

Lee Bruce K  
Form 4  
January 24, 2019

# 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 \*  
Lee Bruce 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)  
1398 CENTRAL AVE  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
01/22/2019

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

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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock					10,231	D	
Common Stock	01/22/2019		A	467 <sup>(1)</sup> A \$ 41.75	10,698	D	
Common Stock	01/22/2019		M	4,148 A \$ 47.54	14,846	D	
Common Stock	01/22/2019		M	1,334 A \$ 47.54	16,180	D	
Common Stock	01/22/2019		M	1,091 A \$ 47.54	17,271	D	

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Common Stock      01/22/2019      M      1,242      A      \$ 47.54      18,513      D

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	(2)					(3)      (3)	Common Stock	2,284
2018 Performance Based Restricted Stock (3-year performance)	(2)					(4)      (4)	Common Stock	3,045
2018 Performance Based Restricted Stock (1-year performance)	(2)					(5)      (5)	Common Stock	2,284
2017 Time-Based Restricted Stock	(2)					(6)      (6)	Common Stock	2,181
2017 Time-Based Restricted Stock	(2)	01/22/2019		F	1,091	(6)      (6)	Common Stock	1,090

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2017 Performance Based Restricted Stock (3-year performance)	<u>(2)</u>				<u>(7)</u>	<u>(7)</u>	Common Stock	1,635
2017 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>				<u>(8)</u>	<u>(8)</u>	Common Stock	1,995
2016 Time-Based Restricted Stock	<u>(2)</u>				<u>(9)</u>	<u>(9)</u>	Common Stock	1,242
2016 Time-Based Restricted Stock	<u>(2)</u>	01/22/2019	F	1,242	<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	1,976
2016 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>				<u>(11)</u>	<u>(11)</u>	Common Stock	4,148
2016 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>	01/22/2019	F	4,148	<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	2,667
2015 Time-Based Restricted Stock	<u>(2)</u>	01/22/2019	F	1,334	<u>(12)</u>	<u>(12)</u>	Common Stock	1,333

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lee Bruce K 1398 CENTRAL AVE DUBUQUE, IA 52001			PRESIDENT	

## Signatures

/s/ Bruce K. Lee                      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) Includes shares purchased through the Employee Stock Purchase Program
- (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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.