

HEARTLAND FINANCIAL USA INC  
Form 8-K  
July 26, 2004

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 July 26, 2004  
(Date of earliest event reported) (July 26, 2004)

HEARTLAND FINANCIAL, USA, INC.  
(Exact name of Registrant as specified in its charter)

Delaware  
(State or other jurisdiction of incorporation)

0-24724 42-1405748  
(Commission File (I.R.S. Employer  
Number) Identification Number)

1398 Central Avenue, 52001  
Dubuque, Iowa  
(Address of principal executive (Zip Code)  
offices)

(563) 589-2100  
(Registrant's telephone number, including area code)

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**Item 7. Financial Statements and Exhibits**

(a) FINANCIAL STATEMENTS OF BUSINESS ACQUIRED.

None.

(b) PRO FORMA FINANCIAL INFORMATION.

None.

(c) EXHIBITS

99.1 Press release dated July 26, 2004.

**Item 12. Results of Operations and Financial Condition**

On July 26, 2004, Heartland Financial USA, Inc. issued a press release announcing its earnings for the quarter ended June 30, 2004. The press release is attached hereto as Exhibit 99.1.

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.

**HEARTLAND FINANCIAL USA, INC.**

Date: July 26, 2004

By: /s/ John K. Schmidt

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Executive Vice President, CFO and COO