

McKeag Bryan
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

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
McKeag Bryan

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)
Chief Financial Officer

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 (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)
Common Stock				(A) or (D)	Price	0	D
Common Stock						12,749	I Trust ⁽¹⁾
Common Stock	01/22/2019		M	1,767 A	\$ 47.54	14,516	I Trust ⁽¹⁾
Common Stock	01/22/2019		M	625 A	\$ 47.54	15,141	I Trust ⁽¹⁾
Common Stock	01/22/2019		M	529 A	\$ 47.54	15,670	I Trust ⁽¹⁾

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Common Stock 01/22/2019 M 540 A \$ 47.54 16,210 I Trust ⁽¹⁾

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

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SEC 1474
(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)	8. Amount or Number of Shares
2018 Time-Based Restricted Stock	<u>(2)</u>					<u>(3)</u> <u>(3)</u>	Common Stock	1,089
2018 Performance Based Restricted Stock (3-year performance)	<u>(2)</u>					<u>(4)</u> <u>(4)</u>	Common Stock	1,453
2018 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>					<u>(5)</u> <u>(5)</u>	Common Stock	1,089
2017 Time-Based Restricted Stock	<u>(2)</u>					<u>(6)</u> <u>(6)</u>	Common Stock	1,080
2017 Time-Based Restricted Stock	<u>(2)</u>	01/22/2019		F	540	<u>(6)</u> <u>(6)</u>	Common Stock	540

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2017 Performance Based Restricted Stock (3-year performance)	<u>(2)</u>				<u>(7)</u>	<u>(7)</u>	Common Stock	810
2017 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>				<u>(8)</u>	<u>(8)</u>	Common Stock	989
2016 Time-Based Restricted Stock	<u>(2)</u>				<u>(9)</u>	<u>(9)</u>	Common Stock	529
2016 Time-Based Restricted Stock	<u>(2)</u>	01/22/2019	F	529	<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	842
2016 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>				<u>(11)</u>	<u>(11)</u>	Common Stock	1,767
2016 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>	01/22/2019	F	1,767	<u>(11)</u>	<u>(11)</u>	Common Stock	0
2015 Time-Based Restricted Stock	<u>(2)</u>				<u>(12)</u>	<u>(12)</u>	Common Stock	1,250
2015 Time-Based Restricted Stock	<u>(2)</u>	01/22/2019	F	625	<u>(12)</u>	<u>(12)</u>	Common Stock	625

2014

Time-Based

Restricted (2)(13)(13)Common
Stock

625

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
McKeag Bryan 1398 CENTRAL AVE. DUBUQUE, IA 52001			Chief Financial Officer	

Signatures

/s/ Bryan
McKeag

01/24/2019

Signature of
Reporting Person

Date

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 by Bryan R and Linda M McKeag Living Trust dated 02-18-2009
 - (2) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
 - (3) 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.
 - (4) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.
 - (5) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.
 - (6) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
 - (7) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
 - (8) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
 - (9) 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.
 - (10) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
 - (11) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
 - (12) 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.
 - (13) 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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