporting Person.

**ITEM 5 Ownership of Five Percent or Less of a Class.**

Not Applicable

**ITEM 6 Ownership of More than Five Percent on Behalf of Another Person.**

Not Applicable

**ITEM 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.**

Not Applicable

**ITEM 8 Identification and Classification of Members of the Group.**

Not Applicable

**ITEM 9 Notice of Dissolution of Group.**

Not Applicable

**ITEM 10 Certification.**

By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

*[Signature Page Follows]*

CUSIP No. 208242107

**SIGNATURES**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 12, 2010

**THE STEPHENS GROUP, LLC**

By:

Ronald M. Clark  
Senior Vice President & General Counsel

**W. R. STEPHENS, JR. REVOCABLE TRUST**

By:

W. R. Stephens, Jr.  
Trustee

**SNOW LAKE HOLDINGS, INC.**

By:

Robert L. Schulte  
Director

By:

Jon E. M. Jacoby

**SG-1890, LLC**

By: The Stephens Group, LLC  
Its Manager

By:

Ronald M. Clark  
Senior Vice President & General Counsel

\*By:

Ronald M. Clark  
Attorney-in-Fact

\* This  
Schedule 13D  
was signed  
pursuant to a  
Power of  
Attorney, dated  
February 6,  
2009 and filed  
by the  
Reporting  
Persons with the  
Securities and



Exchange  
Commission on  
February 6,  
2009, included  
hereto as  
Exhibit 2 and  
incorporated by  
reference.

CUSIP No. 208242107

**EXHIBIT INDEX**

Exhibit 1 Agreement to File Joint Schedule 13D

Exhibit 2 Power of Attorney executed by Reporting Persons

Page 11 of 11 Pages