

HEARTLAND FINANCIAL USA INC  
Form 8-K  
April 23, 2004

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

Date of Report April 23, 2004  
(Date of earliest  
event reported) (April 23, 2004)

HEARTLAND FINANCIAL, USA, INC.  
(Exact name of Registrant as specified in its charter)

Delaware  
(State or other jurisdiction of incorporation)

0-24724 42-1405748  
(Commission File (I.R.S. Employer  
Number) Identification Number)

1398 Central Avenue, 52001  
Dubuque, Iowa  
(Address of principal executive (Zip Code)  
offices)

(563) 589-2100  
(Registrant's telephone number, including area code)

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**Item 5. Other Information**

On April 23, 2004, Heartland Financial USA, Inc., a Delaware corporation ("Heartland"), announced today that its Board of Directors has appointed current chief financial officer and executive vice president John K. Schmidt to the additional post of chief operating officer, effective immediately.

A copy of a press release dated April 23, 2004, is attached as Exhibit 99.1 and is incorporated herein by reference.

**Item 7. Financial Statements and Exhibits**

(a) FINANCIAL STATEMENTS OF BUSINESS ACQUIRED.

None.

(b) PRO FORMA FINANCIAL INFORMATION.

None.

(c) EXHIBITS

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99.1 Press release dated April 23, 2004.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**HEARTLAND FINANCIAL USA, INC.**

Date: April 23, 2004

By: /s/ John K. Schmidt

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Executive Vice President and Chief Financial Officer