COYLE MICHAEL J

Form 4

March 05, 2019

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB Number:

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January 31, 2005

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OMB APPROVAL

if no longer subject to Section 16. Form 4 or Form 5

obligations

may continue.

See Instruction

Check this box

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

1(b).

Common

Common

Common

03/04/2019

Stock

Stock

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person * COYLE MICHAEL J			Issuer Name and Ticker or Trading abol ARTLAND FINANCIAL USA C [HTLF]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) 1398 CENT	(First) (N	(Mo	eate of Earliest Transaction onth/Day/Year) 04/2019	Director 10% Owner Self-control of the control o			
(Street)			Amendment, Date Original d(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
DUBUQUE, IA 52001			Form filed by More than One Reporting Person				
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Ac	quired, Disposed of, or Beneficially Owned			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date any (Month/Day/Y	Code (Instr. 3, 4 and 5)	5. Amount of Securities Ownership Indirect Beneficially Form: Direct Beneficial Owned (D) or Ownership Following Indirect (I) (Instr. 4) Transaction(s) (Instr. 3 and 4)			

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. Transactic Code (Instr. 8)	of	3	ate	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Pri Deriv Secu (Insti
				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)	Ш					(3)	(3)	Common Stock	609	
2018 Performance Based Restricted Stock (1-year performance)	(1)					<u>(4)</u>	<u>(4)</u>	Common Stock	457	
2017 Time-Based Restricted Stock	Ш					<u>(5)</u>	<u>(5)</u>	Common Stock	218	
2017 Performance Based Restricted Stock (3-year performance)	<u>(1)</u>					<u>(6)</u>	<u>(6)</u>	Common Stock	327	
2017 Performance Based	(1)					<u>(7)</u>	<u>(7)</u>	Common Stock	399	

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Restricted Stock (1-year performance)					
2016 Performance Based Restricted Stock (3-year performance)	<u>(1)</u>	<u>(8)</u>	(8)	Common Stock	463
2015 Time-Based Restricted Stock	<u>(1)</u>	<u>(9)</u>	<u>(9)</u>	Common Stock	350
2014 Time-Based Restricted Stock	(1)	(10)	(10)	Common Stock	350

Reporting Owners

Director 10% Owner Officer Other

COYLE MICHAEL J 1398 CENTRAL AVE DUBUQUE, IA 52001

EVP Senior General Counsel

Signatures

/s/ Michael J.

Coyle 03/05/2019

**Signature of Date Reporting Person

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) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (9) 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.

Reporting Owners 3

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(10) 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. 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.