

HEARTLAND FINANCIAL USA INC  
 Form 4  
 May 21, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
 Expires: January 31, 2015  
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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 SCHMIDT JOHN K

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)

3. Date of Earliest Transaction (Month/Day/Year)  
 05/19/2015

Director  10% Owner  
 Officer (give title below)  Other (specify below)

1398 CENTRAL AVE.

(Street)

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

DUBUQUE, IA 52001

(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 or Price   |  |                                   |                            |   |                            |
| Common Stock                    | 05/19/2015                           |  | A                              |   | 180   | A  | \$ 0                              | 0 <sup>(1)</sup>           | D |                            |
| Common Stock                    | 05/20/2015                           |  | A                              |   | 1,000   | A  | \$ 0                              | 124,841 <sup>(2) (3)</sup> | D |                            |
| Common Stock                    |                                      |  |                                |   |   |  |                                   | 4,780                      | I | 401(k)                     |
| Common Stock                    |                                      |  |                                |   |   |  |                                   | 12,173                     | I | Spouse                     |
| Common Stock                    |                                      |  |                                |   |   |  |                                   | 4,259                      | I | Minor Child <sup>(5)</sup> |

Common  
Stock

5,714.465 <sup>(6)</sup> I

Minor  
Child <sup>(7)</sup>

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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(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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares   |

## Reporting Owners

| Reporting Owner Name / Address                           | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| SCHMIDT JOHN K<br>1398 CENTRAL AVE.<br>DUBUQUE, IA 52001 |               | X         |         |       |

## Signatures

/s/ John K.  
Schmidt

05/21/2015

\*\*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) Multi line entry....see next line for total.
- (2) Includes 2,506 shares held jointly with reporting person's spouse.
- (3) Includes 1,000 shares held in street name at Raymond James.

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- (4) Includes 1,180 shares of Restricted Stock Units granted under the 2015 Long-Term Incentive Plan. These shares are subject to a one(1)year vesting schedule.
- (5) Shares held as Donna L. Schmidt Cust for Nicole M. Schmidt.
- (6) These shares participate in a Dividend Reinvestment Plan.
- (7) Shares held as Donna L. Schmidt Cust for Benjamin N. Schmidt.

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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