



**Gene Inglesby**  
WPMA Chief  
Executive Officer  
(CEO)

## 2026 WPMAEXPO *Review*

***I once heard a quote:*** “I do not know what the formula for success is, but I do know the formula for failure — trying to please everyone.” While that may not always hold true, it certainly resonates with the role of an association executive. Despite the challenges that come with balancing diverse expectations, I genuinely enjoy my work and am proud to be part of the WPMA Team.

Our association is a large, multifaceted operation that relies on the dedication and talents of many individuals. Much of WPMA’s success is due to the demanding work of our home office team and our State Executives. Together, they strive to fulfill WPMA’s mission by responding to the needs of our members and supporting the direction set by our leadership.

The achievements of our association have a direct impact on your business and bottom line. A partner is someone who undertakes a journey alongside another, and in that sense, WPMA serves as a committed partner to our members through both challenges and successes. When WPMA succeeds, our members succeed and when our members succeed, so do we.

One of the key commitments we make each year is hosting the *WPMAEXPO*. This event is designed to deliver high-quality educational sessions and highlight the latest products and services in the petroleum industry, creating value and opportunity for all to be involved and network together.

I would like to share some insights from the 2026 Convention Survey. Ninety percent were satisfied with their overall experience at the *WPMAEXPO*. Seventy-three percent stated the most valuable

aspect was networking. Eighty-three percent were satisfied with their exhibit hall experience. Seventy-four percent of the attendees at our ladies’ luncheon rated the program excellent and appreciated having a women’s only event.

Additionally, thirty-eight percent of attendees downloaded the *WPMAEXPO* APP, finding features such as the schedule of events, educational events, exhibitor map, exhibitor listings, and alerts especially useful. They could also bid on the WPMA Scholarship Silent Auction items.

Sixty-five percent indicated their primary reasons for attending the convention were participating in the trade show, making business contacts, networking, and discovering new products and services. Based on both survey results and attendee feedback, the 2026 WPMA Convention was a strong success.

We have had a lot of great suggestions for next year’s speakers, educational sessions, and changes we can implement to make the *WPMAEXPO* more efficient for the exhibitors and attendees. The WPMA Convention Committee and I read and carefully evaluate all the comments from the survey to help build a better show to meet the needs of all involved. We review these considerations annually and remain committed to meeting the evolving needs of our members. If you have questions, suggestions, or ideas, I welcome the opportunity to discuss them with you.

Thank you for your continued support. I look forward to another successful year and wish all our members continued growth and prosperity.

