

Edgar Filing: FIRST MERCHANTS CORP - Form 13F-HR

FIRST MERCHANTS CORP  
Form 13F-HR  
January 25, 2011

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

-----  
FORM 13F  
-----

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: December 31, 2010

Check here if Amendment [ ]; Amendment Number:

This Amendment (Check only one.): [ ] is a restatement.

[ ] adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: First Merchants Bank, National Association  
Address: 200 East Jackson Street  
Muncie, IN 47305

Form 13F File Number: 28-

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person signing this Report on Behalf of Reporting Manager:

Name: Terry Blaker  
Title: Senior Vice President  
Phone: (765) 747-1570

Signature, Place, and Date of Signing:

Terry L Blaker Muncie, IN January 12, 2011

Report Type (Check only one.):

[X] 13F HOLDING REPORT.  
[ ] 13F NOTICE.  
[ ] COMBINATION REPORT.

FORM 13F SUMMARY PAGE

Report Summary:

Number of Other Included Managers: 0

## Edgar Filing: FIRST MERCHANTS CORP - Form 13F-HR

Form 13F Information Table Entry Total: 233

Form 13F Information Table Value Total: \$233,407,000

List of Other Included Managers:

None

NAME OF ISSUER	TITLE OF CLASS	CUSIP	FORM 13F INFORMATION TABLE					O
			VALUE (X\$1000)	SHARES/ PRN AMT	SH/ PRN CALL	PUT/ DSCRETN	INVSTMT	
ACCENTURE PLC	ADR	G1151C101	2159	44519	SH	SOLE		
ACCENTURE PLC	ADR	G1151C101	217	4470	SH	DEFINED		
NOBLE CORPORATION	COM	H5833N103	987	27591	SH	SOLE		
NOBLE CORPORATION	COM	H5833N103	83	2310	SH	DEFINED		
TRANSOCEAN LTD	COM	H8817H100	568	8171	SH	SOLE		
TRANSOCEAN LTD	COM	H8817H100	39	563	SH	DEFINED		
AT&T INC	COM	00206R102	4101	139577	SH	SOLE		
AT&T INC	COM	00206R102	319	10847	SH	DEFINED		
ABBOTT LABS	COM	002824100	3289	68672	SH	SOLE		
ABBOTT LABS	COM	002824100	324	6770	SH	DEFINED		
ADOBE SYSTEMS INC	COM	00724F101	1049	34104	SH	SOLE		
ADOBE SYSTEMS INC	COM	00724F101	43	1389	SH	DEFINED		
ALLIANT CORP	COM	018802108	1596	43408	SH	SOLE		
ALLIANT CORP	COM	018802108	193	5251	SH	DEFINED		
APACHE CORP	COM	037411105	1669	14000	SH	SOLE		
APACHE CORP	COM	037411105	72	605	SH	DEFINED		
AUTOMATIC DATA PROCESSING	COM	053015103	3954	85461	SH	SOLE		
AUTOMATIC DATA PROCESSING	COM	053015103	343	7420	SH	DEFINED		
BB & T CORPORATION	COM	054937107	406	15450	SH	SOLE		
BB & T CORPORATION	COM	054937107	30	1155	SH	DEFINED		
BP PLC - SPONS	ADR	055622104	338	7660	SH	SOLE		
BP PLC - SPONS	ADR	055622104	264	5978	SH	DEFINED		
BAKER HUGHES INC	COM	057224107	1762	30828	SH	SOLE		
BAKER HUGHES INC	COM	057224107	169	2955	SH	DEFINED		
BALL CORP	COM	058498106	2389	35115	SH	SOLE		
BALL CORP	COM	058498106	14	200	SH	DEFINED		
BANK OF NEW YORK MELLON CORP	COM	064058100	1499	49639	SH	SOLE		
BANK OF NEW YORK MELLON CORP	COM	064058100	182	6043	SH	DEFINED		
BAXTER INTERNATIONAL INC	COM	071813109	1853	36621	SH	SOLE		
BAXTER INTERNATIONAL INC	COM	071813109	216	4265	SH	DEFINED		
BECTON DICKINSON & CO	COM	075887109	1903	22514	SH	SOLE		
BECTON DICKINSON & CO	COM	075887109	178	2108	SH	DEFINED		
BED BATH & BEYOND	COM	075896100	1458	29659	SH	SOLE		
BED BATH & BEYOND	COM	075896100	56	1135	SH	DEFINED		
BEST BUY COMPANY INC	COM	086516101	1263	36845	SH	SOLE		
BEST BUY COMPANY INC	COM	086516101	44	1283	SH	DEFINED		
BRISTOL-MYERS SQUIBB	COM	110122108	219	8281	SH	SOLE		
BRISTOL-MYERS SQUIBB	COM	110122108	74	2800	SH	DEFINED		
CATERPILLAR INC.	COM	149123101	413	4405	SH	SOLE		
CATERPILLAR INC.	COM	149123101	24	256	SH	DEFINED		
CHEVRON CORP	COM	166764100	4957	54321	SH	SOLE		
CHEVRON CORP	COM	166764100	534	5855	SH	DEFINED		
CHUBB CORP	COM	171232101	2281	38256	SH	SOLE		
CHUBB CORP	COM	171232101	291	4877	SH	DEFINED		

Edgar Filing: FIRST MERCHANTS CORP - Form 13F-HR

CISCO SYSTEMS	COM	17275R102	1936	95766	SH	SOLE
CISCO SYSTEMS	COM	17275R102	85	4225	SH	DEFINED
CITY NATIONAL	COM	178566105	399	6510	SH	SOLE
CITY NATIONAL	COM	178566105	13	215	SH	DEFINED
COCA COLA CO	COM	191216100	1445	21973	SH	SOLE
COCA COLA CO	COM	191216100	273	4150	SH	DEFINED
COLGATE PALMOLIVE CO	COM	194162103	1478	18385	SH	SOLE
COLGATE PALMOLIVE CO	COM	194162103	201	2500	SH	DEFINED
CONOCOPHILLIPS	COM	20825C104	1620	23792	SH	SOLE
CONOCOPHILLIPS	COM	20825C104	679	9970	SH	DEFINED
CULLEN FROST BANKERS	COM	229899109	1193	19525	SH	SOLE
CULLEN FROST BANKERS	COM	229899109	181	2955	SH	DEFINED
DNP SELECT INCOME FUND		23325P104	149	16289	SH	SOLE
DNP SELECT INCOME FUND		23325P104	42	4550	SH	DEFINED
DANAHER CORP	COM	235851102	1321	28010	SH	SOLE
DANAHER CORP	COM	235851102	47	1000	SH	DEFINED
DEERE & CO	COM	244199105	143	1725	SH	SOLE
DEERE & CO	COM	244199105	365	4400	SH	DEFINED
DISNEY WALT COMPANY	COM	254687106	343	9154	SH	SOLE
DISNEY WALT COMPANY	COM	254687106	113	3000	SH	DEFINED
DONALDSON INC	COM	257651109	679	11655	SH	SOLE
DONALDSON INC	COM	257651109	93	1600	SH	DEFINED
DU PONT E I DE NEMOURS	COM	263534109	893	17907	SH	SOLE
DU PONT E I DE NEMOURS	COM	263534109	67	1350	SH	DEFINED
ECOLAB INC	COM	278865100	1225	24310	SH	SOLE
ECOLAB INC	COM	278865100	144	2860	SH	DEFINED
EMERSON ELEC CO	COM	291011104	3368	58919	SH	SOLE
EMERSON ELEC CO	COM	291011104	505	8827	SH	DEFINED
ENDO PHARM HLDG INC	COM	29264F205	1198	33545	SH	SOLE
ENDO PHARM HLDG INC	COM	29264F205	20	565	SH	DEFINED
EXXON MOBIL CORP	COM	30231G102	6785	92788	SH	SOLE
EXXON MOBIL CORP	COM	30231G102	1064	14547	SH	DEFINED
FIRST MERCHANTS CORP	COM	320817109	123	13929	SH	SOLE
FIRST MERCHANTS CORP	COM	320817109	9	1059	SH	DEFINED
FLOWERS FOOD INC	COM	343498101	547	20317	SH	SOLE
FLOWERS FOOD INC	COM	343498101	31	1158	SH	DEFINED
GENERAL ELECTRIC CO	COM	369604103	2676	146398	SH	SOLE
GENERAL ELECTRIC CO	COM	369604103	236	12900	SH	DEFINED
GRACO INC	COM	384109104	1623	41132	SH	SOLE
GRACO INC	COM	384109104	33	845	SH	DEFINED
HCC INSURANCE HLDGS	COM	404132102	1232	42604	SH	SOLE
HCC INSURANCE HLDGS	COM	404132102	56	1920	SH	DEFINED
HARRIS CORP DEL	COM	413875105	1977	43660	SH	SOLE
HARRIS CORP DEL	COM	413875105	169	3725	SH	DEFINED
HEINZ H J CO	COM	423074103	82	1650	SH	SOLE
HEINZ H J CO	COM	423074103	124	2500	SH	DEFINED
HENRY JACK & ASSOCIATES	COM	426281101	1059	36329	SH	SOLE
HENRY JACK & ASSOCIATES	COM	426281101	45	1530	SH	DEFINED
HEWLETT PACKARD CO	COM	428236103	1386	32919	SH	SOLE
HEWLETT PACKARD CO	COM	428236103	100	2380	SH	DEFINED
HORMEL FOODS CORP	COM	440452100	738	14398	SH	SOLE
HORMEL FOODS CORP	COM	440452100	18	360	SH	DEFINED
ITT CORPORATION	COM	450911102	1736	33312	SH	SOLE
ITT CORPORATION	COM	450911102	144	2755	SH	DEFINED
INTEL CORP	COM	458140100	1850	87992	SH	SOLE
INTEL CORP	COM	458140100	224	10675	SH	DEFINED
INTL BUSINESS MACHINES CORP	COM	459200101	2146	14621	SH	SOLE
INTL BUSINESS MACHINES CORP	COM	459200101	33	225	SH	DEFINED
S&P 500 INDEX	I SHARES	464287200	211	1675	SH	SOLE
I SHARES BARCLAYS AGGREGATE		464287226	1735	16410	SH	SOLE
MSCI EMERGING MARKET INDEX		464287234	402	8428	SH	SOLE
MSCI EAFE INDEX SHARES		464287465	3117	53530	SH	SOLE

Edgar Filing: FIRST MERCHANTS CORP - Form 13F-HR

MSCI EAFE INDEX SHARES		464287465	28	483	SH	DEFINED
BIOTECHNOLOGY I SHARES	COM	464287556	1121	12000	SH	SOLE
BIOTECHNOLOGY I SHARES	COM	464287556	133	1425	SH	DEFINED
S&P 400 MIDCAP GROWTH	ISHARES	464287606	6858	68092	SH	SOLE
S&P 400 MIDCAP GROWTH	ISHARES	464287606	221	2192	SH	DEFINED
ISHARES RUSSELL 2000 VAL		464287630	392	5510	SH	SOLE
ISHARES RUSSELL 2000	I SHARES	464287655	945	12072	SH	SOLE
ISHARES RUSSELL 2000	I SHARES	464287655	22	285	SH	DEFINED
S&P 400 MIDCAP VALUE	ISHARES	464287705	7680	96649	SH	SOLE
S&P 400 MIDCAP VALUE	ISHARES	464287705	245	3086	SH	DEFINED
I SHARES S&P SMALL CAP 600	COM	464287804	2731	39890	SH	SOLE
I SHARES S&P SMALL CAP 600	COM	464287804	120	1755	SH	DEFINED
S&P 600 SMALL CAP VALUE	ISHARES	464287879	3242	45100	SH	SOLE
S&P 600 SMALL CAP VALUE	ISHARES	464287879	73	1019	SH	DEFINED
S&P 600 SMALL CAP GROWTH	ISHARES	464287887	3978	54803	SH	SOLE
S&P 600 SMALL CAP GROWTH	ISHARES	464287887	72	995	SH	DEFINED
J P MORGAN CHASE & CO	COM	46625H100	4278	100880	SH	SOLE
J P MORGAN CHASE & CO	COM	46625H100	531	12513	SH	DEFINED
JARDEN CORPORATION	COM	471109108	94	3055	SH	SOLE
JARDEN CORPORATION	COM	471109108	139	4500	SH	DEFINED
JOHNSON & JOHNSON	COM	478160104	4343	70216	SH	SOLE
JOHNSON & JOHNSON	COM	478160104	503	8138	SH	DEFINED
KELLOGG CO	COM	487836108	242	4740	SH	SOLE
KIMBERLY CLARK CORP	COM	494368103	1326	21040	SH	SOLE
KIMBERLY CLARK CORP	COM	494368103	325	5150	SH	DEFINED
KOHL'S CORP	COM	500255104	2213	40731	SH	SOLE
KOHL'S CORP	COM	500255104	202	3720	SH	DEFINED
LABORATORY CORP	COM	50540R409	313	3560	SH	SOLE
LABORATORY CORP	COM	50540R409	26	300	SH	DEFINED
LILLY ELI & CO	COM	532457108	1415	40393	SH	SOLE
LILLY ELI & CO	COM	532457108	35	1002	SH	DEFINED
LOWE'S COMPANIES INC	COM	548661107	3072	122547	SH	SOLE
LOWE'S COMPANIES INC	COM	548661107	366	14615	SH	DEFINED
MDU RES GROUP INC	COM	552690109	1563	77130	SH	SOLE
MDU RES GROUP INC	COM	552690109	185	9120	SH	DEFINED
MASCO CORP	COM	574599106	739	58410	SH	SOLE
MASCO CORP	COM	574599106	47	3685	SH	DEFINED
MCDONALDS CORP	COM	580135101	383	4995	SH	SOLE
MCDONALDS CORP	COM	580135101	61	800	SH	DEFINED
MEDTRONIC INCORPORATED	COM	585055106	818	22060	SH	SOLE
MEDTRONIC INCORPORATED	COM	585055106	32	850	SH	DEFINED
MERCK & CO INC	COM	58933Y105	568	15768	SH	SOLE
MERCK & CO INC	COM	58933Y105	270	7500	SH	DEFINED
MICROSOFT CORPORATION	COM	594918104	2190	78496	SH	SOLE
MICROSOFT CORPORATION	COM	594918104	349	12500	SH	DEFINED
MICROCHIP TECHNOLOGY	COM	595017104	2358	68933	SH	SOLE
MICROCHIP TECHNOLOGY	COM	595017104	338	9885	SH	DEFINED
NATIONAL OILWELL VARCO	COM	637071101	547	8135	SH	SOLE
NATIONAL OILWELL VARCO	COM	637071101	45	675	SH	DEFINED
NEXTERA ENERGY INC	COM	65339F101	482	9275	SH	SOLE
NEXTERA ENERGY INC	COM	65339F101	226	4350	SH	DEFINED
NORTHERN TR CORP	COM	665859104	1943	35079	SH	SOLE
NORTHERN TR CORP	COM	665859104	235	4235	SH	DEFINED
NORTHROP GRUMMAN CORP	COM	666807102	21	320	SH	SOLE
NORTHROP GRUMMAN CORP	COM	666807102	324	5000	SH	DEFINED
NOVARTIS A G SPONSORED	ADR	66987V109	500	8480	SH	SOLE
NOVARTIS A G SPONSORED	ADR	66987V109	130	2200	SH	DEFINED
NUCOR CORP	COM	670346105	727	16603	SH	SOLE
NUCOR CORP	COM	670346105	166	3780	SH	DEFINED
NVIDIA CORP	COM	67066G104	1176	76368	SH	SOLE
NVIDIA CORP	COM	67066G104	113	7335	SH	DEFINED
OLD NATIONAL BANCORP	COM	680033107	139	11658	SH	SOLE

Edgar Filing: FIRST MERCHANTS CORP - Form 13F-HR

OMNICOM GROUP INC	COM	681919106	245	5340	SH	SOLE
OMNICOM GROUP INC	COM	681919106	2	50	SH	DEFINED
ORACLE CORP	COM	68389X105	965	30845	SH	SOLE
ORACLE CORP	COM	68389X105	39	1240	SH	DEFINED
OWENS & MINOR INC	COM	690732102	563	19122	SH	SOLE
OWENS & MINOR INC	COM	690732102	15	515	SH	DEFINED
PEOPLE'S UNITED FINANCIAL	COM	712704105	870	62100	SH	SOLE
PEOPLE'S UNITED FINANCIAL	COM	712704105	69	4890	SH	DEFINED
PEPSICO INC	COM	713448108	4140	63378	SH	SOLE
PEPSICO INC	COM	713448108	250	3825	SH	DEFINED
PFIZER INC	COM	717081103	1074	61394	SH	SOLE
PFIZER INC	COM	717081103	115	6583	SH	DEFINED
PHILLIP MORRIS INTL INC	COM	718172109	149	2552	SH	SOLE
PHILLIP MORRIS INTL INC	COM	718172109	250	4275	SH	DEFINED
T. ROWE PRICE GROUP INC	COM	74144T108	1925	29821	SH	SOLE
T. ROWE PRICE GROUP INC	COM	74144T108	105	1632	SH	DEFINED
PROCTER & GAMBLE CO	COM	742718109	3921	60956	SH	SOLE
PROCTER & GAMBLE CO	COM	742718109	626	9736	SH	DEFINED
ROBERT HALF INTERNATIONAL	COM	770323103	329	10750	SH	SOLE
ROBERT HALF INTERNATIONAL	COM	770323103	43	1400	SH	DEFINED
S&P 500 INDEX SPDR		78462F103	2244	17847	SH	SOLE
S&P 500 INDEX SPDR		78462F103	97	769	SH	DEFINED
SPDR MSCI ALL-COUNTRY WORLD EX-US INDEX ETF		78463X848	2904	85667	SH	SOLE
SPDR S&P MIDCAP 400 ETF TR		78467Y107	6912	41973	SH	SOLE
SPDR S&P MIDCAP 400 ETF TR		78467Y107	347	2105	SH	DEFINED
SCHLUMBERGER LTD	COM	806857108	4082	48883	SH	SOLE
SCHLUMBERGER LTD	COM	806857108	422	5059	SH	DEFINED
MATERIALS SELECT SECTOR SPDR	COM	81369Y100	701	18262	SH	SOLE
MATERIALS SELECT SECTOR SPDR	COM	81369Y100	27	707	SH	DEFINED
THE J.M. SMUCKER COMPANY	COM	832696405	1693	25786	SH	SOLE
THE J.M. SMUCKER COMPANY	COM	832696405	226	3436	SH	DEFINED
SOUTHERN CO	COM	842587107	949	24835	SH	SOLE
SOUTHERN CO	COM	842587107	295	7730	SH	DEFINED
STAPLES INC	COM	855030102	1927	84624	SH	SOLE
STAPLES INC	COM	855030102	156	6830	SH	DEFINED
STRYKER CORP	COM	863667101	1666	31018	SH	SOLE
STRYKER CORP	COM	863667101	134	2487	SH	DEFINED
SUPERVALU INC	COM	868536103	488	50715	SH	SOLE
SUPERVALU INC	COM	868536103	17	1775	SH	DEFINED
SYSCO CORP	COM	871829107	3044	103578	SH	SOLE
SYSCO CORP	COM	871829107	340	11558	SH	DEFINED
TEVA PHARMACEUTICAL	ADR	881624209	280	5380	SH	SOLE
TEVA PHARMACEUTICAL	ADR	881624209	109	2090	SH	DEFINED
3M COMPANY	COM	88579Y101	1890	21895	SH	SOLE
3M COMPANY	COM	88579Y101	309	3575	SH	DEFINED
US BANCORP DEL	COM	902973304	1639	60782	SH	SOLE
US BANCORP DEL	COM	902973304	44	1620	SH	DEFINED
UNITED PARCEL SERVICE	COM	911312106	359	4942	SH	SOLE
UNITED PARCEL SERVICE	COM	911312106	80	1100	SH	DEFINED
UNITED TECHNOLOGIES CORP	COM	913017109	4332	55025	SH	SOLE
UNITED TECHNOLOGIES CORP	COM	913017109	447	5680	SH	DEFINED
VF CORP	COM	918204108	1164	13509	SH	SOLE
VF CORP	COM	918204108	183	2120	SH	DEFINED
VNGRD FTSE ALLWORLD EXUS ETF		922042775	9778	204914	SH	SOLE
VNGRD FTSE ALLWORLD EXUS ETF		922042775	182	3808	SH	DEFINED
VECTREN CORP	COM	92240G101	2107	83068	SH	SOLE
VECTREN CORP	COM	92240G101	276	10898	SH	DEFINED
VERIZON COMMUNICATIONS INC	COM	92343V104	1970	55072	SH	SOLE
VERIZON COMMUNICATIONS INC	COM	92343V104	176	4908	SH	DEFINED
WAL MART STORES INC	COM	931142103	1748	32420	SH	SOLE
WAL MART STORES INC	COM	931142103	208	3850	SH	DEFINED
WELLS FARGO & CO	COM	949746101	1545	49865	SH	SOLE

Edgar Filing: FIRST MERCHANTS CORP - Form 13F-HR

WELLS FARGO & CO	COM	949746101	225	7250 SH	DEFINED
ZIMMER HLDGS INC	COM	98956P102	212	3957 SH	SOLE
ZIMMER HLDGS INC	COM	98956P102	68	1270 SH	DEFINED
GRAND TOTALS			233407	5073062	