Holland H. Russell III
Form 4
February 12, 2009

FORM 4

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

STATEMENT OF CHANGES IN 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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *
Holland H. Russell III

(Last) (First) (Middle)

C/O SEACOAST BANKING CORP. OF FLORIDA, P. O. BOX 9012

(Street)

STUART, FL 34995

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
SEACOAST BANKING CORP OF FLORIDA [SBCF]

3. Date of Earliest Transaction (Month/Day/Year)
02/12/2009

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
EVP & Chief Banking Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	01/02/2009		L[(1)]	V	4.586	A	$ 5.6996	2,618.895	D [(2)]	
Common Stock	01/20/2009		L[(3)]	V	40.9298	A	$ 4.775	1,037.6318	D [(4)]	
Common Stock	01/23/2009		L[(3)]	V	300	A	$ 4.6	1,337.6318	D [(4)]	
Common Stock	02/04/2009		L[(3)]	V	40.4486	A	$ 4.815	1,378.0804	D [(4)]	
Common Stock	02/02/2009		J[(5)]	V	40	D	$ 0 [(5)]	121	D [(6)]	

Common Stock	02/02/2009		J[5]	V	40	A	$ 0 [5]	2,658.895	D [2]
Common Stock								2,000	D [7]
Common Stock								1,090	D [8]
Common Stock								518	D [9]

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

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(*e.g.*, puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock-settled Stock Appreciation Rights [10]	$ 27.36							07/06/2008[11]	07/06/2016	Common Stock	3,000
Stock-settled Stock Appreciation Rights [10]	$ 22.22							04/02/2009[11]	04/02/2017	Common Stock	28,19

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Holland H. Russell III C/O SEACOAST BANKING CORP. OF FLORIDA			EVP & Chief	

P. O. BOX 9012
STUART, FL 34995

Banking
Officer

Signatures

Sharon Mehl as power of attorney for H. Russell Holland, III — 02/12/2009

**Signature of Reporting Person — Date

Explanation of Responses:

***** If the form is filed by more than one reporting person, *see* Instruction 4(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) Represents reinvestment of dividends

(2) Held jointly with spouse

(3) Automatic allocation into Seacoast Stock Fund of Company's Retirement Savings Plan

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

(5) Shares from Restricted Stock Award vested on 2/2/09 and were moved into joint account with spouse.

(6) 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.

(7) Held in revocable trust

(8) Held in IRA

(9) Held in the Company's Employee Stock Purchase Plan as of December 31, 2008

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

(11) 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.
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