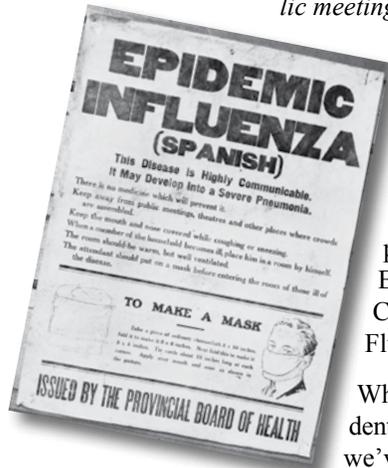


The poster reads 'EPIDEMIC INFLUENZA'

"This disease is highly communicable. There is no medicine which will prevent it. Keep away from public meetings, theatres, and other places where crowds are assembled" — it goes on with instructions on how to make and wear a face mask.



My sister found this flyer while doing research for a book on our company and family history. The poster was issued by the Provincial Board of Health in Leduc, Alberta, Canada in 1918, during the Spanish Flu pandemic!

While 2020 seems like an unprecedented time in our world history, clearly we've been through this before. Our industry has endured many other crises, including the Great Depression, World War II, the 1973 oil embargo, \$153 per barrel oil prices, and numerous recessions. What was true in all of those challenges is also true today; we have a tremendous responsibility as well as a great privilege to provide our products and services to every community in every corner of our states. We are, as we always knew ... essential.

It is a great joy and honor for me to serve as this year's president of WPMA. Over the years my interactions with state execs, marketers, and vendors have been nothing short of outstanding. To quote Will Rogers, "We only learn in two ways, one by reading, and the other by association with smarter people." And that is why I am proud to be in this position today.

Last summer, as my term was approaching, I thought a lot about what challenges might be ahead for our prodigious association and how we would go about tackling them. Would it be more government over-regulation? Another assault from environmental crusaders? A global product shortage? Never in my craziest thoughts did I imagine the challenge would be a worldwide pandemic.

Despite this new obstacle, WPMA is now stronger than ever with the addition of Oregon, our eighth state. In February we had record turnout at our convention in Las Vegas and it resulted in a significant and much needed revenue sharing contribution to each state. Marketers in every state are fully engaged, participating on their state boards. The WPMA board and executive committee are stocked with highly capable leadership for the years to come. We are in a great position to not just endure, but to advance.

For now, as with all your companies and state associations, WPMA plans to hunker down and get through this. We won't compromise our work ethic nor our optimism. We will prove once again that we will rise to any challenge. Every week seems packed with uncertainty and the constant pressure to change plans on the fly. But one thing is certain — the need for a strong association and the importance of our being in unity. This pandemic will end. Our employees and customers will return. And when it ends, our familiar foes and enduring trials will still be there ... and we will be ready!

I am proud to be in this battle with you!

Steve Clark, WPMA 2020-21 President



WPMA President,
 Steve Clark



(Pictured above) WPMA President's gavel is passed virtually from 2019-20 WPMA President Dennis Campo (Idaho) to incoming President Steve Clark (Washington) during the summer Board Meeting in June (pictured at the left).