

HEARTLAND FINANCIAL USA INC  
 Form 4  
 September 07, 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 \*  
 EVERTS EDWARD H

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)  
 09/06/2006

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 SVP, Operations/Retail Banking

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	09/06/2006		M		24,000 A \$ 8	0 <sup>(6)</sup>	D
Common Stock	09/06/2006		S		24,000 D \$ 26.46	94,446.559 <sup>(3)</sup> <sup>(5)</sup>	D
Common Stock						221,826 <sup>(3)</sup> <sup>(1)</sup>	I Son
Common Stock						12,450.009 <sup>(3)</sup>	I IRA
Common Stock						2,322	I 401(k)

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Common Stock 303.731 I IRA-Wife (2)

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 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	09/06/2006		M	24,000	(4) 01/02/2007	Common Stock	24,000	
Non-Qualified Stock Option (Right to Buy)	\$ 9.83					(4) 01/02/2008	Common Stock	24,000	
Non-Qualified Stock Option (Right to Buy)	\$ 12					(4) 01/02/2009	Common Stock	18,000	
Non-Qualified Stock Option (Right to Buy)	\$ 12					(4) 01/17/2010	Common Stock	4,500	
Non-Qualified Stock Option (Right to Buy)	\$ 8.67					(4) 06/01/2011	Common Stock	3,000	
Non-Qualified Stock Option (Right to Buy)	\$ 8.8					(4) 01/15/2012	Common Stock	2,250	
Non-Qualified Stock Option (Right to Buy)	\$ 11.84					(4) 01/21/2013	Common Stock	4,500	
Non-Qualified Stock Option (Right To Buy)	\$ 19.48					(4) 01/20/2014	Common Stock	3,000	

Non-Qualified Stock Option (Right to Buy)	\$ 21	(4)	02/10/2015	Common Stock	3,0
Non-Qualified Stock Option (Right to Buy)	\$ 21.6	(4)	02/06/2016	Common Stock	1,5

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
EVERTS EDWARD H 1398 CENTRAL AVE. DUBUQUE, IA 52001			SVP, Operations/Retail Banking	

## Signatures

/s/ Edward H.  
Everts

09/07/2006

\*\*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 shares held in a 401(k) account for reporting person's wife.
- (3) Shares participate in a Dividend Reinvestment Plan.
- (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) Includes 7,500 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.
- (6) 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.