PECKOSH PAUL J Form 4 February 19, 2003

U.S. SECURITIES AND EXCHANGE COMMISSION Washington, DC 20549

FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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(f) of the Investment Company Act of 1940

Section 30(f)	of the Investment	: Comp	pany Act of 1940
[_] Check box if no longer may continue. See Instru		n 16.	Form 4 or Form 5 obligation
1. Name and Address of Repo	orting Person*		
Peckosh	Paul		J
(Last)	(First)		(Middle)
1090 Langworthy St.			
	(Street)		
Dubuque	IA		52001
(City)	(State)		(Zip)
2. Issuer Name and Ticker of Heartland Financial USA, Inc.			
3. IRS Identification Number	er of Reporting Pe	erson,	if an Entity (Voluntary)
4. Statement for Month/Year	£		
February 14, 2003			
5. If Amendment, Date of On	ciginal (Month/Yea	ir)	
6. Relationship of Reporting (Check all applicable)	ng Person to Issue	r	
<pre>[_] Director [X] Officer (give title)</pre>	e below)	[_]	10% Owner Other (specify below)
Senior Vice President, Trust			

[X] Form filed by one Report [_] Form filed by more than	cting Person		ie)				
Table I Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned							
		3. Transaction Code		4. Securities Acquired Disposed of (D) (Instr. 3, 4 and 5)		(A) or	
1.	2. Transaction	(Instr.			(A)		
Title of Security (Instr. 3)	Date (mm/dd/yy)	Code		Amount	or (D)	Price	
Common Stock	2/14/03	M 		12,000	A	8 . 62	
Common Stock							
Common Stock							
Common Stock							
* If the Form is filed by more 4 (b) (v) .	e than one Report:	ing Pers	son,	see Instructi	on		
Reminder: Report on a separate la owned directly or indirectly		of secur	rities	beneficially			
(Prin	nt or Type Response	e)		(Ove	r)		

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)	Conversion or Exercise 3. Price Tran of acti Deriv Date ative (Mor Secur Day, ity Year	con Code (Instr. ath/ 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) (D)	Expirati (Month/D	Day/Year) Expira- tion	of Under Securiti	
Non-Qualified Stock Option (Right to Buy)	8.62 2-14-03	в м	12,000	(1) 2-	-05-2006	Common Stock	12,000
Non-Qualified Stock Option (Right to Buy)	12.00			(1) 1-	-02-2007	Common Stock	12,000
Non-Qualified Stock Option (Right to Buy)	14.75			(1) 1-	-02-2008	Common Stock	12,000
Non-Qualified Stock Option (Right to Buy)	18.00			(1) 1-	-02-2009	Common Stock	6,000
Non-Qualified Stock Option (Right to Buy)	18.00			(1) 1-	-17-2010	Common Stock	1,500
Non-Qualified Stock Option (Right to Buy)	13.00			(1) 6-	-01-2011	Common Stock	500
Non-Qualified Stock Option (Right to Buy)	13.20			(1) 1-	-15-2012	Common Stock	500
Non-Qualified Stock Option (Right to Buy)	17.76			(1) 1-	-21-2013	Common Stock	2,000

Explanation of Responses:

(1) 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.
(2) Includes 3,063 shares held jointly with reporting person's spouse.
(3) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.

/s/Paul J. Peckosh 2/14/03
-----**Signature of Reporting Person Date

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations.

See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed.

If space provided is insufficient, see Instruction 6 for procedure.

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