

SEACOAST BANKING CORP OF FLORIDA  
 Form 3  
 February 06, 2015

**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)

<p>1. Name and Address of Reporting Person *</p> <p>Shaffer Charles M</p> <p>(Last) (First) (Middle)</p> <p>SEACOAST BANKING CORPORATION OF FLORIDA, P. O. BOX 9012</p> <p>(Street)</p> <p>STUART, FL 34995</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>01/29/2015</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>SEACOAST BANKING CORP OF FLORIDA [SBCF]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input type="checkbox"/> Officer <input checked="" type="checkbox"/> Other</p> <p>(give title below) (specify below)</p> <p>EVP of subsidiary</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>
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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	37	D	^
Common Stock	550	D <u>(1)</u>	^
Common Stock	669	D <u>(2)</u>	^
Common Stock	2,120	D <u>(3)</u>	^

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)**

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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	Amount or Number of Shares		
Common Stock Right to Buy <sup>(4)</sup>	Â <sup>(5)</sup>	01/29/2023	Common Stock 8,100	\$ 12.63	D Â
Common Stock Right to Buy <sup>(4)</sup>	04/29/2017 <sup>(6)</sup>	04/29/2024	Common Stock 25,000	\$ 10.54	D Â
Common Stock Right to Buy <sup>(4)</sup>	06/28/2018 <sup>(7)</sup>	06/28/2023	Common Stock 2,400	\$ 11	D Â
Stock-Settled Stock Appreciation Rights <sup>(8)</sup>	04/02/2012	04/02/2017	Common Stock 993	\$ 111.1	D Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Shaffer Charles M SEACOAST BANKING CORPORATION OF FLORIDA P. O. BOX 9012 STUART, FL 34995	Â	Â	Â	EVP of subsidiary

## Signatures

/s/ Sharon Mehl as Power of Attorney for Charles M. Shaffer 02/04/2015

\_\_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 Seacoast's Employee Stock Purchase Plan as of December 31, 2014
- (2) Held in Company's Retirement Savings Plan as of December 31, 2014
- Represents unvested shares in a restricted stock award granted under Seacoast's 2008 Long-Term Incentive Plan on August 23, 2011
- (3) ("Grant Date"). These awards will vest in their entirety on August 23, 2016, provided Mr. Shaffer is employed by the Company or a subsidiary on such date.
- (4) Granted pursuant to Seacoast Banking Corporation of Florida's 2013 Incentive Plan
- Two tiered vesting. First, performance vesting must be met which requires that: 1) the market price of Seacoast common stock must increase to \$15.156 or more; and 2) Seacoast's Tier 1 Capital must be equal to or greater than the regulatory standard. Once performance criteria is met, option shall vest in equal installments at the end of each month over the next 48 months, provided that Optionee remains in Continuous Service on each applicable vesting date.
- (6) Vests over 3 years in one-third increments, beginning on April 29, 2015 and on each anniversary thereafter, with full vesting occurring on the date indicated, subject to continued employment.

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- (7) Vests over 5 years in one-fifth increments, beginning on June 28,2014 and on each anniversary thereafter, with full vesting occurring on the date indicated, subject to continued employment.
- (8) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan

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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