



*WPMA President
Jeremy Bautista*

Reflections

As we reflect on the economic events and challenges of the past year, the association has emerged with a spirit of perseverance, grit, and unity. In the aftermath of the Maui wildfires, the association rallied around Hawaii, providing support and encouragement. The camaraderie and the passion to help have been a testament to the character of our marketer members. That is why the association exists: to help one another.

I had the pleasure of attending many of the state conventions this summer. Multiple states piloted new events and venues, increasing overall attendance, and exceeding revenue goals for each state.

Carbon-related legislation is being discussed among the board, and the states are collaborating to educate one another on how best to move forward. Oregon and Washington lead these discussions on how to navigate these policies. It is our goal to ensure the states are prepared to have informed discussions, should they be faced with these issues. These efforts make our association collectively stronger.

As we approach 2024, I am optimistic that we will embrace the challenges of the new year as opportunities for growth, recovery, and transformation. Here's to a prosperous year ahead and shared success.

Merry Christmas and Happy New Year from my family to yours!

A handwritten signature in green ink, appearing to be 'JB', located at the bottom right of the page.