

Sloan Rodney  
 Form 4  
 March 16, 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 \*  
 Sloan Rodney

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)  
 03/11/2018

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 EVP Chief Risk Officer

DUBUQUE, IA 52001

(City) (State) (Zip)

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

**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 (D) Price			
Common Stock					5,543 <sup>(1)</sup>	D	
Common Stock	03/11/2018		M	220 A \$ 56	5,763	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)

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**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
2018 Time-Based Restricted Stock	(2)					(3) (3)	Common Stock	430
2018 Performance Based Restricted Stock (3-year performance)	(2)					(4) (4)	Common Stock	573
2018 Performance Based Restricted Stock (1-year performance)	(2)					(5) (5)	Common Stock	430
2017 Time-Based Restricted Stock	(2)					(6) (6)	Common Stock	480
2017 Performance Based Restricted Stock (3-year performance)	(2)					(7) (7)	Common Stock	360
2017 Performance Based Restricted Stock (1-year performance)	(2)					(8) (8)	Common Stock	440

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2016 Time-Based Restricted Stock	<u>(2)</u>					<u>(9)</u>	<u>(9)</u>	Common Stock	353
2016 Performance Based Restricted Stock (3-year performance)	<u>(2)</u>					<u>(10)</u>	<u>(10)</u>	Common Stock	561
2016 Performance Based Restricted Stock (1-year performance)	<u>(2)</u>					<u>(11)</u>	<u>(11)</u>	Common Stock	1,178
2015 Time-Based Restricted Stock	<u>(2)</u>					<u>(12)</u>	<u>(12)</u>	Common Stock	633
2014 Time-Based Restricted Stock	<u>(2)</u>					<u>(13)</u>	<u>(13)</u>	Common Stock	633
2014 Time-Based Restricted Stock	<u>(2)</u>	03/11/2018		F	316	<u>(13)</u>	<u>(13)</u>	Common Stock	317

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sloan Rodney 1398 CENTRAL AVE DUBUQUE, IA 52001			EVP Chief Risk Officer	

## Signatures

/s/ Rodney L. Sloan	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) These shares are held as Jt. Ten.
- (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 3-6-2019, 1/3 vest on 3-6-2020, and 1/3 vest on 3-6-2021.
- (4) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.
- (5) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.
- (6) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (7) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
- (8) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (9) 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.
- (10) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (11) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
- (12) 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.
- (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.

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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