

UNPRECEDENTED

“Unprecedented.” I think we can all agree the term has been overused. Since I started my career, I have heard *“it’s not normally like this.”* The truth is our industry has always been like this: evolving, adapting, and advancing. 2024 will be no different according to the latest narrative, *“the most anticipated recession ever.”* Whether this recession happens, or not, fuel will continue to be the lifeblood of the US economy, and our membership will be at the heart of it. The year ahead promises to be filled with significant events, developments, and challenges that will undoubtedly impact our industry and the broader landscape that we operate within.

We are aware of the dynamic nature of the economy, and the upcoming year is expected to be no different. A presidential election is on the horizon, and the political environment is sure to undergo significant shifts. Our association recognizes the importance of keeping you informed about potential policy changes and their implications for our industry. WPMA is committed to providing resources that will help our membership adapt and thrive.

I am thrilled to announce that Jesse Watters, the newest addition to the Fox News primetime lineup, will be joining us as our keynote speaker for this year’s *WPMAEXPO*. Mr. Watters is known for his insightful commentary and sense of humor. His analysis will bring a wealth of experience and a unique perspective on current affairs, making him an ideal addition to



WPMA President
Jeremy Bautista

our lineup. His presentation promises to be engaging, thought provoking, and relevant to the issues that matter most to us.

As always, your active participation and engagement play a crucial role in shaping the success of our collective efforts. Please be sure to visit the tradeshow floor to engage our exhibitors and thank them for making our tradeshow successful every year. In addition to the exhibitors, I would like to thank all the sponsors for their support of the WPMA. We encourage you to make the most of the resources, events, and networking opportunities at the EXPO.

I would also like to take this opportunity to express the association’s support and concern for our friends and colleagues in Hawaii during these challenging times. The recent fires have devastated the town of Lahaina, and loss of life and property has been inexplicable. HEMA is actively working to support the community, and resources are available on the WPMA website to support those efforts.

Thank you for your continued support, and we look forward to seeing everyone February 20-22, 2024 at the *WPMAEXPO*.

Warm Regards,



Outgoing President Kary Tonjum
passes the gavel to incoming
President Jeremy Bautista