

Quick Janet M
Form 4
January 24, 2019

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN 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 *
Quick Janet M

2. Issuer Name and Ticker or Trading Symbol
HEARTLAND FINANCIAL USA
INC [HTLF]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
1398 CENTRAL AVE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
01/22/2019

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP, Principal Acctg Officer

DUBUQUE, IA 52001

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
Common Stock					432.009 ⁽¹⁾	I	IRA
Common Stock					265	I	Pension Plan
Common Stock					919 ⁽¹⁾	I	401 (k)
Common Stock					9,785	D	
Common Stock	01/22/2019		M	1,084 A	\$ 10,869 47.54	D	

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Common Stock	01/22/2019	M	216	A	\$ 47.54	11,085	D
Common Stock	01/22/2019	M	325	A	\$ 47.54	11,410	D
Common Stock	01/22/2019	M	216	A	\$ 47.54	11,626	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2018 Time-Based Restricted Stock	(2)					(3)	(3)	Common Stock	431
2018 Performance Based Restricted Stock (3-year performance)	(2)					(4)	(4)	Common Stock	575
2018 Performance Based Restricted Stock (1-year performance)	(2)					(5)	(5)	Common Stock	431
2017 Time-Based Restricted Stock	(2)					(6)	(6)	Common Stock	433

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Stock									
2017 Time-Based Restricted Stock	<u>(2)</u>	01/22/2019	F	216	<u>(6)</u>	<u>(6)</u>	Common Stock	217	
2017 Performance Based Restricted Stock (3-year performance)	<u>(2)</u>				<u>(7)</u>	<u>(7)</u>	Common Stock	325	
2017 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>				<u>(8)</u>	<u>(8)</u>	Common Stock	397	
2016 Time-Based Restricted Stock	<u>(2)</u>				<u>(9)</u>	<u>(9)</u>	Common Stock	325	
2016 Time-Based Restricted Stock	<u>(2)</u>	01/22/2019	F	325	<u>(9)</u>	<u>(9)</u>	Common Stock	0	
2016 Performance Based Restricted Stock (3-year performance)	<u>(2)</u>				<u>(10)</u>	<u>(10)</u>	Common Stock	516	
2016 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>				<u>(11)</u>	<u>(11)</u>	Common Stock	1,084	
2016 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>	01/22/2019	F	1,084	<u>(11)</u>	<u>(11)</u>	Common Stock	0	
2015 Time-Based Restricted	<u>(2)</u>				<u>(12)</u>	<u>(12)</u>	Common Stock	433	

