

HEARTLAND FINANCIAL USA INC  
Form 8-K  
August 12, 2005

**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

Date of Report August 12, 2005  
(Date of earliest  
event reported) August 12, 2005

**HEARTLAND FINANCIAL, USA, INC.**  
(Exact name of Registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of incorporation)

**0-24724**                      **42-1405748**  
(Commission File Number) (I.R.S. Employer  
Identification Number)

**1398 Central Avenue,**                      **52001**  
**Dubuque, Iowa**  
(Address of principal                      (Zip Code)  
executive offices)

**(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 communication 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))

o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR 240.13e-14(c))

**Item 8.01 Other Events**

On or about August 12, 2005, Heartland Financial USA, Inc., (the “Company”) mailed its 2<sup>nd</sup> Quarter 2005 “Investment Profile,” its quarterly newsletter to shareholders. A copy of the Company’s 2<sup>nd</sup> Quarter Investment Profile Newsletter is attached hereto as Exhibit 99.

**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

2<sup>nd</sup> Quarter Investment Profile Newsletter

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: August 12, 2005

**HEARTLAND FINANCIAL USA, INC.**

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