

What a *Welcome Back* it Was!

The enthusiasm was palpable. After so many months of covered faces and cancelled events, it was refreshing to see smiles and conviviality.

In the years leading up to my role as president of WPMA, I must admit that I took for granted the fact that the *WPMAEXPO* “just happens.” For so many years, year in-year out, we could always count on being together in late February. This year was different. After cancelling the 2021 EXPO and the months following being filled with uncertainty and caution, I approached 2022 with optimism ... but CAUTIOUS optimism!

And our optimism won the day as the *WPMAEXPO* was a success on all measures.

With pent-up demand and COVID on the run, 2022 was a record-setting year. In one day, Tuesday, we set a record for one single day registrations with nearly 500 people deciding to take advantage of the mask-free environment and come to the *WPMAEXPO*. In nearly all categories, sponsorships, exhibitors, registrations and attendance, the final numbers were among the best we have ever had.

Top Golf, a new event, exceeded expectations in registrations and fun. It was a great way to set the tone for the week.

The Scholarship golf tournament at *Rio Secco* proved very challenging with cool temperatures and high wind making it a long day for many. Most golfers reported that they loved the layout of the course and that it would be an awesome experience ... in June. With weather the only disappointment, the tournament contributed significantly to the scholarship fund. While the golfers were getting wind chapped, the educational seminars were warm, informative, and well attended.

Our experiment with the *Welcome Back Reception* was an amazing success. The room was packed, the band was awesome, and the dance floor was actually full!

It was a packed house for the Wednesday morning keynote address with nearly 1,000 in attendance to see our Keynote speaker Trey Gowdy. In a year where our severely divided country became even more divided over mask mandates and vaccines, his message about unity was spot on.

It was a great honor to present Brett Adams of Adams Petroleum with the WPMA Hall of Fame Award. Each year the WPMA executive board chooses someone who has given to the industry in a way that is above and beyond expectations. Whether it has been WPMA board, Idaho state association or other industry volunteer commitments, Brett has gone far beyond what is expected. Well-deserved Brett!

Thank you to all that attended and for those that put so much work into making the *WPMAEXPO* such a success. It was a tremendous honor for me to be your president for this event.



*WPMA President,
Steve Clark*

2022 Survey Says:

The Three Top Reasons Attendees Attend the WPMAEXPO?

- #1 - Attend the TRADE SHOW**
(Purchase or obtain information on products and services).
- #2 - Make Business CONTACTS**
- #3 - NETWORK with Peers**