

FULLER LYNN B

Form 4

November 01, 2004

**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)

DUBUQUE, IA 52001

(City) (State) (Zip)

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/01/2004

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

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

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☐ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|---|---|--------------------------------------|---|--|---|---|
|                                       |   |   | Code                                 | V Amount (D) Price  |  |   |   |
| Common<br>Stock                       |   |   |                                      |   | 482,792  | I   | As Trustee<br>(2)   |
| Common<br>Stock                       |   |   |                                      |   | 21,000   | I   | Partnership   |
| Common<br>Stock                       |   |   |                                      |   | 6,000  | I   | By Spouse<br>(1)  |
| Common<br>Stock                       |   |   |                                      |   | 1,662.63 (5)   | I   | By Son (1)  |
| Common<br>Stock                       |   |   |                                      |   | 116,772  | I   | As Trustee<br>(1) (3)   |

# Edgar Filing: FULLER LYNN B - Form 4

|              |            |   |       |   |          |                        |   |                          |
|--------------|------------|---|-------|---|----------|------------------------|---|--------------------------|
| Common Stock | 11/01/2004 | P | 250   | A | \$ 18.75 | 502.546 <sup>(5)</sup> | I | Minor Son <sup>(1)</sup> |
| Common Stock | 11/01/2004 | P | 1,500 | A | \$ 18.65 | 2,552                  | I | IRA                      |

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.**

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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) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------|---|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date | Title   | Amount or Number of Shares |
| Non-Qualified Stock Option (Right to Buy)  | \$ 12  |                                      |  |                                |   | <u>(4)</u>   | 01/17/2010      | Common Stock  | 13,500                     |
| Non-Qualified Stock Option (Right to Buy)  | \$ 8.67  |                                      |  |                                |   | <u>(4)</u>   | 06/01/2011      | Common Stock  | 15,000                     |
| Non-Qualified Stock Option (Right to Buy)  | \$ 8.8   |                                      |  |                                |   | <u>(4)</u>   | 01/15/2012      | Common Stock  | 8,250                      |
| Non-Qualified Stock Option (Right to Buy)  | \$ 11.84   |                                      |  |                                |   | <u>(4)</u>   | 01/21/2013      | Common Stock  | 15,000                     |
| Non-Qualified Stock Option (Right To Buy)  | \$ 19.48   |                                      |  |                                |   | <u>(4)</u>   | 01/20/2014      | Common Stock  | 15,000                     |

## Reporting Owners

Reporting Owner Name / Address Relationships

Reporting Owners

## Edgar Filing: FULLER LYNN B - Form 4

Director    10% Owner    Officer    Other

FULLER LYNN B  
1398 CENTRAL AVE.  
DUBUQUE, IA 52001

X

President & CEO

## Signatures

/s/ Lynn B.  
Fuller

11/01/2004

\_\_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 any other purpose.
- (2) Shares held by Lynn B. Fuller Trust Under Agreement dated 5-7-96, Lynn B. Fuller Trustee
- (3) Shares held by the Emma O. Fuller Trust dated 9-3-85 Dubuque Bank & Trust, L.S. Fuller & L.B. Fuller, co-trustees
- (4) Represents options to buy granted under the Company's 1993 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.
- (5) These shares participate in a Dividend Reinvestment Plan.

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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