

FULLER LYNN B

Form 4

September 19, 2018

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)
09/17/2018

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

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					0		D
Common Stock					600,288		I
Common Stock	09/17/2018		G		25,822 (2)	A \$ 0	626,110
Common Stock					5,000		I
Common Stock					301,616		I

As Trustee
(1)

As Trustee
(1)

Spouses
Trust (3)

Family
LLLP (4)

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Common Stock	123,078	I	As Trustee <u>(5)</u>
Common Stock	12,188	I	HTLF Retirement Plan <u>(6)</u>

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)		8. Price or Value of Underlying Securities (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
2018 Time-Based Restricted Stock	(7)							(8)	(8)	Common Stock	2,292
2018 Performance Based Restricted Stock (3-year performance)	(7)							(9)	(9)	Common Stock	3,056
2018 Performance Based Restricted Stock (1-year performance)	(7)							(10)	(10)	Common Stock	2,292
2017 Time-Based Restricted Stock	(7)							(8)	(8)	Common Stock	2,303

Stock					
2017					
Performance					
Based					
Restricted	<u>(7)</u>		<u>(11)</u>	<u>(11)</u>	Common Stock 1,727
Stock (3-year					
performance)					
2017					
Performance					
Based					
Restricted	<u>(7)</u>		<u>(12)</u>	<u>(12)</u>	Common Stock 2,108
Stock (1-year					
performance)					
2016					
Time-Based					
Restricted	<u>(7)</u>		<u>(13)</u>	<u>(13)</u>	Common Stock 1,587
Stock					
2016					
Performance					
Based					
Restricted	<u>(7)</u>		<u>(14)</u>	<u>(14)</u>	Common Stock 2,524
Stock (3-year					
performance)					
2016					
Performance					
Based					
Restricted	<u>(7)</u>		<u>(15)</u>	<u>(15)</u>	Common Stock 5,300
Stock (1-year					
performance)					
2015					
Time-Based					
Restricted	<u>(7)</u>		<u>(16)</u>	<u>(16)</u>	Common Stock 3,333
Stock					
2014					
Time-Based					
Restricted	<u>(7)</u>		<u>(17)</u>	<u>(17)</u>	Common Stock 1,733
Stock					

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

09/19/2018

 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) Acquired shares through a gift from Kathryn R Fuller Trustee Lynn S Fuller Marital Trust
- (3) These shares are held by Cynthia A Fuller Declaration of Trust under agreement dated 7/2/2015, Cynthia A Fuller, Trustee
- (4) These shares are held by LBF Heartland Partnership LLC - Lynn B Fuller is the General Partner. Wife and two (2) adult sons are Limited Partners.
- (5) These shares held by Emma O. Fuller Trust dated 9-3-85 Dubuque Bank & Trust, Lynn B 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 Protection Act of 2006.
- (7) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.
- (8) Of these restricted stock units, 1/3 vest in 01-2018, 1/3 vest in 01-2019 and 1/3 vest in 01-2020.
- (9) These restricted stock units vest in 2021 if certain performance measures are achieved by the Issuer.
- (10) These restricted stock units vest on 3-6-2021 if certain performance measures are achieved by the Issuer.
- (11) These restricted stock units vest in 2020 if certain performance measures are achieved by the Issuer.
- (12) These restricted stock units vest on 1-19-2020 if certain performance measures are achieved by the Issuer.
- (13) 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.
- (14) These restricted stock units vest in 2019 if certain performance measures are achieved by the Issuer.
- (15) These restricted stock units vest on 1-19-2019 if certain performance measures are achieved by the Issuer.
- (16) 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.
- (17) 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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