

SCHMIDT JOHN K
 Form 4
 January 19, 2010

FORM 4

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

OMB APPROVAL

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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 *
 SCHMIDT JOHN K

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)
 01/15/2010

Director 10% Owner
 Officer (give title below) Other (specify below)
 EVP & CFO

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)
Common Stock	01/15/2010		M	9,000 A	\$ 12 0 ⁽¹⁰⁾	D	
Common Stock	01/15/2010		F	8,383 D	\$ 136,624 ⁽¹⁾ 13.51 ⁽⁸⁾	D	
Common Stock					14,622	I	401(k)
Common Stock					4,546.298 ⁽⁵⁾	I	Minor Child ⁽²⁾
Common Stock					4,547.533 ⁽⁵⁾	I	Minor Child ⁽³⁾

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Common Stock	5,075.093 ⁽⁵⁾	I	Minor Child ⁽⁴⁾
Common Stock	11,017	I	Spouse ⁽⁶⁾
Common Stock	4,498 ⁽⁹⁾	I	HTLF Retirement Plan

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 Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (Right to Buy)	\$ 12	01/15/2010		M	9,000	⁽⁷⁾	01/17/2010	Common Stock	0
Non-Qualified Stock Option (Right to Buy)	\$ 8.8					⁽⁷⁾	01/15/2012	Common Stock	3,75
Non-Qualified Stock Option (Right to Buy)	\$ 11.84					⁽⁷⁾	01/21/2013	Common Stock	10,50
Non-Qualified Stock Option (Right to Buy)	\$ 19.48					⁽⁷⁾	01/20/2014	Common Stock	10,00
Non-Qualified Stock Option (Right to Buy)	\$ 21					⁽⁷⁾	02/10/2015	Common Stock	10,00
Non-Qualified Stock Option (Right to Buy)	\$ 21.6					⁽⁷⁾	02/06/2016	Common Stock	4,00

Non-Qualified Stock Option (Right to Buy)	\$ 29.65	(7)	01/16/2017	Common Stock	4,00
Non-Qualified Stock Option (Right to Buy)	\$ 18.6	(7)	01/24/2018	Common Stock	4,00

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SCHMIDT JOHN K 1398 CENTRAL AVE. DUBUQUE, IA 52001	X		EVP & CFO	

Signatures

/s/ John K.
Schmidt

01/19/2010

**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) Includes 2,088 shares held jointly with reporting person's spouse.
- (2) Shares held as Donna L. Schmidt Cust for Nicole M. Schmidt.
- (3) Shares held as Donna L. Schmidt Cust for Alexander J. Schmidt.
- (4) Shares held as Donna L. Schmidt Cust for Benjamin N. Schmidt.
- (5) Shares participate in a Dividend Reinvestment Plan.
- (6) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed to be an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.
- (7) Represents options to buy granted under the Company's 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.
- (8) Includes 10,338 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.
- (9) 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.
- (10) Double line entry....see next line for totals.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.