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SEACOAST BANKING CORP OF FLORIDA

Form 3

January 23, 2008

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 2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol Person * Statement SEACOAST BANKING CORP OF FLORIDA [SBCF] Holland H. Russell III (Month/Day/Year) 01/22/2008 (Last) (First) (Middle) 4. Relationship of Reporting 5. If Amendment, Date Original Person(s) to Issuer Filed(Month/Day/Year) C/O SEACOAST BANKING (Check all applicable) CORP. OF FLORIDA, P. O. BOX 9012 10% Owner Director (Street) _X__ Officer Other 6. Individual or Joint/Group (give title below) (specify below) Filing(Check Applicable Line) EVP & Chief Banking Officer _X_ Form filed by One Reporting Person STUART, FLÂ 34995 _ Form filed by More than One Reporting Person

(City)	(State)	(Zip)	Table I - Non-Derivative Securities Beneficially Owned					
1.Title of Securi (Instr. 4)	ity		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 Sto	ock		2,000	D (1)	Â			
Common Sto	ock		1,090	D (2)	Â			
Common Sto	ock		1,237	$D^{(3)}$	Â			
Common Sto	ock		161	D (4)	Â			
Common Sto	ock		472	D (5)	Â			
Common Sto	ock		191	D (6)	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 2. Date Exercisable (Instr. 4) Expiration Date (Month/Day/Year)		le and	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
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					
. 8	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	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
 - Represents unvested time-based restricted stock awards granted under Seacoast's 2000 Long-Term Incentive Plan on 2/2/07 which vest in
- (4) 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.

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