

HEARTLAND FINANCIAL USA INC

Form 4

January 19, 2017

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 *
FULLER LYNN B

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)
12/15/2016

☐ Director ☐ 10% Owner
☒ Officer (give title below) ☐ Other (specify below)
Chairman & CEO

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

DUBUQUE, IA 52001

(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					572,728	I	As Trustee (1)
Common Stock	12/30/2016		A	789 (2) A \$ 31.68	573,517	I	As Trustee (1)
Common Stock	12/15/2016		A	34 (3) A \$ 47	573,551	I	As Trustee (1)
Common Stock	01/17/2017		M	2,750 A \$ 45.75	576,301	I	As Trustee (1)
Common Stock	01/18/2017		M	4,654 A \$ 46.4	580,955	I	As Trustee (1)

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Common Stock	301,616	I	Family LLLP ⁽⁴⁾
Common Stock	5,000	I	Spouses Trust ⁽⁵⁾
Common Stock	0	D	
Common Stock	12,188	I	HTLF Retirement Plan ⁽⁶⁾
Common Stock	123,078	I	As Trustee ⁽⁷⁾

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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2012 Time-Based Restricted Stock	(8)							(9)	(9)	Common Stock	2,750
2012 Time-Based Restricted Stock	(8)	01/17/2017		F		2,750		(9)	(9)	Common Stock	0
2013 Time-Based Restricted Stock	(8)							(10)	(10)	Common Stock	3,850
	(8)							(11)	(11)		4,654

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2014 Performance Based Restricted Stock							Common Stock	
2014 Performance Based Restricted Stock	<u>(8)</u>	01/18/2017	F	4,654	<u>(11)</u>	<u>(11)</u>	Common Stock	0
2014 Time-Based Restricted Stock	<u>(8)</u>				<u>(12)</u>	<u>(12)</u>	Common Stock	5,200
2015 Performance Based Restricted Stock	<u>(8)</u>				<u>(13)</u>	<u>(13)</u>	Common Stock	3,500
2015 Time-Based Restricted Stock	<u>(8)</u>				<u>(14)</u>	<u>(14)</u>	Common Stock	5,000
2016 Performance Based Restricted Stock (1-year performance)	<u>(8)</u>				<u>(15)</u>	<u>(15)</u>	Common Stock	5,300 <u>(16)</u>
2016 Performance Based Restricted Stock (3-year performance)	<u>(8)</u>				<u>(17)</u>	<u>(17)</u>	Common Stock	2,524
2016 Time-Based Restricted Stock	<u>(8)</u>				<u>(18)</u>	<u>(18)</u>	Common Stock	4,760
2017 Time-Based Restricted Stock	<u>(8)</u>				<u>(19)</u>	<u>(19)</u>	Common Stock	3,455

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FULLER LYNN B 1398 CENTRAL AVE. DUBUQUE, IA 52001	X		Chairman & CEO	

Signatures

/s/ Lynn B.
Fuller 01/19/2017

__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 by Lynn B. Fuller Trust Under Agreement dated 5-7-96, Lynn B. Fuller Trustee
- (2) These shares were acquired through the Company's Employee Stock Purchase Plan.
- (3) These shares were acquired through years of service provided to HTLF.
- (4) These shares are held by LBF Heartland Partnership LLLC - Lynn B Fuller is the General Partner. Wife and two (2) adult sons are Limited Partners.
- (5) These shares are held by Cynthia A Fuller Declaration of Trust under agreement dated 7/2/2015, Cynthia A Fuller, Trustee
- (6) Represents shares allocated to the reporting person's account under the Heartland Financial USA, Inc. Retirement Plan as a result of the Pension Plan Protectin Act of 2006.
- (7) These shares held by Emma O. Fuller Trust dated 9-3-85 Dubuque Bank & Trust, Lynn B Fuller, Trustee
- (8) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
- (9) Of these restricted stock units, 1/3 vest on 1-17-2015, 1/3 vest on 1-17-2016, and 1/3 vest on 1-17-2017.
- (10) Of these restricted stock units, 1/3 vest on 1-22-2016, 1/3 vest on 1-22-2017, and 1/3 vest on 1-22-2018.
- (11) These restricted stock units vest on 1-18-2017 if certain performance measures are achieved by the Issuer.
- (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.
- (13) These restricted stock units vest on 1-18-2018 if certain performance measures are achieved by the Issuer.
- (14) 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.
- (15) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
- (16) Reflects the addition of 252 shares earned in 2016 based on exceeding target performance metrics.
- (17) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (18) 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.
- (19) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.

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.