Edgar Filing: ST JOE CO - Form 4

ST JOE CO											
Form 4											
May 14, 2008	8										
FORM	1								-	PPROVAL	
-	UNITE	D STATES		ITIES A hington,			NGE	COMMISSION	OMB Number:	3235-0287	
Check this box				-					Expires:	January 31,	
subject to statement of changes in BENEFIC					CIA	LOW	NERSHIP OF	•	2005		
Section 10	CECUDITIEC							Estimated average burden hours per			
Form 4 or								response	•		
Form 5	· ·							ge Act of 1934,			
obligation may conti	Section 1	· · /		•	U			of 1935 or Section	n		
See Instru		30(h)	of the In	vestment	Compan	y Act	of 19	40			
1(b).											
(Print or Type R	(esponses)										
1 Name and A	ddress of Reportir	ng Person *	. .	N	T . 1	г 1.		5. Relationship o	f Reporting Per	rson(s) to	
				Name and	ame and Ticker or Trading			Issuer			
RESELIC DI			Symbol								
ST JOE			JOE CO [JOE]				(Check all applicable)				
(Last)	(First)	(Middle)		Earliest Tr	ansaction						
			(Month/D	•				X Director Officer (give		% Owner	
	SIDE AVENU	E, SUITE	05/13/20	08 <u>— Office</u> below)					tive title Other (specify below)		
500											
	(Street)		4. If Amer	f Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
Filed(Mont				onth/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person			
									One Reporting Po More than One R		
JACKSONV	VILLE, FL 322	02						Person		epotting	
(City)	(State)	(Zip)	Table	e I - Non-D	erivative S	Securi	ties Ac	quired, Disposed o	f, or Beneficia	lly Owned	
1.Title of	2. Transaction D	Date 2A. Dee	emed	3.	4. Securi	ties		5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Ye	·	on Date, if		onAcquired			Securities	Form: Direct	Indirect	
(Instr. 3)		any (Month	/Day/Year)	Code Disposed of (D) (Instr. 8) (Instr. 2, 4 and 5)				Beneficially Owned	D) or	Beneficial Ownership	
		(INIOIIUI	(Day/Teal)	(11150.0)	Instr. 8) (Instr. 3, 4 and 5)			Following		(Instr. 4)	
								Reported	(1115411-1)	(115411-1)	
						(A) or		Transaction(s)			
				Code V	Amount		Price	(Instr. 3 and 4)			
Common Stock	05/13/2008			А	1,500	A	\$0	12,149	D		

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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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. Transactic Code (Instr. 8)	5. ofNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Secur	unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships						
1 8	Director	10% Owner	Officer	Other			
KESLER DELORES P 245 RIVERSIDE AVENUE SUITE 500 JACKSONVILLE, FL 32202	Х						
Signatures							
/s/ Reece B. Alford, by power attorney	of	05/14/2008					
**Signature of Reporting Person		Da	ate				

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).

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.