

Quick Janet M  
Form 4  
March 21, 2019

**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 \*  
Quick Janet M

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)  
03/19/2019

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title below) \_\_\_\_ Other (specify below)  
EVP, Principal Acctg Officer

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
|                                       |                                         |                                                             | Code                                 | V                                                                       | Amount<br>(A)<br>or<br>(D)                                                                                         | Price                                                                |                                                                   |
| Common<br>Stock                       |                                         |                                                             |                                      |                                                                         |                                                                                                                    | 11,987                                                               | D                                                                 |
| Common<br>Stock                       | 03/19/2019                              |                                                             | M                                    |                                                                         | 380                                                                                                                | A \$<br>45.77                                                        | 12,367 D                                                          |
| Common<br>Stock                       |                                         |                                                             |                                      |                                                                         |                                                                                                                    | 432.009 <sup>(1)</sup>                                               | I IRA                                                             |
| Common<br>Stock                       |                                         |                                                             |                                      |                                                                         |                                                                                                                    | 265                                                                  | I Pension<br>Plan                                                 |
| Common<br>Stock                       |                                         |                                                             |                                      |                                                                         |                                                                                                                    | 919 <sup>(1)</sup>                                                   | I 401 (k)                                                         |

# Edgar Filing: Quick Janet M - Form 4

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(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 Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--------------------------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|
|                                                              |                                                        |                                      |                                                    | Code                           | V                                                                                       | (A)                                                      | (D)                                                           |                               |
| 2019 Time-Based Restricted Stock                             | (2)                                                    |                                      |                                                    |                                |                                                                                         | (3)                                                      | (3)                                                           | Common Stock 0                |
| 2019 Time-Based Restricted Stock                             | (2)                                                    | 03/19/2019                           |                                                    | A                              | 827                                                                                     | (3)                                                      | (3)                                                           | Common Stock 827              |
| 2019 Performance Based Restricted Stock (3-year performance) | (2)                                                    |                                      |                                                    |                                |                                                                                         | (4)                                                      | (4)                                                           | Common Stock 0                |
| 2019 Performance Based Restricted Stock (3-year performance) | (2)                                                    | 03/19/2019                           |                                                    | A                              | 827                                                                                     | (4)                                                      | (4)                                                           | Common Stock 827              |
| 2018 Time-Based Restricted Stock                             | (2)                                                    |                                      |                                                    |                                |                                                                                         | (5)                                                      | (5)                                                           | Common Stock 287              |
| 2018 Performance                                             | (2)                                                    |                                      |                                                    |                                |                                                                                         | (6)                                                      | (6)                                                           | Common Stock 575              |

|                                                                             |     |            |   |     |      |      |                 |          |  |
|-----------------------------------------------------------------------------|-----|------------|---|-----|------|------|-----------------|----------|--|
| Based<br>Restricted<br>Stock (3-year<br>performance)                        |     |            |   |     |      |      |                 |          |  |
| 2018<br>Performance<br>Based<br>Restricted<br>Stock (1-year<br>performance) | (2) |            |   |     | (7)  | (7)  | Common<br>Stock | 97       |  |
| 2017<br>Time-Based<br>Restricted<br>Stock                                   | (2) |            |   |     | (8)  | (8)  | Common<br>Stock | 217      |  |
| 2017<br>Performance<br>Based<br>Restricted<br>Stock (3-year<br>performance) | (2) |            |   |     | (9)  | (9)  | Common<br>Stock | 325      |  |
| 2017<br>Performance<br>Based<br>Restricted<br>Stock (1-year<br>performance) | (2) |            |   |     | (10) | (10) | Common<br>Stock | 397      |  |
| 2016<br>Performance<br>Based<br>Restricted<br>Stock (3-year<br>performance) | (2) |            |   |     | (11) | (11) | Common<br>Stock | 380 (12) |  |
| 2016<br>Performance<br>Based<br>Restricted<br>Stock (3-year<br>performance) | (2) | 03/19/2019 | M | 380 | (11) | (11) | Common<br>Stock | 0        |  |
| 2015<br>Time-Based<br>Restricted<br>Stock                                   | (2) |            |   |     | (13) | (13) | Common<br>Stock | 217      |  |

## Reporting Owners

Reporting Owner Name / Address

Relationships

## Edgar Filing: Quick Janet M - Form 4

Director   10% Owner   Officer

Other

Quick Janet M  
1398 CENTRAL AVE  
DUBUQUE, IA 52001

EVP, Principal Acctg Officer

## Signatures

/s/ Janet M  
Quick

03/21/2019

\_\_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) Based on a plan statement dated October 2016
- (2) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
- (3) Of these restricted stock units, 1/3 vest on 3-6-2020, 1/3 vest on 3-6-2021, and 1/3 vest on 3-6-2022.
- (4) These restricted stock units vest in 2022 if certain performance measures are achieved by the Issuer
- (5) 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.
- (6) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.
- (7) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.
- (8) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (9) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
- (10) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (11) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (12) Reflects the forfeiture of 136 Performance Based Restricted Stock Units granted but not earned during performance period.
- (13) 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.

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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