

## Year End Review

*The holidays remind us to be thankful for the blessings we have* - the past successes, our current challenges which help us to be stronger, the present opportunities and the future rewards we all seek. The closing of a year is an exciting 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.

Reflecting on the past year, I have been fortunate to travel to all the WPMA states. Many of our members stated their businesses have been able to survive the government shutdown through the COVID-19 debacle, and the challenges that were faced by our industry.

Some of the challenges are the price of petroleum products, increasing strains on credit, ever-changing federal and state regulations, and the numerous mergers and acquisitions. Challenges make us stronger and more efficient; they make us review our goals and help us play at the top of our game to give us a competitive edge.

Challenges are opportunities to gain experience, and we should be thankful we have them, so we do not become too complacent, letting life pass us by. Life is a journey to enjoy with no defined destination but the one we envision. Too many times we focus on the result (which is important because it meets our goals), but we tend to look back at the end and wonder how we got here, and how we missed the journey.

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 members. I have never seen an industry with the fierce competition, yet with such camaraderie between individuals as I have seen in the petroleum industry. Quite simply, WPMA members make the difference in our level of success. Looking forward to the coming new year, may we have a great *WPMAEXPO*, be successful in our lobbying efforts, and grow our membership. Without our members' willingness 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 we are better off now than we were a year ago. The WPMA staff and I wish to express our appreciation for your friendship, and the foundation of business success we all are working to achieve. We send you our hope for a continuing positive business relationship and our best wishes for a pleasant holiday season.



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