

Townsend Andrew E
Form 4
March 12, 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

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Townsend Andrew E

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)
03/11/2019

____ Director ____ 10% Owner
____X____ Officer (give title ____ Other (specify
below) below)
EVP, Chief Credit 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 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)
Common Stock				(A) or (D)	27,395	D ⁽¹⁾	
Common Stock					1,163	I	401(k)
Common Stock	03/11/2019		M	294 A	\$ 45.77 27,689	D	

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

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information contained in this form are not
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SEC 1474
(9-02)

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. 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. I De Sec (In	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2018 Time-Based Restricted Stock	(2)					(3)	(3)	Common Stock	523
2018 Performance Based Restricted Stock (3-year performance)	(2)					(4)	(4)	Common Stock	1,047
2018 Performance Based Restricted Stock (1-year performance)	(2)					(5)	(5)	Common Stock	177 (6)
2017 Time-Based Restricted Stock	(2)					(7)	(7)	Common Stock	344
2017 Performance Based Restricted Stock (3-year performance)	(2)					(8)	(8)	Common Stock	516
2017 Performance Based Restricted	(2)					(9)	(9)	Common Stock	631

Stock (1-year
performance)

2016

Performance
Based

Restricted (2)

(10)

(10)

Common
Stock

657

Stock (3-year
performance)

2015

Time-Based
Restricted

Stock (2)

(11)

(11)

Common
Stock

417

2014

Time-Based
Restricted

Stock (2)

(12)

(12)

Common
Stock

417

2014

Time-Based
Restricted

Stock (2)

03/11/2019

M

417

(12)

(12)

Common
Stock

0

\$

Reporting Owners

Reporting Owner Name / Address

Relationships

Director

10% Owner

Officer

Other

Townsend Andrew E
1398 CENTRAL AVE
DUBUQUE, IA 52001

EVP, Chief Credit Officer

Signatures

/s/ Andrew E
Townsend

03/12/2019

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) These shares are held in 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) Reflects the forfeiture of 608 Performance Based Restricted Stock Units granted but not earned in 2018.

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- (7) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (8) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
- (9) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (10) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (11) 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.
- (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.

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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