

HEARTLAND FINANCIAL USA INC

Form 4

May 02, 2008

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 *
 MILLER MELVIN E

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)
 05/02/2008

____ Director ____ 10% Owner
 ____X____ Officer (give title below) ____ Other (specify below)
 Chief Investment Officer

DUBUQUE, IA 52001

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

6. Individual or Joint/Group Filing(Check
 Applicable Line)
 ____X____ 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)		
Common Stock				(A) or (D)	Price				
			Code	V	Amount				
Common Stock	05/02/2008		S	1,000	D	\$ 23.69	9,230	I	IRA
Common Stock							7,680	I	Retirement Fund
Common Stock							3,899 ⁽⁴⁾	I	HRT Retirement Plan

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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (Right to Buy)	\$ 12							(2)	01/02/2009	Common Stock	2,000
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	6,000
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	5,000
Non-Qualified Stock Option (Right to Buy	\$ 21.6							(2)	02/06/2016	Common Stock	1,500
	\$ 29.65							(2)	01/16/2017		1,500

Non-Qualified Stock Option (Right to Buy)				Common Stock	
Non-Qualified Stock Option (Right to Buy)	\$ 18.6	(2)	01/24/2018	Common Stock	2,500

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MILLER MELVIN E 1398 CENTRAL AVE. DUBUQUE, IA 52001			Chief Investment Officer	

Signatures

/s/ Melvin E.
Miller 05/02/2008

__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) Shares held jointly with reporting person's spouse.
- (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 4,175 Restricted Stock Awards granted under the 2005 Long-Term Incentive Plan.
- (4) 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.

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.