COYLE MICHAEL J
Form 4
March 16, 2018

FORM 4

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

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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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

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

(Last) (First) (Middle)

1398 CENTRAL AVE

(Street)

DUBUQUE, IA 52001

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
HEARTLAND FINANCIAL USA INC [HTLF]

3. Date of Earliest Transaction (Month/Day/Year)
03/11/2018

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

5. Relationship of Reporting Person(s) to Issuer
(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
EVP Senior General Counsel

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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								7,966	D	
Common Stock	03/11/2018		M		243	A	$ 56	8,209	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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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. D Sec (In
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
2018 Time-Based Restricted Stock	(1)							(2)	(2)	Common Stock	457	
2018 Performance Based Restricted Stock (3-year performance)	(1)							(3)	(3)	Common Stock	609	
2018 Performance Based Restricted Stock (1-year performance)	(1)							(4)	(4)	Common Stock	457	
2017 Time-Based Restricted Stock	(1)							(5)	(5)	Common Stock	436	
2017 Performance Based Restricted Stock (3-year performance)	(1)							(6)	(6)	Common Stock	327	
2017 Performance Based Restricted	(1)							(7)	(7)	Common Stock	399	

Stock (1-year performance)									
2016 Time-Based Restricted Stock	(1)					(8)	(8)	Common Stock	291
2016 Performance Based Restricted Stock (3-year performance)	(1)					(9)	(9)	Common Stock	463
2016 Performance Based Restricted Stock (1-year performance)	(1)					(10)	(10)	Common Stock	972
2015 Time-Based Restricted Stock	(1)					(11)	(11)	Common Stock	700
2014 Time-Based Restricted Stock	(1)					(12)	(12)	Common Stock	700
2014 Time-Based Restricted Stock	(1)	03/11/2018		F	350	(12)	(12)	Common Stock	350

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	03/16/2018
**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 3-6-2019, 1/3 vest on 3-6-2020, and 1/3 vest on 3-6-2021.

(3) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.

(4) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.

(5) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.

(6) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.

(7) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.

(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) 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.

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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