Thank you for being a part of the WPM family and taking this journey with us into an unpredictable future.

Please feel free to contact me with any questions or comments at WPM@wyo.com.

WPM is taking credit for the long-awaited for white stuff, and sharing it with all of you who read that story.

Once SEND was pressed, it started snowing in Laramie, and then in most of Wyoming. And yes, I have a sheepish admission: I opened our December newsletter with a lament for the lack of snow. Even long-suffering Wyomingites, who have come to expect that type of weather, were feeling the effects of the unseasonably warm conditions. It was especially trite in the Marshall Fire area where there was a real sense of anticipation for snowfall. This was not the case in northern Colorado where there was already a layer of snow on the ground. But there is always a glimmer of hope even in the driest of conditions.

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It is great to hear when you call WPM for membership questions, have left WPM for a new chapter in her life. Kathleen served as Membership Associate for five years during which she handled 10 fund drives, the largest of which was the Modern West fundraiser. She was the lead fundraiser at WPM and was always a major part of the fundraising team. The organization is holding a membership drive now.

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Aging has advantages, and the markets are noticing. The over 70 market is the fastest growing population segment in the U.S. At 40 million now, this group is growing by 1.5 million annually, and uses media across both traditional and digital devices. Radio and print remain the prevalent choice, yet this group is boldly embracing internet, social media, and smartphones, and it has the attention of all broadcasters. WPM is strongly invested in “new media,” knowing at some critical point in the future that market will need to be addressed.

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