Form 4

[] Check box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See instructions 1(b).

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, DC 20549

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding

Company A	Act of 1935 or Section 30(h) of the Investment Company	Act of 1940

 Name and Address of Reporting Person* Pierce Ken W. 					ume and ' e Inc. (F	Ticker or Tradin KFRC)	1	6. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last) (First) (Middle) 1001 East Palm Avenue				I.R.S. lentification umber of eporting F an entity roluntary)		 4. Statement for Month/Day/Year March 26, 2003 			[] Director [] 10% Owner [X] Officer (give title below) [] Other (specify below) Senior Vice President			
									and Chief M	arketing	Officer	
(Street) Tampa, Florida 33605						5. If Amendment, Date of Original (Month/Day/Year)			 7. Individual or Joint/Group Filing (Check Applicable Line) [X] Form filed by One Reporting Person [] Form filed by More than One Reporting Person 			
(City) (Sta	ate)	(Zip)		able I - wned	Non-De	erivative Sec	curities A	cquired,	, Disposed of,	, or Bene	eficially	
1. Title of Security (Instr. 3)		2. Transaction Date (mm/dd/yy) 2A. Deem Execu Date,		tion Code		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned	Owner- ship Form:	7. Nature of Indirect Beneficial Ownership	
		any (mm/	any (mm/dd/y	dd/yy)	v	Amount	(A) or (D)	Price	following reported transactions (Instr. 3 and 4)	Direct (D) or Indirect (I) (Instr. 4)	(Instr. 4)	
Common Sto	ock	3/26/03		Р		400	А	\$2.08	56,081(1)	D		

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(1) Shares include 21,593 shares of restricted stock that will vest on January 16, 2007.

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(Over) SEC 2270 (9-02)

FORM 4 (continued) 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)	3. A Deemed Execution Date, if Any (Month/ Day/ Year)	Code	Transacti Code (Instr. 8)		5. Number foorf 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)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned following reported transactions (Instr. 4)	10. Owner of Deriva Securi Direct or Ind (I)(Ins
						(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

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

March 27, 2003

By: Michael R. Hurley, Attorney-in-Fact Date

For: Ken W. Pierce

**Signature of Reporting Person

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, see Instruction 6 for procedure.

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