

Townsend Andrew E
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 *
Townsend Andrew E

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, Chief Credit 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)
			Code	V	Amount	(A) or (D) Price			
Common Stock							1,163	I	401(k)
Common Stock							24,655	D <u>(1)</u>	
Common Stock	01/22/2019		A		406 <u>(2)</u>	A \$ 41.75	25,061	D <u>(1)</u>	
Common Stock	01/22/2019		M		921	A \$ 47.54	25,982	D	
Common Stock	01/22/2019		M		436	A \$ 47.54	26,418	D	

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Common Stock	01/22/2019	M	270	A	\$ 47.54	26,688	D
Common Stock	01/22/2019	M	225	A	\$ 47.54	26,913	D
Common Stock	01/22/2019	M	297	A	\$ 47.54	27,210	D

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	(3)					(4)	(4)	Common Stock	785
2018 Performance Based Restricted Stock (3-year performance)	(3)					(5)	(5)	Common Stock	1,047
2018 Performance Based Restricted Stock (1-year performance)	(3)					(6)	(6)	Common Stock	785
2017 Time-Based Restricted	(3)					(7)	(7)	Common Stock	689

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Stock									
2017 Time-Based Restricted Stock	<u>(3)</u>	01/22/2019	F	345	<u>(7)</u>	<u>(7)</u>	Common Stock	344	
2017 Performance Based Restricted Stock (3-year performance)	<u>(3)</u>				<u>(8)</u>	<u>(8)</u>	Common Stock	516	
2017 Performance Based Restricted Stock (1-year performance)	<u>(3)</u>				<u>(9)</u>	<u>(9)</u>	Common Stock	631	
2016 Time-Based Restricted Stock	<u>(3)</u>				<u>(10)</u>	<u>(10)</u>	Common Stock	667	<u>(11)</u>
2016 Time-Based Restricted Stock	<u>(3)</u>	01/22/2019	F	667	<u>(10)</u>	<u>(10)</u>	Common Stock	0	<u>(11)</u>
2016 Time-Based Restricted Stock	<u>(3)</u>				<u>(10)</u>	<u>(10)</u>	Common Stock	413	
2016 Time-Based Restricted Stock	<u>(3)</u>	01/22/2019	F	413	<u>(10)</u>	<u>(10)</u>	Common Stock	0	
2016 Performance Based Restricted Stock (3-year performance)	<u>(3)</u>				<u>(12)</u>	<u>(12)</u>	Common Stock	657	
2016 Performance Based Restricted Stock (1-year performance)	<u>(3)</u>				<u>(12)</u>	<u>(12)</u>	Common Stock	1,379	
	<u>(3)</u>	01/22/2019	F	1,379	<u>(12)</u>	<u>(12)</u>		0	

2016 Performance Based Restricted Stock (1-year performance)								Common Stock	
2015 Time-Based Restricted Stock	(3)					(13)	(13)	Common Stock	833
2015 Time-Based Restricted Stock	(3)	01/22/2019	F	416		(13)	(13)	Common Stock	417
2014 Time-Based Restricted Stock	(3)					(14)	(14)	Common Stock	417

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Townsend Andrew E 1398 CENTRAL AVE DUBUQUE, IA 52001			EVP, Chief Credit Officer	

Signatures

/s/ Andrew E
Townsend 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 in Jt. Ten.
- (2) Includes shares purchased through the Employee Stock Purchase Program
- (3) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
- (4) 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.
- (5) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.
- (6) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.
- (7) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (8) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.

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- (9) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (10) 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.
- (11) These restricted stock units were granted outside of the annual awarding of restricted stock units due to employment change.
- (12) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (13) 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.
- (14) 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.

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