

COYLE MICHAEL J
Form 4
January 22, 2018

FORM 4

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

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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
COYLE MICHAEL J

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
X Officer (give title ____ Other (specify
below) below)
EVP Senior General Counsel

DUBUQUE, IA 52001

4. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check
Applicable Line)
X 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					6,695	D	
Common Stock	01/18/2018		M	472 A \$ 54.85	7,167	D	
Common Stock					2,000	I	401K

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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information contained in this form are not
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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. I De Sec (In	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2013 Time-Based Restricted Stock	(1)					(2)	(2)	Common Stock	385
2014 Time-Based Restricted Stock	(1)					(3)	(3)	Common Stock	700
2015 Time-Based Restricted Stock	(1)					(4)	(4)	Common Stock	1,050
2015 Performance Based Restricted Stock	(1)					(5)	(5)	Common Stock	735
2015 Performance Based Restricted Stock	(1)	01/18/2018		F	735	(5)	(5)	Common Stock	0 \$
2016 Time-Based Restricted Stock	(1)					(6)	(6)	Common Stock	582
2016 Performance Based Restricted	(1)					(7)	(7)	Common Stock	972

Stock (1-year
performance)

2016

Performance
Based

Restricted
Stock (3-year
performance)

(1)

(8)

(8)

Common
Stock

463

2017

Time-Based
Restricted
Stock

(1)

(9)

(9)

Common
Stock

654

2017

Performance
Based

Restricted
Stock (1-year
performance)

(1)

(10)

(10)

Common
Stock

399 (11)

2017

Performance
Based

Restricted
Stock (3-year
performance)

(1)

(12)

(12)

Common
Stock

327

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COYLE MICHAEL J 1398 CENTRAL AVE DUBUQUE, IA 52001			EVP Senior General Counsel	

Signatures

/s/ Michael J.

Coyle

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) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
- (2) 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.
- (3) 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.

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- (4) 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.
- (5) These restricted stock units vest on 1-18-2018 if certain performance measures are achieved by the Issuer.
- (6) 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.
- (7) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
- (8) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (9) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (10) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (11) Reflects the forfeiture of 255 Performance Based Restricted Stock Units granted but not earned in 2017.
- (12) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.

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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