

EVERTS EDWARD H
 Form 4
 May 08, 2008

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 *
 EVERTS EDWARD H

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)
 05/07/2008

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 SVP, Operations/Retail 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock					150	D	(5)
Common Stock	05/07/2008		M		18,000	A	\$ 12
Common Stock					13,158.943	I	(1) IRA
Common Stock					2,322	I	401(k)
Common Stock					2,099	I	(4) HTLF Retirement Plan

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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 Security (Instr. 3 and 4)	Amount or Number of Shares
Non-Qualified Stock Option (Right to Buy)	\$ 12	05/07/2008		M	18,000	(2) 01/02/2009	Common Stock	0
Non-Qualified Stock Option (Right to Buy)	\$ 12					(2) 01/17/2010	Common Stock	4,5
Non-Qualified Stock Option (Right to Buy)	\$ 8.67					(2) 06/01/2011	Common Stock	3,0
Non-Qualified Stock Option (Right to Buy)	\$ 8.8					(2) 01/15/2012	Common Stock	2,2
Non-Qualified Stock Option (Right to Buy)	\$ 11.84					(2) 01/21/2013	Common Stock	4,5
Non-Qualified Stock Option (Right To Buy)	\$ 19.48					(2) 01/20/2014	Common Stock	3,0
Non-Qualified Stock Option (Right to Buy)	\$ 21					(2) 02/10/2015	Common Stock	3,0
Non-Qualified Stock Option (Right to Buy)	\$ 21.6					(2) 02/06/2016	Common Stock	1,5
Non-Qualified Stock Option	\$ 29.65					(2) 01/16/2017	Common Stock	1,5

(Right to Buy)

Non-Qualified
Stock Option \$ 18.6
(Right to Buy)

(2)

01/24/2018

Common
Stock

1,0

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
EVERTS EDWARD H 1398 CENTRAL AVE. DUBUQUE, IA 52001			SVP, Operations/Retail Banking	

Signatures

/s/ Edward H. Everts 05/08/2008

**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) Shares participate in a Dividend Reinvestment Plan.
- (2) Represents options to buy granted under the Company's 1993 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.
- (3) Includes 6,262 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.
- (4) 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.
- (5) Shares held in Street Name.

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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