

HEARTLAND FINANCIAL USA INC  
Form 8-K  
October 29, 2004

**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

**Heartland Financial USA, Inc.**

(Exact name of Registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of incorporation)

**0-24724**

(Commission File Number)

**42-1405748**

(I.R.S. Employer  
Identification Number)

1398 Central Avenue, Dubuque,  
Iowa  
(Address of principal executive  
offices)

52001

(Zip Code)

**(563) 589-2100**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2 (b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4 (c))

**Item 8.01 Other Information**

On October 29, 2004, Heartland Financial USA, Inc. issued a press release announcing that its board of directors has expanded treasury stock authorization by \$1 million. A copy of the press release is attached as Exhibit 99.1.

**Item 9.01 Financial Statements, Pro Forma Financial Information and Exhibits.**

(a) Financial Statements of Business Acquired.

None.

(b) Pro Forma Financial Information.

None.

(c) Exhibits.

99.1 Press Release dated October 29, 2004

**COMPANY NAME CORPORATION**

Date: October 29, 2004

By: /s/ John K. Schmidt  
Executive Vice President, COO & CFO