

WINTER 2018

# InTouch

*The Official Magazine of NAMA*

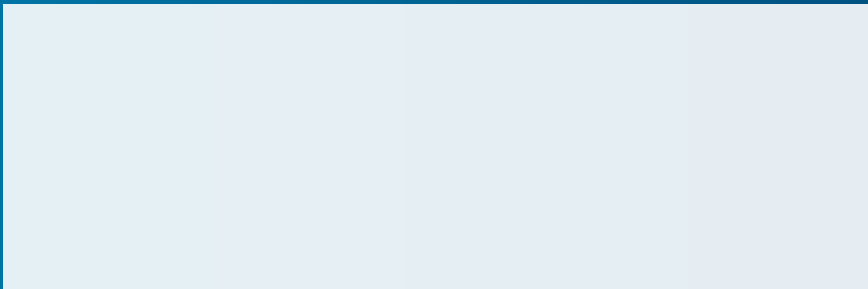


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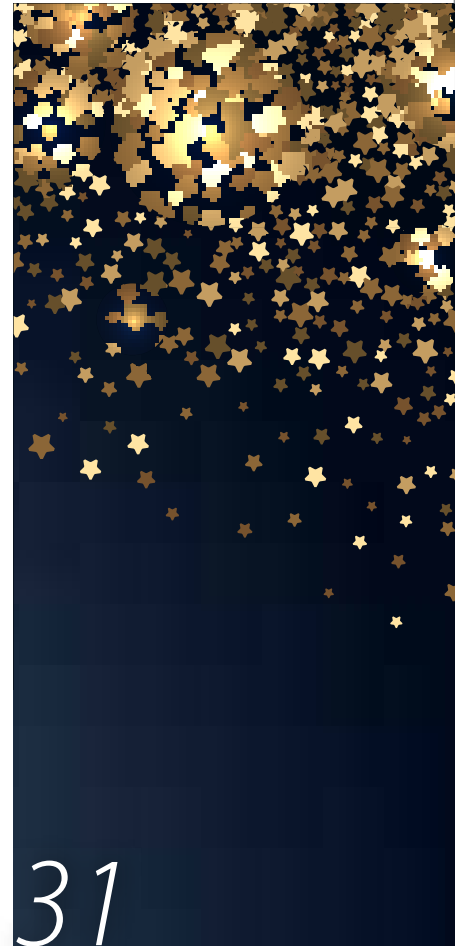
10

*Ten Years of Brewing Business, Education, and Networking for the Industry*



23

*The Rise of the Young Boss and its Generational Counterparts*



31

*Goodbye 2017 and Hello 2018! What All Employers Should Know For the New Year*

**FEATURES**

06 A Closer Look with Carla Balakgie

08 News & Views with Heidi Chico

09 Member Benefits

20 Vagabond Supports ForKids Holiday Toy Drive with v̄iv

21 NAMA's EDP at Michigan State University

24 Inaugural Dan Mathews CTW Scholarship Winners

26 NAMA Foundation Scholars: Executive Development Program at Michigan State University

28 Public Policy Conference 2017

30 In the News: Congressman Jim Banks Visits Snyder Food Services

33 Executive Forum 2.0 Powered by NAMA

40 Up Close with Sarah Miller

42 Up Close with Rhonda Dunn

43 Welcome to Our Newest Members



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## Executive Forum 2.0: A New Vision for Leadership

Carla Balakgie, President & Chief Executive Officer of NAMA

### **Servant leadership. The power of emotional intelligence. Tech disruption as actionable opportunity.**

These are just some of the transformation concepts explored at NAMA's Executive Forum 2.0, held in December. For the 100 or so leaders in attendance, the Forum was a place to connect with a distinctive group of industry peers, step away from the pressure of running their businesses, and take time out to think about our shared future. And to think big.

### **The Magic of Disney**

This event delivered a one-of-a-kind, C-suite experience focused on transformation. Like its predecessor, one highlight of Forum 2.0 was the opportunity to have an insider's look at the leadership practices of a mainstream business titan—in this case, Disney Inc.

Jeff James, vice president and general manager of the Disney Institute, shared the company's unique approach to leadership, customer service and

employee engagement—what they call the Leadership Chain of Excellence. He leads a global team of Disney subject matter experts whose decisions are all based on one common purpose:

"At Disney, we create happiness."

They get this done through a leadership system that drives empowerment of employees, known as 'cast members,' throughout all levels of the organization. Disney uses specific, purpose-driven filters, enabling employees to make important on-the-spot customer service decisions and allowing each interaction to shape a guest's view of the Disney experience. These principles—Safety, Courtesy, Show and Efficiency—are hierarchical in importance and play a direct role in delivering on Disney's brand promise of creating happiness. "True loyalty is earned by delivering on the brand promise consistently over time," James said. "We judge ourselves based on our intentions," James said. "Others judge us by our behaviors."

With regard to hiring Disney cast members, he described a selection process that includes a deep cultural immersion resulting in the best-fit employees. "The extent to which you genuinely care for your people," he said, "is the extent to which they will care for your customers — and each other."

Disney's focus on over-management of details, consistent execution in every customer experience, and near fanatical attention to corporate culture is summed up in their leadership principles of making *the unintentional, intentional and every transaction, an interaction.*



***"The extent to which you genuinely care for your people, is the extent to which they will care for your customers — and each other."***

He challenged Executive Forum participants to consider their individual legacy, which he called *the aggregate of the story that a leader tells over time* and how that legacy shapes the brand promise and culture of the company.

### **It Takes a Village**

The Executive Forum offers the highest level of thought leadership in our industry, delivering cutting-edge ideas on innovation, technology and leadership. Featuring luminaries including Cheryl Bachelder, former CEO of Popeye's; Travis Bradberry, author of **Emotional Intelligence 2.0**; and futurist Mike Walsh; the 2017 Executive Forum delivered participants another exceptional opportunity to learn and share around common interests.

The most defining objective, however, of this year's event, led by planning chair Lance Whorton, centered around "Forum." This meaningful interaction among carefully curated groups of industry executives involved candid, transparent idea-sharing on common leadership issues and goals. During the event, Forum groups worked extensively in both structured and unstructured ways to go deeper on the ideas presented and to build an enduring bond that can extend well beyond one interaction.

Overall, the goal of Forum is to foster and enhance the spirit of community

and connectedness among industry thought leaders. Through the foundational principles of transparency and confidentiality, Forum has become a powerful concept in today's business world and c-suite circles. I believe that the most enduring element of the Executive Forum will be these relationships that continue to develop over time, helping the individuals involved and the entire industry to flourish.

In fact, we're gratified that this process is already underway. While the Executive "Forum" in Orlando was the "kick off," the momentum continues with a Forum reunion at The NAMA Show

in Las Vegas, exclusively for EF alumni who will be invited to come together to learn and share.

Associations are founded to bring together people and companies who share a common purpose, enabling the mutual enrichment and advancement of its members. The NAMA Executive Forum is a rarefied space focused exclusively on the betterment of the leaders and future of the convenience services industry.

There is no other place—simply no other experience—that will deliver this for you. Join us for Executive Forum 3.0 and see for yourself! ■

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## Emotional Intelligence: What it Means and Why It's Key to a High-Performing Workplace

Heidi Chico, NAMA Chair

I just returned from Orlando, where I attended NAMA's second Executive Forum in the first week of December. The experience was highly inspirational and gave me lots of great food for thought. Now my challenge is to create value from it — to integrate what I learned and take my business to the next level.

One of my biggest takeaways was on the significance and impact of emotions in the workplace.

The Executive Forum focused on three critical competencies: **personal leadership, organizational leadership** and **marketplace leadership**. Our thought leader for the organizational session was Travis Bradberry, CEO of TalentSmart and author of Emotional Intelligence 2.0, who enlightened us on emotional intelligence.

### So what is emotional intelligence?

According to Bradberry, it is “your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.” He argues

that the best performers in a business or workplace are those with the highest level of emotional intelligence, or “EQ.”

This flies in the face of previous conventional wisdom that our IQ was the biggest indicator of success in the workplace. In fact, for a long time, companies invested heavily in testing employees' IQ, and a belief in the value of IQ shaped hiring approaches and performance evaluations.

Then, in the mid-1990s, a body of research around emotional intelligence — conducted by Bradberry's company and others — began to emerge. Their new findings showed that people with average IQs were professionally outperforming those with the highest IQs by as much as 70%.

In its simplest form, emotional intelligence involves awareness, both personal and social. It leads to more effective collaborative work, reduces misunderstandings and helps build more cohesive teams.

Once regarded as a soft skill, emotional intelligence can now be described as a game changer in business. According to Bradberry, human beings experience 27 discernible emotions every hour. Doesn't it make sense, then, that we'd want to work with people who are self aware and socially aware?

**In my role at U-Select-It, I have seen the positive effects of emotional intelligence.**

Personally, I know that I have a passion for our business, and I collaborate best with people who recognize and value that passion. These relationships foster creative ideas and infuse new thinking, which is critical in the strategic management of a company of our size and a third-generation business. I am energized by people who enjoy working as a team toward a shared objective.



***“We are emotional creatures before we are rational creatures.”***

***- Travis Bradberry***

Intuitively, I know that when our employees demonstrate emotional intelligence, our workplace overall is happier and more productive. With the information shared by Travis Bradberry, I now have research to back this up. I will now be able to confidently direct resources accordingly to enhance recruitment, performance and recognition within our company.

And maybe these thoughts will spark some ideas for your and your company as well.

I am certain NAMA will be delving further into the concept of emotional intelligence in future programs and publications. We welcome your thoughts and look forward to the conversation! ■



# Round-Up!

## TEN YEARS

*of Brewing Business, Education,  
and Networking for the Industry*

**N**AMA's 10<sup>th</sup> annual Coffee Tea and Water Show in Grapevine, Texas was a success by all measures, according to LyNae Schleyer, NAMA VP of Events.

Attendance was strong as more than 850 industry members from across the country convened at the Gaylord Texan Resort to learn, network and grow their businesses. An energetic show floor boasted 114 exhibiting companies, 32 of which were exhibiting for the **first time** at CTW.

"It's incredible to see how much CTW has grown in 10 years -- from our modest first event in Cherry Hill, New Jersey with 45 exhibitors to today's leading industry event," Schleyer said.







**Education Highlights**

This year's education lineup included fresh topics in the areas of consumer trends, innovation and disruption. Futurist Jim Carroll shared insights on cutting edge tech trends including the Internet of Things, artificial intelligence and virtual reality during his keynote address. "Some people see trends as a threat, innovators see them as an opportunity," Carroll said.

*Market; Is Your Workplace Café Socially Savvy?; Millennials Prioritizing Coffee Over Retirement – How to Get in on the Action!; and Fueling Employee Engagement, One Snack at a Time.* The NAMA Foundation debuted the 2016 Industry Census data at CTW and the results can be downloaded from this link: <http://bit.ly/2ztCCEU>. The show closed with a highly engaging and interactive session - *Brewing New Business: Overcoming the Amazon Effect* - featuring industry leaders from 7-11, 365 Retail Markets, Accent Food Services, G&J Marketing and Sales and Workwell.

Attendees were especially drawn to session topics including *The Evolving Bean-To-Cup*



### Giving Back

Giving back was a new element of CTW this year. With the support of the Emerging Leaders Network, attendees put together more than 500 hygiene kits for hurricane victims in the region as part of NAMA's support of Clean the World.

### WIN & ELN

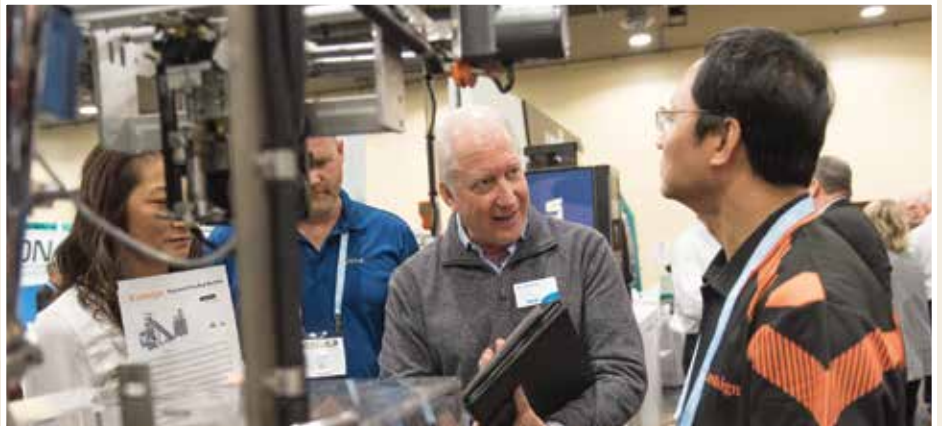
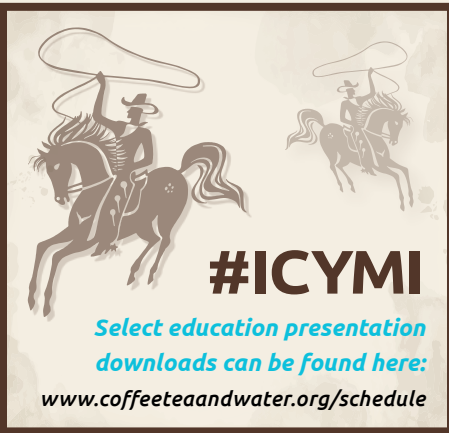
NAMA's Women of the Industry group hosted "Wake-up, Workout and WIN," a boot camp class followed by a nature walk open to all attendees. A percentage of event proceeds will support the NAMA Foundation, earmarked to benefit FitPick. The Emerging Leaders Network hosted a networking reception to bring together current members from around the country and meet potential new members.

"We thank our Coffee Services Committee, sponsors, exhibitors, attendees, speakers and volunteers for your support, participation and leadership – we couldn't do it without you! Finally, special congratulations to this year's Coffee Legend, Ken Shea, and new inductees into NAMA's Coffee Services Hall of Fame, Dick Atnip and Stu Case," Schleyer continued.

"Make plans to attend CTW 2018 at the Hyatt Regency in New Orleans, November 12-14, 2018," she concluded. ■



















**SAVE THE DATE!**

*CTW 2018 will take place  
November 12-14 at the  
Hyatt Regency in New Orleans*

