

HEARTLAND FINANCIAL USA INC

Form 4

February 05, 2007

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
Number: 3235-0287
Expires: January 31,
2005
Estimated average
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(Print or Type Responses)

1. Name and Address of Reporting Person *
PECKOSH PAUL J

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)
02/02/2007

____ Director ____ 10% Owner
____X____ Officer (give title ____ Other (specify
below) below)
SVP, Trust

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 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				(A) or (D)	Price	106,374 ⁽¹⁾ (4)	D
Common Stock					8,232	I	401(k)
Common Stock	02/02/2007		M	18,000 A	\$ 9.83 0 ⁽⁵⁾	I	By Spouse (2)
Common Stock	02/02/2007		S	12,000 D	\$ 28.26 7,450	I	By Spouse (2)

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

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SEC 1474
(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 Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (Right to Buy	\$ 9.83	02/02/2007		M	18,000	<u>(3)</u>	01/02/2008	Common Stock	18,000
Non-Qualified Stock Option (Right to Buy	\$ 12					<u>(3)</u>	01/02/2009	Common Stock	9,000
Non-Qualified Stock Option (Right to Buy	\$ 12					<u>(3)</u>	01/17/2010	Common Stock	2,250
Non-Qualified Stock Option (Right to Buy	\$ 8.67					<u>(3)</u>	06/01/2011	Common Stock	750
Non-Qualified Stock Option (Right to Buy	\$ 8.8					<u>(3)</u>	01/15/2012	Common Stock	750
Non-Qualified Stock Option (Right to Buy	\$ 11.84					<u>(3)</u>	01/21/2013	Common Stock	3,000
Non-Qualified Stock Option (Right to Buy)	\$ 19.48					<u>(3)</u>	01/20/2014	Common Stock	2,000
Non-Qualified Stock Option (Right to Buy)	\$ 21					<u>(3)</u>	02/10/2015	Common Stock	2,000
Non-Qualified Stock Option (Right to Buy	\$ 21.6					<u>(3)</u>	02/06/2016	Common Stock	1,500

Non-Qualified Stock Option (Right to Buy)	\$ 29.65	(3)	01/16/2017	Common Stock	1,5
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
PECKOSH PAUL J 1398 CENTRAL AVE. DUBUQUE, IA 52001			SVP, Trust	

Signatures

/s/ Paul J. Peckosh	02/05/2007
<u> </u> 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 4,940 shares held jointly with reporting person's spouse.
- (2) 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.
- (3) 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.
- (4) Includes 5,000 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.
- (5) Double Entry - see next line for total.

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.