



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

June 11, 2012

Via E-mail

John K. Schmidt
Executive Vice President, CFO and Director
Heartland Financial USA, Inc.
1398 Central Avenue
Dubuque, Iowa 52001

**Re: Heartland Financial USA, Inc.
Form 10-K for the Year Ended December 31, 2011
Filed March 15, 2012
File No. 001-15393**

Dear Mr. Schmidt:

We have completed our review of your filing. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filing and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/ Kathryn McHale

Kathryn McHale
Senior Staff Attorney