

HEARTLAND FINANCIAL USA INC
 Form 4
 December 17, 2004

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL
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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 *
 HORSTMANN DOUGLAS J

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)
 12/16/2004

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 SVP, Lending

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	12/16/2004		G		1,000	D	\$ 0
Common Stock	12/16/2004		M		10,000	A	\$ 5.75
Common Stock						I	10,516
Common Stock						I	27,000

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 Security (Instr. 3 and 4)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Non-Qualified Stock Option (Right to Buy)	\$ 5.75	12/16/2004		M	10,000	(2) 02/05/2006	Common Stock	10,000
Non-Qualified Stock Option (Right to Buy)	\$ 8					(2) 01/02/2007	Common Stock	24,000
Non-Qualified Stock Option (Right to Buy)	\$ 9.83					(2) 01/02/2008	Common Stock	24,000
Non-Qualified Stock Option (Right to Buy)	\$ 12					(2) 01/02/2009	Common Stock	9,000
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	1,500
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

