



Wildest Dreams ...

by WPMA President, Mark Lytle

As a young marketer 29 years ago, I drove up and down Los Angeles freeways with a tape recorder in my hand calling out the names of companies listed on truck doors. I would then drive back to my mobile home trailer at the office and comb through stacks of yellow pages or dial 411 to seek out potential customers. With my elevator speech in hand, I would simply say *"I don't want all your business, just a chance to sell you a load or two of fuel."*

I never thought in my wildest dreams I would be writing this letter for the WPMA Magazine as the President of this terrific association. Being predominantly a West Coast Marketer, I also couldn't imagine having the opportunity to even meet executives, board members, associate members and vendors of the seven states that make up our association: Hawaii, Idaho, Montana, Nevada, New Mexico, Utah and Washington. It's my pleasure to have the opportunity to be part of tackling an array of complex issues and learning to adapt our business plans to ensure healthy growth and prosperity for the whole industry. As Federal and State government continue to insert themselves into the industry and pass legislation, it forces all of us to dramatically change the way we do business.

WPMA and its seven state associations provide us with the ability to verbalize our opinions and reshape legislation by sitting at the table with our elected officials and ultimately creating a business-friendly environment. When your business needs a voice, WPMA is here to fight for our industry. I encourage everyone to continue to support WPMA and your state associations by bringing the next generation of leaders to the table. Because without our Sponsors, Board Members, State Executives, Members, Vendors and Guests, we will not be as successful as we are today. Thank you all for your participation. I look forward to seeing you in my home town of Las Vegas at the *WPMAEXPO*, February 19th through 21st 2019.

GO KNIGHTS GO!!!

Mark Lytle



Immediate Past President Ron Berry passes the gavel to incoming President Mark Lytle during summer board meeting in Salt Lake City, Utah.