

WPMA[®] CEO's Message



WPMA Chief
Executive Officer
(CEO)
Gene Inglesby

2020 – What a Year!

The holidays remind us to be thankful for the blessings we have - the past successes, our current challenges, the present opportunities, and the future rewards we all seek. The closing of a year is a great time to structure our plans for the upcoming year to meet our goals or simply redefine them to meet our needs, so we can get the most out of life.

Wow! The statement above is so true, but 2020 has been an indescribable year. Starting in mid-March we all saw our worlds turned upside down with the arrival of COVID-19. The good news is our industry was deemed to be an “*essential business*,” and was not forced to close as many other businesses were, per government restrictions.

This past year has been like no other year I have experienced in my lifetime. I saw the long arm of government extended into private business to “*Flatten the Curve*” and to kill a booming economy. For those businesses designated “*essential*” it worked out, for those others mandated to close – well, not so good. We are going to see the aftermath over the next few months, with many bankruptcies and closures. I understood but did not necessarily agree with the shutdown, due to the actions of several groups who received a waiver to not comply with the restrictions outlined by the government. The ability for some to gather in larger groups while others could not, made no sense. The government did not allow small businesses to do so, they were simply told to close their business. I understand the issue and the problem, but have a hard time seeing the rationality in making some companies close when large franchises such as professional sports were given preferential treatment because “*we cannot live without these events in our lives.*”

The pandemic has not been all bad news for me personally – I learned I do not really have any hobbies, and I need to work on finding some. I have also had more free time this year due to my lack of travel and have been able spend more time with my family.

This year WPMA was very fortunate to have the *WPMAEXPO* in February. In March the pandemic hit, and WPMA and our state associations canceled around fifteen events. Fortunately, we were able to host the Nevada Big Dog event in Las Vegas in October 2020.

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The challenges being faced by our industry today will hopefully be resolved in early 2021. I believe these challenges will help make our industry stronger and more efficient. They have made us review the way we do business and have helped us play at the top of our game to give us a competitive edge. I think challenges are opportunities to grow, and keep us from becoming too complacent, letting life pass us by. Life is a journey to enjoy with no defined destination but the one we envision, so stay positive - there seems to be light at the end of the tunnel. Hopefully, we can look back on the challenges of 2020 and see how we have survived and become stronger in the end.

As the year draws to a close, our thoughts turn to those who have made our progress possible. At WPMA, the progress we have made this past year has come through the support of our great members. WPMA members make the difference in our level of success. We may have a great trade show, we may have been successful in our lobbying efforts and have grown our membership, but without members willing to give countless hours of service the association would not be a success.

As I reflect on the past year, I hope we can all say, ***“been there – done that.”*** The WPMA staff and I wish to express our appreciation for your goodwill, the very foundation of business success. In the spirit of friendship, we send you our hope for a continuing positive business relationship, and our best wishes for a pleasant holiday season.

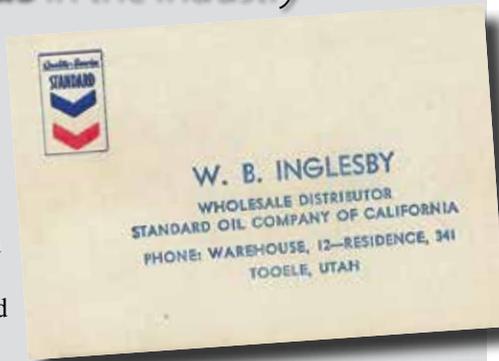


Business Card from Years Past

Retro Friends in the Industry

This is a business card used by Gene Inglesby's grandfather

back in 1944 when he was a gasoline and oil distributor for Standard Oil of California (now Chevron).



Note that the phone number for the warehouse was 12 and the phone number of the residence was 341. Dial phones had not yet come to Tooele, Utah in 1944. To place a call you picked up the phone and the operator would say, *“number please.”* You would say *“341”* and she would say *“thank you, I'll connect you”* and the phone would ring at the number you were calling. If the line was busy the operator would say *“I'm sorry the line is busy. Please try your call again later,”* and you would hang up.

I came across the card while going through some old family records. Thought you might want ... a little history ... as it does relate to the WPMA CEO.

Best personal regards, Bill Inglesby, WPMA Special Member

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by **January 29TH**

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