



Dear Fellow ECF members:

As we enter into 2021, allow us to thank each of you for your commitment to this organization and our mission – in summary, to bring the best in topical and intellectual content to our membership, through the exceptional speakers coming before the Club.

What we accomplished together in 2020 was remarkable. Despite the pandemic, the Economic Club of Florida (ECF) continued to deliver quality programs, to remain preeminent in this community and to prepare the organization for future membership growth and even a national media presence.

**Additional Highlights from 2020 include:**

- A complete rebranding of the ECF website, logo and materials to bring the Club image up to date and ready for new profile-raising opportunities;
- The delivery of 17 club programs of which nine were virtual. ECF entered into the virtual space to provide national speaker programming during the pandemic. This strategy will remain a lasting one along with a new virtual dues membership category as outlined in the revised Club By-Laws enclosed for your acceptance.
- Your ECF team produced monthly podcasts developed with speaker presentations and interviews. These are housed on the ECF website.
- ECF partnered with Economic Clubs through the country to bring to its collective national membership audience an “economic discussion” with a sitting U.S. President.
- In 2021, your club will introduce a new college scholarship match program in honor of former club chairman, the late Florida Governor Wayne Mixson.

Thank you to Stan Tait and Associates for their nimbleness and ability to make things happen in our new virtual reality. And, our most sincere gratitude to the Board of Directors and Executive Committee for their “all-in” approach to keeping the Economic Club of Florida relevant in these changing times.

Please find enclosed as stated in our existing By-Laws – a revised version of the Club’s By-Laws for membership approval, as well as the 2021 slate of officers. Action will be taken on both of these items at our annual meeting and luncheon on February 23 to be held back at the FSU Alumni Center. Our in-person speaker is Commissioner of Education for the State of Florida, Richard Corcoran. Please plan on attending either in-person or virtually, at your preference.

Thank you again for your commitment to ECF and have a great 2021!

Sincerely,

Cindy O’Connell, Chair

Bill Moor, President