

PECKOSH PAUL J
Form 4
February 10, 2011

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 *
PECKOSH PAUL J

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)
02/09/2011

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

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	02/09/2011		M	750 A \$ 8.67	0 (7)	D	
Common Stock	02/09/2011		M	750 A \$ 8.8	0 (7)	D	
Common Stock	02/09/2011		M	3,000 A \$ 11.84	0 (7)	D	
Common Stock	02/09/2011		S	3,484 D \$ 16.79	83,958 (1) (4) (6)	D	
Common Stock					8,232	I	401(k)

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Common Stock	2,275	I	By Spouse <u>(2)</u>
Common Stock	6,609 <u>(5)</u>	I	HTLF Retirement Plan

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 (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (Right to Buy)	\$ 8.67	02/09/2011		M	750	<u>(3)</u> 06/01/2011	Common Stock	0	
Non-Qualified Stock Option (Right to Buy)	\$ 8.8	02/09/2011		M	750	<u>(3)</u> 01/15/2012	Common Stock	0	
Non-Qualified Stock Option (Right to Buy)	\$ 11.84	02/09/2011		M	3,000	<u>(3)</u> 01/21/2013	Common Stock	0	
Non-Qualified Stock Option (Right to Buy)	\$ 19.48					<u>(3)</u> 01/20/2014	Common Stock	2,000	
Non-Qualified Stock Option (Right to Buy)	\$ 21					<u>(3)</u> 02/10/2015	Common Stock	2,000	
Non-Qualified Stock Option (Right to Buy)	\$ 21.6					<u>(3)</u> 02/06/2016	Common Stock	1,500	
	\$ 29.65					<u>(3)</u> 01/16/2017		1,500	

