

HEARTLAND FINANCIAL USA INC

Form 4/A

July 21, 2016

# 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 \*  
Saylor Kurt

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)

3. Date of Earliest Transaction (Month/Day/Year)  
05/02/2016

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

1398 CENTRAL AVE

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)  
06/15/2016

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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	05/02/2016		S	3,550 D \$ 33.47	438,449 <sup>(1)</sup>	I	Trust <sup>(2)</sup>
Common Stock	05/02/2016		S	1,450 D \$ 33.47	178,998 <sup>(1)</sup>	I	Wife's Trust <sup>(3)</sup>
Common Stock	05/02/2016		S	5,325 D \$ 33.61	433,124 <sup>(1)</sup>	I	Trust <sup>(2)</sup>
Common Stock	05/02/2016		S	2,175 D \$ 33.61	176,823 <sup>(1)</sup>	I	Wife's Trust <sup>(3)</sup>
Common Stock	05/09/2016		S	400 D \$ 33.66	432,724 <sup>(1)</sup>	I	Trust <sup>(2)</sup>

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Common Stock	05/09/2016	S	400	D	\$ 33.66	176,423 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/09/2016	S	3,550	D	\$ 33.83	429,174 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/09/2016	S	1,450	D	\$ 33.83	174,973 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/10/2016	S	4,925	D	\$ 33.85	424,249 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/10/2016	S	1,775	D	\$ 33.85	173,198 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/16/2016	S	5,325	D	\$ 33.68	418,924 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/16/2016	S	2,175	D	\$ 33.68	171,023 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/16/2016	S	3,550	D	\$ 33.82	415,374 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/16/2016	S	1,450	D	\$ 33.82	169,573 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/23/2016	S	5,325	D	\$ 33.86	410,049 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/23/2016	S	2,175	D	\$ 33.86	167,398 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/23/2016	S	1,562	D	\$ 33.85	408,487 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/23/2016	S	638	D	\$ 33.85	166,760 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/24/2016	S	1,988	D	\$ 33.98	406,499 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/24/2016	S	812	D	\$ 33.98	165,948 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/25/2016	S	1,065	D	\$ 34.95	405,434 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/25/2016	S	435	D	\$ 34.95	165,513 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/26/2016	S	2,053	D	\$ 34.95	403,381 <u>(1)</u>	I	Trust <u>(2)</u>
Common Stock	05/26/2016	S	1,063	D	\$ 34.94	164,450 <u>(1)</u>	I	Wife's Trust <u>(3)</u>
Common Stock	05/27/2016	S	3,547	D	\$ 34.95	399,834 <u>(1)</u>	I	Trust <u>(2)</u>
	05/27/2016	S	1,837	D		162,613 <u>(1)</u>	I	

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Common Stock					\$ 34.95				Wife's Trust <sup>(3)</sup>
Common Stock	05/31/2016		S	7,100	D	\$ 35.08	392,734 <sup>(1)</sup>	I	Trust <sup>(2)</sup>
Common Stock	05/31/2016		S	2,900	D	\$ 35.08	159,713 <sup>(1)</sup>	I	Wife's Trust <sup>(3)</sup>
Common Stock	05/31/2016		S	2,486	D	\$ 35.07	390,248 <sup>(1)</sup>	I	Trust <sup>(2)</sup>
Common Stock	05/31/2016		S	1,015	D	\$ 35.07	158,698 <sup>(1)</sup>	I	Wife's Trust <sup>(3)</sup>

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

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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. Pr Deriv Secur (Instr. 3)	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
2014 Time-Based Restricted Stock	<u>(4)</u>					<u>(5)</u>	<u>(5)</u>	Common Stock	1,075
2014 Performance Based Restricted Stock	<u>(4)</u>					<u>(6)</u>	<u>(6)</u>	Common Stock	1,030
2015 Time-Based Restricted Stock	<u>(4)</u>					<u>(7)</u>	<u>(7)</u>	Common Stock	1,350



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This report is the first of two Form 4/A report filings reflecting sales of the Issuer's common stock by the Reporting Person ma

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