

## President's Message



**Matt Berry**  
WPMA President

### 2026 WPMAEXPO *Recap*

*What an honor it has been to serve* as WPMA President for a second year alongside such a humble, service-minded executive committee. It was great to be back in a familiar place, surrounded by friends and colleagues in one of the greatest industries in the world. We are truly blessed to work in an industry that is meaningful, fast-paced, and constantly evolving.

This year's Hall of Fame honoree, Brad Bell, was incredibly deserving. His remarks were heartfelt and served as a powerful reminder of the importance of where we come from and the relationships we build, connections that may change over time but are never forgotten.

Thank you to all the attendees, vendors, suppliers, and sponsors for your continued support of this outstanding industry expo. I am also incredibly grateful to our WPMA board members and staff, not only for their hard work and dedication, but for their friendship.

The future of WPMA is bright, and I am confident the association is in excellent hands with the executive team continuing to serve. As I step away from this position in June, I do so with countless fond memories from my time on the WPMA board, executive committee, and as President.

Thank you for your personal support, and more importantly, for your continued support of an industry I am proud to be a part of.

Sincerely,

A handwritten signature in dark green ink that reads "Matt Berry". The signature is written in a cursive, flowing style.

Matt Berry  
WPMA President

