

FOX BRIAN
Form 4
January 24, 2019

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
FOX BRIAN

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
____X____ Officer (give title ____ Other (specify
below) below)
EVP, Operations

DUBUQUE, IA 52001

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

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ 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 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)
Common Stock				(A) or (D)	2,000	D ⁽¹⁾	
Common Stock					12,085.1958 ⁽²⁾	I	Trust ⁽³⁾
Common Stock	01/22/2019		A	467 ⁽⁴⁾ A	\$ 12,552.1958 41.77 ⁽²⁾	I	Trust ⁽³⁾
Common Stock	01/22/2019		M	942 A	\$ 13,494.1958 47.54 ⁽²⁾	I	Trust ⁽³⁾
Common Stock	01/22/2019		M	391 A	\$ 13,885.1958 47.54 ⁽²⁾	I	Trust ⁽³⁾

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Common Stock	01/22/2019	M	282	A	\$ 47.54	14,167.1958 (2)	I	Trust (3)
Common Stock	01/22/2019	M	191	A	\$ 47.54	14,358.1958 (2)	I	Trust (3)

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

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(9-02)

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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2018 Time-Based Restricted Stock	(5)							(6)	(6)	Common Stock	799
2018 Performance Based Restricted Stock (3-year performance)	(5)							(7)	(7)	Common Stock	1,066
2018 Performance Based Restricted Stock (1-year performance)	(5)							(8)	(8)	Common Stock	799
2017 Time-Based Restricted Stock	(5)							(9)	(9)	Common Stock	597
	(5)	01/22/2019		F		298		(9)	(9)		299

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2017 Time-Based Restricted Stock								Common Stock	
2017 Performance Based Restricted Stock (3-year performance)	<u>(5)</u>					<u>(10)</u>	<u>(10)</u>	Common Stock	448
2017 Performance Based Restricted Stock (1-year performance)	<u>(5)</u>					<u>(11)</u>	<u>(11)</u>	Common Stock	547
2016 Time-Based Restricted Stock	<u>(5)</u>					<u>(12)</u>	<u>(12)</u>	Common Stock	439
2016 Time-Based Restricted Stock	<u>(5)</u>	01/22/2019	F	439		<u>(12)</u>	<u>(12)</u>	Common Stock	0
2016 Performance Based Restricted Stock (3-year performance)	<u>(5)</u>					<u>(13)</u>	<u>(13)</u>	Common Stock	698
2016 Performance Based Restricted Stock (1-year performance)	<u>(5)</u>					<u>(14)</u>	<u>(14)</u>	Common Stock	1,465
2016 Performance Based Restricted Stock (1-year performance)	<u>(5)</u>	01/22/2019	F	1,465		<u>(14)</u>	<u>(14)</u>	Common Stock	0
2015 Time-Based Restricted Stock	<u>(5)</u>					<u>(15)</u>	<u>(15)</u>	Common Stock	1,167

2015									
Time-Based	(5)	01/22/2019	F	584	(15)	(15)	Common	583	
Restricted							Stock		
Stock									
2014									
Time-Based	(5)				(16)	(16)	Common	490	
Restricted							Stock		
Stock									

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FOX BRIAN 1398 CENTRAL AVE DUBUQUE, IA 52001			EVP, Operations	

Signatures

/s/ Brian Fox 01/24/2019

____Signature of Date
Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) These shares are held in an IRA.
 - (2) These shares participate in a Dividend Reinvestment Plan.
 - (3) These shares held by Fox Revocable Trust dated 11/19/2001, Brian J Fox and Brenda J Fox, Trustees
 - (4) Reflects shares purchased through the Employee Stock Purchase Program
 - (5) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
 - (6) Of these restricted stock units, 1/3 vest on 3-6-2019, 1/3 vest on 3-6-2020, and 1/3 vest on 3-6-2021.
 - (7) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.
 - (8) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.
 - (9) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
 - (10) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
 - (11) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
 - (12) Of these restricted stock units, 1/3 vest on 1-19-2017, 1/3 vest on 1-19-2018, and 1/3 vest on 1-19-2019.
 - (13) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
 - (14) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
 - (15) Of these restricted stock units, 1/3 vest on 1-20-2018, 1/3 vest on 1-20-2019, and 1/3 vest on 1-20-2020.
 - (16) Of these restricted stock units, 1/3 vest on 3-11-2017, 1/3 vest on 3-11-2018, and 1/3 vest on 3-11-2019.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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