

# ECHO

**\*Please note this meeting will be at the Dunlap Champions Club West**

**Tuesday, September 24th**

Lunch Buffet	11:30 AM
Program Begins	12:00 PM
Introductions	12:10 PM
Presentation Begins	12:15 PM
Q&A	12:50 PM
Meeting Adjourned	1:00 PM

## Onsite & Virtual Program

**Dunlap Champions Club**  
**225 Champions Way, Bldg B**  
**Tallahassee, FL 32304**

To RSVP, please email  
[mail@economic-club.com](mailto:mail@economic-club.com)  
 or  
 Call: (850) 224-0711

**PLEASE RSVP BY 5PM on**  
**Friday, September 20th**

## Contact Us

### Economic Club of Florida, Inc.

325 John Knox Road,  
 Suite L103

Tallahassee, FL 32303

(850) 224-0711

[mail@Economic-Club.com](mailto:mail@Economic-Club.com)  
[www.Economic-Club.com](http://www.Economic-Club.com)

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## Conservation is Good for Business

Both art and science, and how they've combined to create a great brand, await us this month as we welcome **Jessica Harvey**, CEO of the Guy Harvey Foundation. She is the daughter of the Fort Lauderdale foundation's namesake, the famous Jamaican wildlife artist, fisherman, and conservationist. The foundation raises funds for ocean research, education, and conservation.

"Given that Florida is very dependent on a healthy ecosystem to support not only food, but also support recreational and commercial fishing, it's really important that people are aware of what practices are in place and what they can do to help," Ms. Harvey told Club Officers in a recent conference call. She will discuss growing up in her father's "amazing studio of canvases," the foundation's shark research with Nova Southeastern University, and the current challenges to Florida's environment, including diseased coral reefs, blue-green algae, and a sargassum invasion in South Florida waters.

Ms. Harvey caught her dad's love of fishing as a girl. She holds two of the 17 junior angler world records with the International Game Fish Association. Now as an environmental

conservationist, she leads a foundation that collaborates with local and international organizations to conduct scientific research and host educational programs aimed at better understanding and conserving the ocean environment.

Ms. Harvey earned her Bachelor's Degree in Zoology at the University of Edinburgh. She then served as a Research Officer in the Terrestrial Resources Unit at the Cayman Islands Department of Environment. She assisted with terrestrial wildlife population assessments, invasive species management, guidance notes, and educational and legislative initiatives. She also served as a member of the National Conservation Council, providing terrestrial and marine expertise with a team whose responsibility is to promote the conservation and sustainable use of Cayman's natural resources and biological diversity under the National



**Jessica Harvey**  
 CEO  
 Guy Harvey Foundation

Conservation Act. She has been with the Guy Harvey Foundation since 2017. Her current role includes working closely with the Guy Harvey Research Institute at Nova Southeastern University in education and outreach. Ms. Harvey will be introduced by Jim Murdaugh, President of Tallahassee State College.

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## Recent New Members

**Matthew Toplak**, [Florida Division of Emergency Management](#)

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You can access membership applications on the club's website at [www.economic-club.com](http://www.economic-club.com).

Encourage a friend to become a member today!

## Name Badges



We have newly designed name badges. If you have an old name badge and would like one with the new design, the cost is \$15.

If interested, you can purchase a new name badge at the [Club's website](#) or call the office at 850-224-0711.

## How Autonomous Trucking Will Deliver the Future

The August Club meeting featured **Lee White**, a nationally-recognized expert in autonomous vehicle (AV) trucking. He shared how trials of AV trucking on public highways are progressing and the impact driverless trucks are expected to have on the cost of goods, the labor market, and roadway safety.

"I think the trucking industry is the backbone of the U.S. economy and I think we have a unique opportunity right now. There's going to be more disruption in the supply chain over the next five years than I've seen in my 40 years," said Mr. White.

AV trucks have been on the U.S. highways for several years with human "safety drivers" monitoring operations. In Florida, autonomous mail runs have been made into Jacksonville, with two companies saying they'll be on the road with driverless trucks by the end of the year. Mr. White said Florida will be a big user of these AV trucks, given 95% of all manufactured goods arrive by truck, with 130,000 trucking companies operating in the state, employing one in 18 residents. Automation in other industries, such as warehousing, agriculture, and airport transport have led the way and proven AV efficiency and safety.

"Driving from Phoenix to Tucson, a typical driver may touch the brakes 40-50 times. But an autonomous truck, because it's constantly proceeding around them, it just lets off the gas and then it accelerates," Mr. White said, noting a resulting 13% to 20% improvement in fuel efficiency.

Safety on the road though is paramount. "I was trained as a driver. I love drivers, and they're great, but I can't look 360-degrees around my truck all the time," he said. "It would take me 1.5 seconds to be able to see a safety issue and react. It takes that computer point-one seconds."

Mr. White noted that trucker wages have gone up 38% since 2020, another area that AV will impact, which should reflect in consumer prices. He said that AVs will keep truck drivers employed, but they will switch from long-haul over the road jobs to more local deliveries and the number of driving jobs may increase as a result. (You can read more and listen to the Club's podcast with Lee White on our [Podcasts and Summaries webpage](#).)



Left to right: Barney Bishop, Doug Wheeler, Alix Miller, Lee White, Katrina Rolle, Kiel Sims, and Jui Shah.

## Club Announcements

### HAS YOUR CONTACT INFORMATION CHANGED?

Renewals for membership are sent initially in early December. To ensure you receive your information on time, please let us know your current contact information. Email the club at [mail@economic-club.com](mailto:mail@economic-club.com) with your updated information.

Don't forget to add [mail@economic-club.com](mailto:mail@economic-club.com) to your address book to ensure you receive communications from the club.

### THE ECONOMIC CLUB OF FLORIDA ON WFSU PUBLIC RADIO

We are excited to announce that podcasts of the meetings are being aired on WFSU. Latest episodes are on <https://news.wfsu.org/show/the-economic-club-of-florida> and the club website.

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(Past Chairs in Orange)

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## Upcoming Programs

### Onsite/Virtual Programs

**October 10, 2024**



**Meredith A Berger**

Assistant Secretary of the Navy (Energy, Installations, and Environment)

**Capital City Country Club**

**November 21, 2024**



**John Cohan**

Chief Executive Officer

Margaritaville

**Dunlap Champions Club**

**December 3, 2024**

**Join us as we celebrate this past year and look to the year ahead.**

### Annual Meeting & Elections

**Location First Franklin Financial Services**

## Member Spotlight

**Doug Croley** has juggled two careers in his life – as a successful insurance agent and a North Florida cattleman. He founded Doug Croley Insurance Services in 1978, a multi-line insurance and financial services agency based in Tallahassee. Having left the insurance operation to his daughter, he now focuses on running Croley Cattle Company, a Gadsden County beef cattle operation which includes forestry and wildlife conservation.

Mr. Croley is a Club Trustee, a group whose extra financial commitment helps the Club fulfill its mission. "I like the business orientation of the Club. America's business is business, so it is important people better understand what makes this nation function. The more people that are informed about our economy, the better off they will be. Added financial support for this educational mission of the Club is a very worthwhile thing, which is the key reason I do so."

A sixth generation Gadsden County native, Mr. Croley grew-up in Quincy and worked on the shade tobacco farms in his youth. He earned a BA degree in political science from the University of Florida, and a Master of Public Administration from Florida State University. A former Gadsden County Commissioner, Mr. Croley is a State Director for the Florida Cattlemen's Association, a member of his local USDA Farm Service Agency County Committee, and is active in numerous other area community organizations. Doug and his wife Dianne have a daughter, Mary Katharine, son-in-law, Will Lawler and two granddaughters, Meghan and Claire.



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