

HORSTMANN DOUGLAS J
Form 4
October 27, 2006

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 *
HORSTMANN DOUGLAS 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)
10/27/2006

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
SVP, Lending

DUBUQUE, IA 52001

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

(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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V Amount (A) or (D) Price | | | |
| Common Stock | 10/27/2006 | | M | 12,000 A \$ 8 | 0 ⁽⁴⁾ | D | |
| Common Stock | 10/27/2006 | | S | 7,000 D \$ 27.85 | 101,347 ⁽³⁾ | D | |
| Common Stock | | | | | 10,516 | I | 401(k) |
| Common Stock | | | | | 27,000 | I | By Spouse ⁽¹⁾ |

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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 of Underlying Security (Instr. 3 and 4) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Non-Qualified Stock Option (Right to Buy) | \$ 8 | 10/27/2006 | | M | 12,000 | (2) 01/02/2007 | Common Stock | 12,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 9.83 | | | | | (2) 01/02/2008 | Common Stock | 24,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 12 | | | | | (2) 01/02/2009 | Common Stock | 9,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 12 | | | | | (2) 01/17/2010 | Common Stock | 3,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 8.67 | | | | | (2) 06/01/2011 | Common Stock | 3,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 8.8 | | | | | (2) 01/15/2012 | Common Stock | 1,500 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 11.84 | | | | | (2) 01/21/2013 | Common Stock | 4,500 | |
| Non-Qualified Stock Option (Right To Buy) | \$ 19.48 | | | | | (2) 01/20/2014 | Common Stock | 3,000 | |
| Non-Qualified Stock Option (Right to Buy) | \$ 21 | | | | | (2) 02/10/2015 | Common Stock | 3,000 | |

| | | | | | |
|---|---------|-----|------------|-----------------|-----|
| Non-Qualified Stock Option (Right to Buy) | \$ 21.6 | (2) | 02/06/2016 | Common Stock | 1,5 |
|---|---------|-----|------------|-----------------|-----|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------|-------|
| | Director | 10% Owner | Officer | Other |
| HORSTMANN DOUGLAS J 1398 CENTRAL AVE. DUBUQUE, IA 52001 | | | SVP, Lending | |

Signatures

| | |
|-----------------------------|------------|
| /s/ Douglas J. Horstmann | 10/27/2006 |
|-----------------------------|------------|

| | |
|------------------------------------|------|
| **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) 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.
- (2) 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.
- (3) Includes 7,500 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.
- (4) Double entry - see next line for balance.

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.