



*WPMA Chief
Executive Officer
(CEO)
Gene Inglesby*

Thanks to the **TEAM WORK**

What a great convention this year! WPMA had another very successful year with outstanding speakers, trade show exhibitors and sponsors. I would like to thank the WPMA Executive Committee: Mark Lytle – President, Dennis Campo – 1st Vice President, Steve Clark – 2nd Vice President, Leland Gould – 3rd Vice President, Larry Hansen – Senior PMAA Director, and Ron Berry – Immediate Past President, for their countless hours of preparation to make our convention successful. I would like to thank the WPMA Staff: Jamie Wood – Member Services Director, Jan Roothoff – Administration/IT Director, Kim White – Trade Show Coordinator, Kathy Michaelis – Accounts Payable/Scholarship Coordinator, and Christine Nunley – Publication Director, for all of their hard work and dedication to WPMA.

I remember a quote that said *“I do not know what the formula for success is, but I do know what the formula for failure is. Try to please all the people.”* I do not know if this statement is always true, but having the job of an association executive is just that. Even considering this adage, I enjoy my work and am proud to be a part of WPMA.

The association is a large multi-tasked operation requiring the talents of many individuals. Most of the credit for WPMA's success must be given to the home office staff and the individual WPMA State Executives. All these people work hard to accomplish the mission of WPMA by responding to the needs of the individual members and to the requests of association officers.

The following summaries outline only part of the work done by WPMA. I have not tried to report on all the considerable work done within the respective states. The state executives are our front line offense on the state level, and are dedicated to serving the needs of the members.

Support of State Activity

One of the prime duties of WPMA's home office is to supply information to the membership. Each week we distribute via e-mail, fax, and mail about 1,200 copies of the WPMA *Weekly Update* to our members. This includes information from the WPMA states and federal legislative issues affecting the petroleum industry. In addition to the *Weekly Update*, the WPMA staff responds to additional requests from the individual states in the form of state mailings and accumulating information sources for regulations and legislative activity. WPMA maintains a library of material including copies of state legislation, training and safety videos, federal regulations and laws, etc. We also get involved in research when additional information is requested by the membership.

Our staff responds to requests from the states for special mailings, faxes, e-mails, or conference calls for urgent bulletins on legislative activities, board meetings, and state convention materials. The states' convention mailings are designed by our publications department, and then distributed with a CASS (Coding Accuracy Support System) Certified database maintained by WPMA. WPMA provides support personnel to state conventions, prints name badges, convention materials, and provides an accounting of each event. A representative from the WPMA Executive Committee and I attended all the WPMA state conventions this past year. Meeting with the members in their respective states is one of the most pleasant responsibilities I have as the CEO of WPMA.

Legislative Activity

WPMA's involvement in legislative activity takes many forms. We are a link between the Petroleum Marketers Association of America (PMAA), our national association, and our membership. In addition, PMAA looks to us and our states for guidance in setting policy to govern the national association. Our influence within PMAA continues to increase due to the involvement of members of WPMA. Every WPMA state has an active PMAA Director that sits on the PMAA Board. In addition, we have several members serving on the PMAA Executive Committee. This year WPMA member Rick Reese, Senior Vice President of Kellerstrass Oil in Salt Lake City, Utah is serving as PMAA Western Regional Chair, Steve Clark with Genesee Energy in Seattle, Washington is Heating Fuels Committee Chair, and Brad Bell with Connell Oil in Pasco, Washington is serving as Brands Division Director.

Head Office Support

Within the WPMA Home Office we have several areas of focus. One of the most important is officer support. We understand our officers and directors are busy operating their own businesses. Our duty is to keep these dedicated leaders fully informed on association activities and to make their leadership as uncomplicated as possible.

WPMA has several publications and events critical to keeping our association members informed on petroleum issues, membership, and state events. The *Weekly Update* gives our members up to date information concerning their state events and federal legislative issues. The quarterly *WPMA News* magazine is an integral part of our organization, providing articles to make our members more efficient in their daily business. The WPMA annual directory provides key contacts to our members and associate members, to help them network more efficiently, and help our marketer members find the goods and services they need from our associate members. And of course, the annual *WPMAEXPO* brings the latest in timely educational topics, meaningful networking, and state of the art goods and services together in one place to benefit our entire membership.

WPMA also administers the WPMA Scholarship Program, awarding eight \$4,000 scholarships each year to graduating high school seniors, one in each of our WPMA states and one at-large scholarship to an associate member. To date we have awarded 220 Scholarships and over \$730,000 to deserving students.

Our partner insurance company, WMI Mutual Insurance and WMI TPA has a well-established reputation for efficient, courteous and accurate claims processing and has extensive access to national reinsurance companies for the benefit of self-funded and partially self-funded employer groups.

As with any business, WPMA has some challenges, but we have great resources available to us, including our strong leadership, active members and dedicated staff. Working together, we can succeed in making our association and industry stronger.

