

WPMA® PRESIDENT'S Message

*WPMA President
Mark Lytle*



WOW! In all the years I have been in this terrific Industry I never thought I would be President of WPMA and host of such a great event as the *WPMAEXPO*. I felt like I was part of the Super Bowl; I was nervous and excited, I wanted so badly for this *WPMAEXPO* to be great. I told my wife Melissa that I lost hundreds of hours of sleep hoping the *WPMAEXPO* would go well.

When the day arrived and I walked down the aisle of the Mirage Hotel, it hit me. This isn't about me at all — this is about all of you: the Vendors, Sponsors, Attendees, the WPMA Staff and the Mirage Hotel Staff. Thousands of people coming together to not only benefit our industry and our employees but to do a little extra and take time to make a difference in someone's life. Think about how many lives we touched positively during that three-day period. I met incredible people walking around the trade show floor and down the hallways of the *WPMAEXPO*, and even ran into old friends I had not seen in years.

Our Educational speakers were great, and our Key-note Speaker was quite impactful. My wife Melissa was very nervous about her Ladies Luncheon; a special thanks to all who attended and made Melissa feel so welcome, along with her motivational speaker.

It was an honor to speak in front of all of you and let you know personally how much it meant to me and the entire WPMA staff. Your support is deeply appreciated. Your success is our success.

To my friends in the industry who tolerated my endless phone calls asking you for a sponsorship, thank you for being part of the *WPMAEXPO* — your generous support will never be forgotten.

I will always remember this experience and am humbled to be part of the WPMA. My friend Dennis Campo will be president of WPMA and host of the *WPMAEXPO* next year, and he will do a terrific job. I look forward to seeing all of you again next year!

Fondly,

A handwritten signature in black ink, appearing to read 'Mark Lytle'. The signature is fluid and cursive, with a large, stylized 'M' and 'L'.

Mark Lytle