

HEARTLAND FINANCIAL USA INC  
Form 11-K  
March 31, 2004

**SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**FORM 11K**

ANNUAL REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934  
For the fiscal year ended December 31, 2003

OR

TRANSITION REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For transition period \_\_\_\_\_ to \_\_\_\_\_

Commission File Number: 33-76228

A. Full title of the plan and the address of the plan, if different from that of the issuer named below:

Heartland Financial USA, Inc.  
Employee Stock Purchase Plan

B. Name of issuer of the securities held pursuant to the plan and the address of its principal executive office:

Heartland Financial USA, Inc.  
1398 Central Avenue  
Dubuque, IA 52001

**REQUIRED INFORMATION**

The Heartland Financial USA, Inc. Employee Stock Purchase Plan is not subject to the Employee Retirement Income Security Act of 1974, as amended. Accordingly, the audited financial statements prepared in accordance with the instructions to Form 11-K are provided as Exhibit 99.1 to this Form 11-K.

**SIGNATURES**

**The Plan**

Pursuant to the requirements of the Securities Exchange Act of 1934, the trustees (or other persons who administer the employee benefit plan) have duly caused this annual report to be signed on its behalf by the undersigned hereunto duly authorized.

**HEARTLAND FINANCIAL USA, INC.  
EMPLOYEE STOCK PURCHASE PLAN**

Date: March 29, 2004

By: /s/ John K. Schmidt

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Executive Vice President and Chief Financial Officer

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**HEARTLAND FINANCIAL USA, INC. EMPLOYEE STOCK PURCHASE PLAN**

**EXHIBIT INDEX  
TO ANNUAL REPORT ON FORM 11-K**

Exhibit No.	Description
23	Auditor's Consent
99.1	Financial Statements