

SEACOAST BANKING CORP OF FLORIDA
 Form 3
 January 23, 2008

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * Â Holland H. Russell III (Last) (First) (Middle) C/O SEACOAST BANKING CORP. OF FLORIDA, Â P. O. BOX 9012 (Street) STUART, Â FL Â 34995 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 01/22/2008	3. Issuer Name and Ticker or Trading Symbol SEACOAST BANKING CORP OF FLORIDA [SBCF]	4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) EVP & Chief Banking Officer	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	2,000	D <u>(1)</u>	Â
Common Stock	1,090	D <u>(2)</u>	Â
Common Stock	1,237	D <u>(3)</u>	Â
Common Stock	161	D <u>(4)</u>	Â
Common Stock	472	D <u>(5)</u>	Â
Common Stock	191	D <u>(6)</u>	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Stock-settled Stock Appreciation Rights ⁽⁷⁾	07/06/2008 ⁽⁸⁾	07/06/2016	Common Stock	3,000	\$ 27.36	D	Â
Stock-settled Stock Appreciation Rights ⁽⁷⁾	04/02/2009 ⁽⁸⁾	04/02/2017	Common Stock	28,198	\$ 22.22	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Holland H. Russell III C/O SEACOAST BANKING CORP. OF FLORIDA P. O. BOX 9012 STUART, FL 34995	Â	Â	Â EVP & Chief Banking Officer	Â

Signatures

Sharon Mehl as Power of Attorney for H. Russell
Holland, III 01/23/2008
 ___Signature of Reporting Person Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Held in revocable trust

(2) Held in IRA

(3) Held jointly with spouse

(4) Represents unvested time-based restricted stock awards granted under Seacoast's 2000 Long-Term Incentive Plan on 2/2/07 which vest in 25% increments beginning on the second anniversary of the date of grant, and each of the three anniversaries thereafter, subject to continued employment.

(5) Held in the Company's Employee Stock Purchase Plan

(6) Represent shares held in the Company's Retirement Savings Plan

(7) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan

(8) Vest over five years in 25% increments beginning on the second anniversary of the date of grant (the date indicated) and each of the following three anniversaries thereafter, subject to continued employment.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.