

FULLER LYNN B  
Form 4  
January 20, 2011

# 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 \*  
FULLER LYNN B

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)  
01/19/2010

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

DUBUQUE, IA 52001

(City) (State) (Zip)

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

**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 Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	01/19/2010		D <sup>(11)</sup>	8,079 D \$ 0	0 <sup>(12)</sup>	D	
Common Stock	01/18/2011		A	9,000 <sup>(8)</sup> A \$ 0	22,742 <sup>(6)</sup> <sup>(9)</sup>	D	
Common Stock					571,055	I	As Trustee <sup>(2)</sup>
Common Stock					21,000	I	Partnership
Common Stock					6,000 <sup>(1)</sup>	I	By Spouse

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Common Stock	2,084,619 <sup>(1)</sup> <u>(5)</u>	I	By Son
Common Stock	123,078 <sup>(1)</sup>	I	As Trustee <sup>(3)</sup>
Common Stock	655,333 <sup>(1)</sup> <u>(5)</u>	I	Minor Son
Common Stock	12,188 <sup>(7)</sup> <sup>(10)</sup>	I	HTLF Retirement Plan

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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (Right To Buy)	\$ 19.48					<sup>(4)</sup>	01/20/2014	Common Stock	15,000
Non-Qualified Stock Option (Right to Buy)	\$ 21					<sup>(4)</sup>	02/10/2015	Common Stock	15,000
Non-Qualified Stock Option (Right to Buy)	\$ 21.6					<sup>(4)</sup>	02/06/2016	Common Stock	10,000
Non-Qualified Stock Option (Right to Buy)	\$ 29.65					<sup>(4)</sup>	01/16/2017	Common Stock	10,000
Non-Qualified Stock Option	\$ 18.6					<sup>(4)</sup>	01/24/2018	Common Stock	8,000

(Right to Buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FULLER LYNN B 1398 CENTRAL AVE. DUBUQUE, IA 52001	X		President & CEO	

## Signatures

/s/ Lynn B.  
Fuller

01/20/2011

\*\*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) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed to be an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or any other purpose.
- (2) Shares held by Lynn B. Fuller Trust Under Agreement dated 5-7-96, Lynn B. Fuller Trustee
- (3) Shares held by the Emma O. Fuller Trust dated 9-3-85 Dubuque Bank & Trust, L.S. Fuller & L.B. Fuller, co-trustees
- (4) Represents options to buy granted under the Company's Stock Option Plan, a Rule 16(b)(3) plan, which options vest one-third per year beginning on the 3rd anniversary of date of grant.
- (5) These shares participate in a Dividend Reinvestment Plan.
- (6) Includes 4,742 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.
- (7) Represents shares allocated to the reporting person's account under the Heartland Financial USA, Inc. Retirement Plan as a result of the Pension Plan Protection Act of 2006.
- (8) Represents a grant of Restricted Stock Units (RSU) by the Board of Directors at its discretion. Each RSU represents the right to receive one share of common stock. The grant vests in three equal installments on the third, fourth and fifth anniversaries of the grant date. The RSU grant is subject to the settlement restrictions under the TARP.
- (9) Includes 18,000 Restricted Stock Units (RSU).
- (10) Includes 2,846 shares transferred from IRA to Retirement Plan on 4-6-10.
- (11) Represents the forfeiture of restricted stock.
- (12) Double line entry -- see next line for total.

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