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HEARTLAND FINANCIAL USA INC

Form 13F-NT

August 13, 2012

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 13F

Report for the Calendar Year or Quarter Ended:  
June 30, 2012

Check here if Amendment : Amendment Number: \_\_\_\_\_  
This Amendment (Check only one.):  a restatement.  
 adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: Heartland Financial USA, Inc.  
Address: 1398 Central Avenue  
Dubuque, Iowa 52001

Form 13F file number:

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Reporting Manager:

Name: Bruce C. Rehmke  
Title: Executive Vice President, Wealth Management Group  
Phone: 563-589-2000

Signature, Place, and Date of Signing:

/s/ Bruce C. Rehmke

\_\_\_\_\_  
Dubuque, Iowa  
August 13, 2012

Report Type (Check only one.):

13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)

13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)

13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

LIST of Other Managers:

| No. Form 13F | File Number | Name                         |
|--------------|-------------|------------------------------|
| 1.           | 028-10581   | Dubuque Bank & Trust Company |