

WALTER FRANK E  
Form 4  
January 22, 2018

**FORM 4**

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

OMB APPROVAL

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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 \*  
WALTER FRANK 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)  
01/18/2018

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
EVP Commercial Banking

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock                    |                                      |  |                                |   | 16,102  | D  | (1)                               |
| Common Stock                    | 01/18/2018                           |  | A                              | 524 (2)   | A \$ 47.7   | 16,626   | D (1)                             |
| Common Stock                    | 01/18/2018                           |  | M                              | 606   | A \$ 54.85  | 17,232   | 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)

number.

**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 |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| 2017 Time-Based Restricted Stock                             | (3)  |                                      |  |                                |   | (4) (4)  | Common Stock  | 775                           |
| 2017 Performance Based Restricted Stock (3-year performance) | (3)  |                                      |  |                                |   | (5) (5)  | Common Stock  | 387                           |
| 2017 Performance Based Restricted Stock (1-year performance) | (3)  |                                      |  |                                |   | (6) (6)  | Common Stock  | 473 (7)                       |
| 2016 Time-Based Restricted Stock                             | (3)  |                                      |  |                                |   | (8) (8)  | Common Stock  | 723                           |
| 2016 Performance Based Restricted Stock (3-year performance) | (3)  |                                      |  |                                |   | (9) (9)  | Common Stock  | 575                           |
| 2016 Performance Based Restricted                            | (3)  |                                      |  |                                |   | (10) (10)  | Common Stock  | 1,207                         |

Stock (1-year performance)

|   |     |            |   |     |      |      |              |       |
|---|-----|------------|---|-----|------|------|--------------|-------|
| 2015 Time-Based Restricted Stock        | (3) |            |   |     | (11) | (11) | Common Stock | 1,325 |
| 2015 Performance Based Restricted Stock | (3) |            |   |     | (12) | (12) | Common Stock | 928   |
| 2015 Performance Based Restricted Stock | (3) | 01/18/2018 | F | 928 | (12) | (12) | Common Stock | 0 \$  |
| 2014 Time-Based Restricted Stock        | (3) |            |   |     | (13) | (13) | Common Stock | 883   |
| 2013 Time-Based Restricted Stock        | (3) |            |   |     | (14) | (14) | Common Stock | 490   |

## Reporting Owners

| Reporting Owner Name / Address                          | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| WALTER FRANK E<br>1398 CENTRAL AVE<br>DUBUQUE, IA 52001 |               |           | EVP Commercial Banking |       |

## Signatures

/s/ Frank E.  
Walter

01/20/2018

\*\*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) Of these shares 9,558 shares are held in Jt. Ten.
- (2) Includes shares purchased through the Employee Stock Purchase Plan.
- (3) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.

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- (4) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (5) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
- (6) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (7) Reflects the forfeiture of 302 Performance Based Restricted Stock Units granted but not earned in 2017.
- (8) 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.
- (9) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (10) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
- (11) 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.
- (12) These restricted stock units vest on 1-18-2018 if certain performance measures are achieved by the Issuer.
- (13) 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.
- (14) Of these restricted stock units, 1/3 vest on 1-22-2016, 1/3 vest on 1-22-2017, and 1/3 vest on 1-22-2018.

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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