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ANNUAL AUDITED REPORT
FORM X-17A-5
PART III

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OMB APPROVAL

OMB Number: 3235-0123
Expires: February 28, 2010
Estimated average burden
hours per response.... 12.00

SEC FILE NUMBER

8- 42777

FACING PAGE

Information Required of Brokers and Dealers Pursuant to Section 17 of the
Securities Exchange Act of 1934 and Rule 17a-5 Thereunder

REPORT FOR THE PERIOD BEGINNING April 1, 2007 AND ENDING March 31, 2008
MM/DD/YY MM/DD/YY

A. REGISTRANT IDENTIFICATION

NAME OF BROKER-DEALER:

Heartland Investment Associates, Inc.

ADDRESS OF PRINCIPAL PLACE OF BUSINESS: (Do not use P.O. Box No.)

2202 Heritage Green Drive

(No. and Street)

Hiawatha

(City)

Iowa

(State)

52233

(Zip Code)

NAME AND TELEPHONE NUMBER OF PERSON TO CONTACT IN REGARD TO THIS REPORT

Ronald Feltes

(319) 393-8913

(Area Code - Telephone Number)

B. ACCOUNTANT IDENTIFICATION

INDEPENDENT PUBLIC ACCOUNTANT whose opinion is contained in this Report*

McGladrey & Pullen, LLP

(Name - if individual, state last, first, middle name)

Town Centre, Suite 300, 221 Third Avenue SE, Cedar Rapids, Iowa

(Address)

(City)

(State)

52401

(Zip Code)

CHECK ONE:

- ☒ Certified Public Accountant
☐ Public Accountant
☐ Accountant not resident in United States or any of its possessions.

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Section

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Washington, DC
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* Claims for exemption from the requirement that the annual report be covered by the opinion of an independent public accountant must be supported by a statement of facts and circumstances relied on as the basis for the exemption. See Section 240.17a-5(e)(2)

SEC 1410 (06-02)

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McGladrey & Pullen

Certified Public Accountants

**Independent Auditor's Report
On The Financial Statements
And Supplementary Schedules**

To the Board of Directors
Heartland Investment Associates, Inc.
Hiawatha, Iowa

We have audited the accompanying statement of financial condition of Heartland Investment Associates, Inc. (the "Company"), a wholly owned subsidiary of Heartland Financial Group, Inc., as of March 31, 2008, and the related statements of operations, changes in stockholder's equity and cash flows for the year then ended that you are filing pursuant to rule 17a-5 under The Securities Exchange Act of 1934. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Heartland Investment Associates, Inc. as of March 31, 2008, and the results of its operations and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole. The information contained in Schedules I, II and III is presented for purposes of additional analysis and is not a required part of the basic financial statements, but is supplementary information required by rule 17a-5 under the Securities Exchange Act of 1934. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated in all material respects in relation to the basic financial statements taken as a whole.

McGladrey & Pullen, LLP

Cedar Rapids, Iowa
May 13, 2008

Heartland Investment Associates, Inc.

Statement of Financial Condition

March 31, 2008

Assets

Cash and Cash Equivalents		\$	309,549
Receivables			
Due from clearing broker	\$	109,973	
Commissions and fees		29,483	
Income taxes (Note 7)		5,529	
Other		75	145,060
Equipment and Leasehold Improvements			
Office furniture and equipment, including assets acquired under capital lease \$18,542 (Note 4)		309,838	
Leasehold improvements		56,850	
		366,688	
Less accumulated depreciation, including amounts applicable to assets acquired under capital lease \$3,532 (Note 4)		311,834	54,854
Prepaid Expenses			32,712
		\$	542,175

Liabilities and Stockholder's Equity

Liabilities			
Payables:			
Commissions	\$	151,186	
Accrued expenses and other liabilities		40,858	\$ 192,044
Deferred income taxes (Note 7)			13,000
Capital lease obligation (Note 4)			9,165
Commitments (Notes 2, 5, 8 and 9)			
Stockholder's Equity (Note 6)			
Capital stock, common, \$10 par value; authorized 500,000 shares; issued 49,250 shares		492,500	
Additional paid-in capital		6,000	
Accumulated deficit		(170,534)	327,966
		\$	542,175

See Notes to Financial Statements.

Heartland Investment Associates, Inc.

Statement of Operations
Year Ended March 31, 2008

Revenue:	
Commissions	\$ 2,846,418
Other	43,794
	<u>2,890,212</u>
Expenses:	
Commission expense	1,809,098
Employee compensation and benefits (Note 3)	319,785
Correspondent charges	175,501
Rent (Note 5)	103,549
Stock reporting services	22,253
Telephone	18,355
Interest	1,100
Depreciation	15,111
Advertising	25,381
Payroll taxes	74,682
Professional fees	25,714
Office supplies and postage	46,584
Insurance	6,663
Travel and entertainment	8,472
Utilities	12,591
Other general and administrative	85,404
	<u>2,750,243</u>
Income before income taxes	139,969
Federal and state income tax (Note 7)	29,601
	<u>29,601</u>
Net income	\$ 110,368

See Notes to Financial Statements.

Heartland Investment Associates, Inc.

**Statement of Changes In Stockholder's Equity
Year Ended March 31, 2008**

	Common Stock				
	Number of Shares	Amount	Additional Paid-In Capital	Accumulated Deficit	Total
Balance, March 31, 2007	49,250	\$ 492,500	\$ 56,000	\$ (255,902)	\$ 292,598
Capital distribution	-	-	(50,000)	-	(50,000)
Dividends (\$0.51 per share)	-	-	-	(25,000)	(25,000)
Net income	-	-	-	110,368	110,368
Balance, March 31, 2008	49,250	\$ 492,500	\$ 6,000	\$ (170,534)	\$ 327,966

See Notes to Financial Statements.

Heartland Investment Associates, Inc.

Statement of Cash Flows

Year Ended March 31, 2008

Cash Flows from Operating Activities	
Net income	\$ 110,368
Adjustments to reconcile net income to net cash provided by operating activities:	
Depreciation	15,111
Deferred income taxes	21,500
Changes in assets and liabilities:	
(Increase) in due from clearing broker	(21)
Decrease in commissions and fees receivable	11,683
(Increase) in income tax receivable	(3,824)
Decrease in other receivable	2,748
(Increase) in prepaid expenses	(2,751)
(Decrease) in commissions payable, accounts payable and accrued expenses	(44,780)
Net cash provided by operating activities	110,034
Cash Flows from Investing Activities,	
Purchase of equipment and leasehold improvements	(7,538)
Cash Flows from Financing Activities	
Payments on lease obligation	(6,014)
Distribution of capital	(50,000)
Dividends paid	(25,000)
Net cash (used in) financing activities	(81,014)
Increase in cash and cash equivalents	21,482
Cash and Cash Equivalents:	
Beginning	288,067
Ending	<u>\$ 309,549</u>
Supplemental Disclosures of Cash Flow Information	
Cash payments for interest	\$ 1,100
Cash payments for income taxes	\$ 11,925

See Notes to Financial Statements.

Notes To Financial Statements

Note 1. Nature of Business and Significant Accounting Policies

Nature of business: Heartland Investment Associates, Inc. (the "Company") is a securities broker-dealer with offices located in Marion, Hiawatha and Iowa City, Iowa. The Company is a wholly owned subsidiary of Heartland Financial Group, Inc.

The Company is a broker-dealer registered with the Securities Exchange Commission and is a member of the Financial Industry Regulatory Authority. The Company operates under the provisions of paragraph (k)(2)(ii) of rule 15c3-3 of the Securities Exchange Act of 1934 and, accordingly, is exempt from the remaining provisions of the rule. Essentially, the requirements of paragraph (k)(2)(ii) provide that the Company clear all transactions on behalf of customers on a fully disclosed basis with a clearing broker/dealer, and promptly transmit all customer funds and securities to the clearing broker-dealer. The clearing broker/dealer carries all of the accounts of the customers and maintains and preserves all related books and records as are customarily kept by a clearing broker/dealer.

Accounting estimates: The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

A summary of the Company's significant accounting policies follows:

Cash equivalents: For purposes of reporting cash flows, the Company has defined cash equivalents as short-term, highly liquid debt instruments purchased with a maturity of three months or less.

Recognition of revenue: Securities transactions and related commission revenue and expense are recorded on the date the transaction is executed.

Equipment and leasehold improvements: Equipment and leasehold improvements are carried at cost. Depreciation is computed primarily by the straight-line method over estimated useful lives from five to fifteen years.

Classification of depreciation on assets under capital leases: The depreciation expense on assets acquired under capital leases is included with depreciation expense on owned assets.

Income taxes: Deferred taxes are provided on a liability method whereby deferred tax assets are recognized for deductible temporary differences and operating loss and tax credit carryforwards and deferred tax liabilities are recognized for taxable temporary differences. Temporary differences are the differences between the reported amounts of assets and liabilities and their tax bases. Deferred tax assets are reduced by a valuation allowance when, in the opinion of management, it is more likely than not that some portion or all of the deferred tax assets will not be realized. Deferred tax assets and liabilities are adjusted for the effects of changes in tax laws and rates on the date of the statement.

The Company files its federal income tax returns on a consolidated basis with Heartland Financial Group, Inc., its parent company. The members of the consolidated group have elected to allocate income taxes among the members of the group by the "direct reimbursement" method, under which the parent company makes payments to any member of the group for the income tax reductions resulting from the member's inclusion in the consolidated return, or the member makes payments to the parent company for its allocated share of the consolidated income tax liability.

Notes To Financial Statements

Note 1. Nature of Business and Significant Accounting Policies (Continued)

Recent Accounting Pronouncements: In June 2006, the Financial Accounting Standards Board (FASB) issued FASB Interpretation No. 48 (FIN 48), *Accounting for Uncertainty in Income Taxes – an interpretation of FASB Statement 109*. FIN 48 clarifies the accounting for uncertainty in income taxes recognized in an enterprise's financial statements in accordance with FASB Statement No. 109, *Accounting for Income Taxes*. FIN 48 prescribes a comprehensive model for recognizing, measuring, presenting and disclosing in the financial statements tax positions taken or expected to be taken on a tax return. If there are changes in net assets as a result of application of FIN 48 these will be accounted for as an adjustment to the opening balance of retained earnings. Additional disclosures about the amounts of such liabilities will be required also. In February 2008, the FASB delayed the effective date of FIN 48 for certain nonpublic enterprises to annual financial statements for fiscal years beginning after December 15, 2007. The Company will be required to adopt FIN 48 for the year ending March 31, 2009. Management is currently assessing the impact of FIN 48 on its financial position and results of operations and has not determined if the adoption of FIN 48 will have a material effect on its financial statements.

In September 2006, the Financial Accounting Standards Board issued Statement of Financial Accounting Standards No. 157, *Fair Value Measurements* ("SFAS No. 157"). SFAS No. 157 defines fair value, establishes a framework for measuring fair value and expands disclosures about fair value measurement. SFAS No. 157 also emphasizes that fair value is a market-based measurement, not an entity-specific measurement, and sets out a fair value hierarchy with the highest priority being quoted prices in active markets. Under SFAS No. 157, fair value measurements are disclosed by level within that hierarchy. The requirements of FAS 157 are first effective for the Company's fiscal year beginning April 1, 2008. However, in February 2008 the FASB decided that an entity need not apply this standard to nonfinancial assets and liabilities that are recognized or disclosed at fair value in the financial statements on a nonrecurring basis until the subsequent year. Accordingly, the adoption of this standard on April 1, 2008, is limited to financial assets and liabilities, and any nonfinancial assets and liabilities recognized or disclosed at fair value on a recurring basis. The Company is currently assessing the potential effect of SFAS No. 157 on its financial position, results of operations and cash flows. However, the Company is still in the process of evaluating this standard with respect to its effect on nonfinancial assets and liabilities recognized or disclosed in the financial statements on a nonrecurring basis and therefore have not yet determined the impact that it will have on their financial statement upon full adoption.

Note 2. Letter of Credit

The Company has an unsecured \$50,000 letter of credit with Heritage Bank for the benefit of its clearing broker/dealer. The letter of credit expires on August 12, 2010 and can be used if the Company has defaulted in the performance of the terms and conditions of its agreement with its clearing broker/dealer.

Note 3. Profit-Sharing Plan

The Company has a 401(k) profit-sharing plan for its employees. The annual contribution to the plan is a discretionary amount determined by the Company's Board of Directors. The maximum Company contribution is the amount allowed under Internal Revenue Service regulations. The amount of contribution included in operating expenses for the year ended March 31, 2008 is \$20,184.

Notes To Financial Statements

Note 4. Capital Lease Obligation

At March 31, 2008, certain office furniture and equipment with a depreciated cost of \$15,010 have been acquired under a capital lease. The equipment and the related liability under the capital lease is recorded at the present value of the future payments due under the lease, as determined by the interest rate implicit in the lease. The related liability under the capital lease is due in monthly installments, including interest of 6.99%, with final payment due August 2009.

Capitalized lease obligation is as follows:

Steelcase Financial Services, Inc., due \$568 monthly, including interest	\$ 9,165
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The following is a schedule by years of the future minimum lease payments under the capital lease obligation together with the present value of the net minimum lease payments as of March 31, 2008.

Year ending March 31:

2009	\$ 6,814
2010	2,839
Total minimum lease payments	<u>9,653</u>
Less the amount representing interest	488
Present value of net minimum lease payments	<u>\$ 9,165</u>

Note 5. Commitments and Contingencies

The Company leases office facilities under noncancelable operating leases. These leases require minimum annual rentals, plus the payment of normal maintenance and insurance. These expire in November 2008 and October 2011.

In September 2004, the Company entered into a lease agreement with its parent company, Heartland Financial Group, Inc. for office facilities in Iowa City, Iowa. The lease agreement expires on August 31, 2009 and requires monthly payments of \$3,500 plus the payment of repairs, insurance, utilities and property taxes.

Notes To Financial Statements

Note 5. Commitments and Contingencies (Continued)

The total minimum rental commitments at March 31, 2008, under the operating leases mentioned above, are as follows:

Year ending March 31:	
2009	\$ 103,099
2010	64,682
2011	40,198
2012	23,449
	<u>\$ 231,428</u>

The total rental expense included in the statement of operations for the year ended March 31, 2008 is \$103,549, of which \$42,000 was paid to Heartland Financial Group, Inc.

Note 6. Net Capital Requirements

The Company is subject to the Securities and Exchange Commission uniform net capital rule (rule 15c3-1), which requires the maintenance of minimum net capital and that the ratio of aggregate indebtedness to net capital, both as defined, shall not exceed 15 to 1. Rule 15c3-1 also provides that equity capital may not be withdrawn or cash dividends paid if the resulting net capital ratio would exceed 10 to 1.

At March 31, 2008, the Company had net capital of \$222,244, which was \$172,244 in excess of its required net capital of \$50,000. The Company's net capital ratio (aggregate indebtedness to net capital) is 0.91 to 1.

Note 7. Income Tax Matters

Net deferred tax liabilities consist of the following components as of March 31, 2008:

Deferred tax assets:	
Accrued expenses	\$ 500
Deferred tax liabilities:	
Equipment and leasehold improvements	5,400
Prepaid expenses	8,100
	<u>13,500</u>
	<u>\$ 13,000</u>

Notes To Financial Statements

Note 7. Income Tax Matters (Continued)

The provision for income taxes for the year ended March 31, 2008 consists of the following:

Current	\$	8,101
Deferred		21,500
	\$	<u>29,601</u>

For the year ended March 31, 2008, the Company utilized a federal net operating loss carryforward of approximately \$100,000.

Note 8. Financial Instruments

Off-balance-sheet risk and concentration of credit risk:

As discussed in Note 1, the Company's customers' securities transactions are introduced on a fully disclosed basis with its clearing broker/dealer. The clearing broker/dealer carries all of the accounts of the customers of the Company and is responsible for execution, collection of and payment of funds and receipt and delivery of securities relative to customer transactions. Off-balance-sheet risk exists with respect to these transactions due to the possibility that customers may be unable to fulfill their contractual commitments, wherein the clearing broker/dealer may charge any losses it incurs to the Company. The Company seeks to minimize this risk through procedures designed to monitor the credit worthiness of its customers and that customer transactions are executed properly by the clearing broker/dealer.

Commissions receivable represent amounts due the Company from its clearing broker relating to customer securities transactions introduced by the Company.

Fair value considerations:

Substantially all of the Company's financial instruments are carried at fair value or amounts that approximate fair value. The Company's remaining financial instruments are generally short-term in nature and liquidate at their carrying values.

Notes To Financial Statements

Note 9. Indemnifications

In the normal course of its business, the Company indemnifies and guarantees certain service providers, such as clearing and custody agents, trustees and administrators, against specified potential losses in connection with their acting as an agent of, or providing services to, the Company or its affiliates. The Company also indemnifies some clients against potential losses incurred in the event specified third-party service providers, including sub-custodians and third-party brokers, improperly execute transactions. The maximum potential amount of future payments that the Company could be required to make under these indemnifications cannot be estimated. However, the Company believes that it is unlikely it will have to make material payments under these arrangements and has not recorded any contingent liability in the consolidated financial statements for these indemnifications.

The Company provides representations and warranties to counterparties in connection with a variety of commercial transactions and occasionally indemnifies them against potential losses caused by the breach of those representations and warranties. The Company may also provide standard indemnifications to some counterparties to protect them in the event additional taxes are owed or payments are withheld, due either to a change in or adverse application of certain tax laws. These indemnifications generally are standard contractual terms and are entered into in the normal course of business. The maximum potential amount of future payments the Company could be required to make under these indemnifications cannot be estimated. However, the Company believes it is unlikely it will have to make material payments under these arrangements and has not recorded any contingent liability in the consolidated financial statements for these indemnifications.

Heartland Investment Associates, Inc.

**Schedule I. Computation of Net Capital and Aggregate
Indebtedness Pursuant to Rule 15c3-1
March 31, 2008**

Computation of net capital:	
Total stockholder's equity from the statement of financial condition	\$ 327,966
Total nonallowable assets and other charges:	
Equipment and improvements	54,854
Prepaid expenses	32,712
Petty cash	250
Commissions and fees receivable	7,519
Income tax receivable	5,529
Other receivables	75
Net capital before haircuts on securities positions	<u>227,027</u>
Haircuts on securities positions - money market account	4,783
Net capital	<u><u>\$ 222,244</u></u>
Computation of aggregate indebtedness:	
Items from statement of financial condition:	
Payables	\$ 192,044
Capital lease obligation	9,165
Assets with credit balances	916
Total aggregate indebtedness	<u><u>\$ 202,125</u></u>
Computation of basic net capital requirement:	
Minimum net capital required, the greater of 6 2/3% of total aggregate indebtedness or \$50,000	<u>\$ 50,000</u>
Excess net capital, net capital less net capital requirement	<u><u>\$ 172,244</u></u>
Percentage of aggregate indebtedness to net capital	<u><u>91%</u></u>

Statement pursuant to paragraph (d) of Rule 17a-5:

There are no material differences between the amounts presented in the computations of net capital set forth above and the amounts reported in the Company's unaudited Part II of Form X-17a-5 as of March 31, 2008.

Heartland Investment Associates, Inc.

Schedule II. Computation for Determination of Reserve Requirements

Under Rule 15c3-3

March 31, 2008

None, the Company is exempt from rule 15c3-3 pursuant to the provisions of subparagraph (k)(2)(ii) thereof.

Heartland Investment Associates, Inc.

Schedule III. Information Relating to Possession or Control Requirements

Under Rule 15c3-3

March 31, 2008

None, the Company is exempt from rule 15c3-3 pursuant to the provisions of subparagraph (k)(2)(ii) thereof.

McGladrey & Pullen

Certified Public Accountants

Independent Auditor's Report on Internal Control

To the Board of Directors
Heartland Investment Associates, Inc.
Hiawatha, Iowa

In planning and performing our audit of the financial statements of Heartland Investments Associates, Inc. (the "Company") as of and for the year ended March 31, 2008, in accordance with auditing standards generally accepted in the United States of America, we considered the Company's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, we do not express an opinion on the effectiveness of the Company's internal control.

Also, as required by rule 17a-5(g)(1) of the Securities and Exchange Commission (SEC), we have made a study of the practices and procedures followed by the Company, including consideration of control activities for safeguarding securities. This study included tests of compliance with such practices and procedures that we considered relevant to the objectives stated in rule 17a-5(g) in making the periodic computations of aggregate indebtedness and net capital under rule 17a-3(a)(11) and for determining compliance with the exemptive provisions of rule 15c3-3. Because the Company does not carry security accounts for customers or perform custodial functions relating to customer securities, we did not review the practices and procedures followed by the Company in any of the following:

- (1) Making quarterly securities examinations, counts, verifications, and comparisons and recordation of differences required by rule 17a-13.
- (2) Complying with the requirements for prompt payment for securities under Section 8 of Federal Reserve Regulation T of the Board of Governors of the Federal Reserve System.

The management of the Company is responsible for establishing and maintaining internal control and the practices and procedures referred to in the preceding paragraph. In fulfilling this responsibility, estimates and judgments by management are required to assess the expected benefits and related costs of controls and of the practices and procedures referred to in the preceding paragraph and to assess whether those practices and procedures can be expected to achieve the SEC's above-mentioned objectives. Two of the objectives of internal control and the practices and procedures are to provide management with reasonable but not absolute assurance that assets for which the Company has responsibility are safeguarded against loss from unauthorized use or disposition and that transactions are executed in accordance with management's authorization and recorded properly to permit the preparation of financial statements in conformity with generally accepted accounting principles. Rule 17a-5(g) lists additional objectives of the practices and procedures listed in the preceding paragraph.

Because of inherent limitations in internal control and the practices and procedures referred to above, error or fraud may occur and not be detected. Also, projection of any evaluation of them to future periods is subject to the risk that they may become inadequate because of changes in conditions or that the effectiveness of their design and operation may deteriorate.

A control deficiency exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect misstatements on a timely basis. A significant deficiency is a control deficiency, or a combination of control deficiencies, that adversely affects the entity's ability to initiate, authorize, record, process, or report financial data reliably in accordance with generally accepted accounting principles such that there is more than a remote likelihood that a misstatement of the entity's financial statements that is more than inconsequential will not be prevented or detected by the entity's internal control.

A material weakness is a significant deficiency, or combination of significant deficiencies, that results in more than a remote likelihood that a material misstatement of the financial statements will not be prevented or detected by the entity's internal control.

Our consideration of internal control was for the limited purpose described in the first and second paragraphs and would not necessarily identify all deficiencies in internal control that might be material weaknesses. We did not identify any deficiencies in internal control and control activities for safeguarding securities that we consider to be material weaknesses, as defined above.

We understand that practices and procedures that accomplish the objectives referred to in the second paragraph of this report are considered by the SEC to be adequate for its purposes in accordance with the Securities Exchange Act of 1934 and related regulations, and that practices and procedures that do not accomplish such objectives in all material respects indicate a material inadequacy for such purposes. Based on this understanding and on our study, we believe that the Company's practices and procedures, as described in the second paragraph of this report, were adequate at March 31, 2008, to meet the SEC's objectives.

This report is intended solely for the information and use of the Board of Directors, management, the SEC, the Financial Industry Regulatory Authority and other regulatory agencies which rely on rule 17a-5(g) under the Securities Exchange Act of 1934 in their regulation of registered broker-dealers, and is not intended to be and should not be used by anyone other than these specified parties.

Mc Gladney & Puller, LLP

Cedar Rapids, Iowa
May 13, 2008

END