

FALL 2019

InTouch

The Official Magazine of NAMA



2019 Fly-In in Review



NAMA   
COFFEETEA&WATER
EDUCATION • NETWORKING • GROWTH
November 18-20 • 2019
Anaheim Marriott • Anaheim, CA





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The **NAMA** Show.

2020

NASHVILLE

Meet with Convenience

SAVE THE DATE!
May 6 – 8, 2020
Nashville Music City Center
thenamashow.org

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“Big Data” Can Lead to Big Results

Carla Balakgie, President & Chief Executive Officer of NAMA

The value of “Big Data” has been hotly debated, generating broad-ranging questions: Can it drive business growth? Is Big Data just for big business? How can it deliver a competitive advantage?

The application of Big Data is valued across corporate America. Nearly 50 percent of respondents to a **new McKinsey Analytics survey** claim Big Data has fundamentally changed business practices in sales and marketing functions. What’s more, **according to NewVantage Venture Partners**, Big Data delivers the most value to enterprises by decreasing expenses and creating new avenues for innovation and disruption.

While the value is acknowledged, so too is the recognition that the process of acquiring, synthesizing and gaining insights from Big Data is complex, resource intensive and challenging. A Bain & Company survey of executives at more than 400 companies around the world revealed that while big data is a critically important driver of business success across sectors, many executives say they don’t think their companies are equipped to make the most of it.

According to Bain & Co. partners, Rasmus Wegener and Velu Sinha, only four percent of the companies surveyed said they have the right resources to draw meaningful insights from data and to act on them. Those who do are found to be twice as likely to be in the top quartile of their industries; three times more likely to execute decisions; and five times more likely to make decisions faster.

Moreover, “Big Data, Analytics and the Path to Value,” an MIT survey of 3,000 businesses, concluded that top-performing companies are three times more likely to be sophisticated users of analytics, and two times more likely to attribute it as a competitive differentiator.

Last year, the NAMA Foundation commissioned the third comprehensive census of the convenience services sector, to determine the industry’s current size and makeup, track longitudinal progress since the initial study (2014), and generate metrics that are meaningful to NAMA member businesses and stakeholders alike.

The results are telling. Since the last census in 2016, the convenience services industry has grown by \$1 billion to become a \$26 billion industry—one of America’s largest. That expansion is in large part driven by the explosion of micro markets, with associated revenues continuing to double in size with each passing census.

At the same time, the coffee, tea and water channel saw a steady eight percent gain since 2016, while pantry services grew into a nearly \$500 million category. Perhaps most importantly, vending continues to generate the largest share of industry revenue—over 70 percent. As NAMA members know best, vending operators serve millions of Americans

every day, keeping pace with—and even anticipating—consumers’ changing needs. This is illustrated notably in the expanded demand for “better for you” choices, increasingly of interest to consumers everywhere.

The NAMA Foundation’s focus is on providing *actionable* data analysis, and businesses of all sizes can learn from NAMA’s Industry Census. And Big Data isn’t just for big businesses. These findings can help shape strategic and operational planning for companies of all types and sizes in identifying and targeting customers and applying these analytics to deliver significant ROI to clients and service providers alike.

The key is to take action: we encourage you to leverage the Convenience Services Industry Census as a tool to help deliver success for your business. ■

NAMA Industry Census: Synopsis of Key Findings

- Revenue for the industry has grown by \$1 billion since 2016, to \$26 billion. Growth drivers include business diversification and enhanced technology utilization.
- Vending continues to generate the largest share—over 70 percent—of the industry’s revenue.
- Micro market revenues sustained a significant upward trajectory, contributing strongly to the increase in revenue for the overall industry.
- Coffee, tea & water services saw a steady eight percent growth over the two-year period.
- Pantry services showed significant gains, prompting NAMA to formally acknowledge it as a distinct business channel.
- Operators continue to diversify, expanding business lines and product offerings.
- Directionally, “better for you” offerings continue to expand in number and variety to meet consumer demands.



Communication Leads to Collaboration

Greg Sidwell, NAMA Chair

believe fully in the power of a positive culture and a sense of community.

At our company, G & J, the culture we work to promote involves communication and collaboration within our company and the industry. Without question, this requires a significant investment of both time and resources as we host “live” and virtual events on a quarterly basis, with smaller team meetings taking place weekly.

Specifically, our senior team gets together three times each year to focus on internal communication. I also host a town hall for all employees, along with several members of our leadership team, on a quarterly basis. Our “pulse” check includes regular internal polling and anonymous questionnaires directed at all of our associates. We’re very interested in understanding how our teams are doing, getting a sense of what works and what doesn’t and most importantly, communicating that we care about our associates.

In fact, we actively encourage all of our associates to help each other. My personal goal is at the core of all we

do – to promote the successes of all we touch, the operator, the distributor, the manufacturer, NAMA and the industry.

It’s also true that this is not just about what’s nice to do—and building a positive culture is nice to do—it’s about performance. It’s fundamental that happy, satisfied employees are more productive.

I am looking forward to one opportunity to build community: CTW! As you’ve surely heard by now, the meeting is much more than what’s in your cup! CTW delivers insights into the workplace of the future by showcasing new technologies and trends impacting our industry—and your business. The show offers curated education sessions and an exhibit hall filled with new products, providing a completed experience to add value.

I truly believe that if we all work together to be successful, we get the opportunity to share in that success. And together, there is nothing we cannot accomplish.

See you in Anaheim at CTW! ■

As NAMA Chair, one of my goals – like my predecessors’ – is to share information that brings you value, either to kick start new thinking, enhance current ideas or consider an entirely different approach. In my experience, when I consider what has given me the most value, it’s connecting with people, both within our industry and outside of it. Either way, it’s creating a community of like-minded business professionals who can rely on each other – it’s invaluable.

In a recent *Harvard Business Review* article, leaders from both within and outside Microsoft explored how the company builds a sense of community amongst its 144,000 employees. Their process includes enterprise-level social networking; a daily “pulse” check; monthly town hall meetings and a “Growth Mindset” video series.

What we can learn as leaders is that communication — in any format — builds collaboration, teamwork and a sense of community, plain and simple. I



much more
THAN WHAT'S
in
YOUR
cup

Excitement is Brewing for CTW 2019!

NAMA's Coffee Tea & Water (CTW) is the world's largest coffee service event dedicated to the \$4.9 billion U.S. coffee services industry. CTW delivers insight into the "workplace of the future" by showcasing new technologies and trends that are impacting business and driving change.

From curated education to an exhibit hall full of new product premieres, CTW provides an experience designed to deliver insights and information on the latest trends, technology and best practices impacting office coffee service businesses and disrupting and innovating in an evolving convenience services industry.

Join us in Anaheim, CA November 18-20 for the coffee services event of the year!





Todd Carmichael

CEO & Co-founder of La Colombe Coffee
Barista to a Billion – My Journey and What I’ve Learned So Far

At the age of 17, Todd Carmichael left the farms of Eastern Washington with a box of clothes, \$200 and a unrelenting drive for adventure. Today he sits at the top of one of the most celebrated and fastest growing coffee companies in the country, La Colombe, having navigated the company from an unlikely bootstrap startup in 1994, to a fully realized, fully integrated five category business with an estimated value of \$1 billion.

Driven by the notion that opportunities reside in the fact that “nothing is ever finished,” Todd puts this thinking into practice daily. He breaks the classic boundaries of the C-suite by rewiring the construct of how a company should operate, to personally inventing such things as the dragon brewer, draft latte on tap, and the draft latte RTD to name a few.

Ask Carmichael for his best advice and he will say, “Work your hardest to evolve what interests you the most – in the most disruptive and irreverent way possible. After all, if your energies are going into preserving the past, it’s only a matter of time before you too are history.”

Sponsored by



Immerse yourself in THE coffee education experience of the year!

The new **Essence of Coffee** program continues its roll-out at CTW by delivering state-of-the-art content specifically tailored to help sales professionals, managers, route sales representatives and others who direct the growth of business, be at the cutting edge of today’s coffee experience.

The second two of four modules are debuting at CTW. Each module is two hours long and culminates in an online exam.

PART 3: C-COMMERCE (COLLABORATIVE COMMERCE)
Monday, Nov. 18 • 1:00 – 3:00pm

Gain a better understanding of how to effectively utilize “collaborative commerce” (C-commerce) to enhance your overall OCS business, maximize your efficiencies and increase profitability. This involves optimization of supply chain, distribution channels and new technology to efficiently assist with the communication of the various business channels. In collaborative commerce, organizations coordinate with each other and within OCS company departments, as a way of cross-functionalizing their efforts.

PART 4: TOP TO BOTTOM OCS OPERATIONS
Tuesday, Nov. 19 • 9:00 – 11:00am

In today’s OCS environment it is critically important that a company establish a work environment that consists of a strong working relationship between operations and sales. Take a deep dive into how to effectively establish the strategic objectives of revenue growth, operational efficiency and customer satisfaction for an OCS organization. Gain a better understanding of how to bring to fruition the true teamwork of operations and sales, to ensure that the winner is the bottom line.



TECHNICIAN

• TRAINING SUMMIT •

Service technicians and managers from operator companies are invited to register for this monumental training event.

- Refine your soft and technical skills.
- In one convenient location, get training directly from three manufacturers in servicing a total of nine machines.
- Network and learn servicing best practices at an exclusive reception.
- Access the CTW show floor and learn about the wider world of convenience services at no additional charge.



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TECHNICIAN

• TRAINING SUMMIT •

schedule

MONDAY, NOV. 18

1:15 – 2:15 pm • Communication and Customer Service

2:30 – 4:00 pm • The Full Experience of Service (Newco)

4:15 – 5:45 pm • Top 10 Troubleshooting Tips for Field Repairs (BUNN)

5:45 – 7:00 pm • Reception

TUESDAY, NOV. 19

7:45 – 9:15 am • Diagnosing Your Problem (Lavit)

9:30 – 11:00 am • Preventative Maintenance and Monitoring New Technology

MEMBER PRICING: \$310 for first technician; \$279 for additional technicians from the same company

NON-MEMBER PRICING: \$575 for first technician; \$545 for additional technicians from the same company

LIMITED SEATS AVAILABLE!



CTW Schedule Preview

m **monday**
• nov. 19

10:00am – 6:30pm

REGISTRATION OPEN

12:45pm – 3:45pm

CTW CAFÉ

It's a networking and sampling experience blended together! Enjoy pleasant conversation with fellow attendees while you indulge in a selection of new and unique beverages and condiments.

1:00pm – 3:00pm

THE ESSENCE OF COFFEE MODULE 3 –
COFFEE COMMERCE

Bob Tullio, Owner, TullioB2B, LLC
Tom Bauer, Director of National Sales
and Regional Director of Operations, DS Services

Sponsored by Avanti Markets

1:15pm – 2:15pm

TRENDING TECHNOLOGIES IN
CONVENIENCE SERVICES

Mike Kasavana, Ph.D. (Moderator), NAMA Endowed
Professor Emeritus
Maeve Duska, SVP of Marketing and Strategic
Development, USA Technologies
John Hickey, Co-Founder, Tech 2 Success
Paresh Patel, Ph.D., CEO & Founder, PayRange

Sponsored by VISA



1:15pm – 2:15pm

WATER: THE FOUNDATION
FOR A PERFECT CUP

David Emmens, Technical Training Manager, Pentair
Cortney Scharenberg, Technical Training Manager,
Pentair

Sponsored by The Coca-Cola Company

1:15pm – 2:15pm

TECHNICIAN TRAINING SUMMIT:
COMMUNICATION AND CUSTOMER SERVICE

Moderator Pending

Brian S. Cook, Corporate Technical Manager,
Associated Services
Drew Dutton, Director of Equipment Services, Royal Cup
Robert Fidler, Senior Equipment Specialist, Canteen
Melissa Nichols, Director of Product Management,
BUNN

2:30pm – 3:30pm

THE OPERATIONAL IMPACT OF AN
EVOLVING COFFEE SERVICES INDUSTRY

Ken Shea (Moderator), VP, Coffee Service,
G&J Marketing
Steve Brehm, President, Berry Coffee Company
Barbara Brewer, VP of Sales, Accent Food Services
Melissa Brown, Founder & Owner, Well-Bean Coffee
Tom Steuber, President, Associated Services

Sponsored by Vistar

2:30pm – 3:30pm

FARM TO CUP: SELLING YOUR
COMPANY'S STORY

CJ Recher, Vice President of Marketing, Five Star
Food Service
Chad Batten, Production Manager and Coffee
Roaster, Well-Bean Coffee Company

2:30pm – 4:00pm

TECHNICIAN TRAINING SUMMIT:
THE FULL EXPERIENCE OF SERVICE

Greg Tucker, Service Manager, Newco
Additional Speakers Pending

Sponsored by Newco Enterprises, Inc.

3:45pm – 5:15pm

OPENING GENERAL SESSION

BARISTA TO A BILLION – MY JOURNEY
AND WHAT I'VE LEARNED SO FAR

Todd Carmichael, CEO & Co-founder,
La Colombe Coffee

Sponsored by Newco Enterprises, Inc.

4:15pm – 5:45pm

TECHNICIAN TRAINING SUMMIT: TOP 10
TROUBLESHOOTING TIPS FOR FIELD REPAIRS

Ken Haycraft, Director of Talent Management, BUNN
Albert Moya, Field Service Manager, BUNN
Melissa Nichols, Director of Product Management, BUNN

Sponsored by BUNN

5:30pm – 7:00pm

WELCOME RECEPTION



Schedule Preview

t **tuesday**
• nov. 19

7:15am – 5:15pm

REGISTRATION OPEN

7:30am – 9:00am

INVEST IN YOUR WORK – LIFE BALANCE

Registration required – No charge to attend but space is limited

NAMA's Women in the Industry (WIN) group welcomes all CTW attendees to start the day in a healthy way! Please join your colleagues for a light breakfast, and a session focused on the art of achieving a work-life balance. During this session, Colleen Hauk (speaker, trainer and bestselling author) will share her experience, research and proven strategies to empower high-performers to learn how to live the 'and' life – have a powerful career with an extraordinary personal life.



7:30am – 9:00am

CONTINENTAL BREAKFAST

7:30am – 12:00 Noon

CTW CAFÉ

It's a networking and sampling experience blended together! Enjoy pleasant conversation with fellow attendees while you indulge in a selection of new and unique beverages and condiments.

7:45am – 9:15am

**TECHNICIAN TRAINING SUMMIT:
DIAGNOSING YOUR PROBLEM**

Ken Epling, Technical Director, Lavit

Sponsored by Lavit

8:30am – 9:30am

2018 INDUSTRY CENSUS RESULTS

*Eric Dell, SVP External Affairs, NAMA
Terri Bruce, Director, NAMA Foundation*

8:30am – 9:30am

**KEGONOMICS: CRAFTING
COFFEE-ON-TAP PROGRAMS**

*Ben Gordon, President & Co-Founder,
Wandering Bear Coffee*

9:00am – 11:00am

**THE ESSENCE OF COFFEE MODULE 4 –
TOP TO BOTTOM OCS OPERATIONS**

*Jeff Deitchler, General Manager,
PrairieFire Coffee Roasters*

Sponsored by The Hershey Company



ANAHEIM ADVENTURE
An Exclusive NAMA Foundation Event

This NAMA Foundation event takes the classic scavenger hunt to the next level, where instead of looking for a list of objects, you will be placed in a team to compete in a series of clues, challenges, picture and video tasks.

Begin your journey at the Anaheim Marriott and explore parts of California's best city, including Downtown Disney, in a whole new way.

Build relationships, strengthen your communication and problem-solving skills and see the sites of Anaheim – all while supporting the NAMA Foundation!

Get ready for the most epic scavenger hunt of all time!

Date: Tuesday, November 19
Time: 5:45 pm – 7:45 pm
Cost: \$65 per person

Register for CTW today and include this experience as part of your purchase.

A portion of the ticket price is a donation to the NAMA Foundation.

This outdoor walking event will take place rain or shine.

Sponsored By:



Schedule Preview

9:30am – 11:00am

TECHNICIAN TRAINING SUMMIT: PREVENTATIVE MAINTENANCE & MONITORING NEW TECHNOLOGY

Panel Discussion

9:45am – 10:45am

SELLING CONVENIENCE SERVICES – HOW MANAGEMENT SUPPORT CREATES ELITE SALES REPS

Bob Tullio, Owner, TullioB2B

Sponsored by PepsiCo Foodservice

11:00am – 12:00pm

GOVERNMENT AFFAIRS UPDATE – FEDERAL, STATE AND LOCAL GOVERNMENT ACTIVITIES AND THEIR IMPACT ON YOUR BUSINESS

*Mike Goscinski, Director of Federal and State Affairs, NAMA
Cory Martin, VP Government Relations, IBWA*

11:00am – 12:00pm

INCREASE MICRO MARKET SALES WITH OCS

Stu Case, Account Manager, Avanti Markets

12:15pm – 5:15pm

TRADE SHOW FLOOR OPEN

6:00pm – 9:00pm

ANAHEIM ADVENTURE: AN EXCLUSIVE NAMA FOUNDATION EVENT

Tickets are \$65 per person and may be purchased during registration for CTW. A portion of the ticket price is a donation to the NAMA Foundation. (This outdoor walking event will take place rain or shine.)

Sponsored by 365 Retail Markets



w **wednesday**
• nov. 20

7:00am – 10:00am

REGISTRATION OPEN

8:00am – 9:00am

CONTINENTAL BREAKFAST

9:00am – 11:00am

CTW CAFÉ

It's a networking and sampling experience blended together! Enjoy pleasant conversation with fellow attendees while you indulge in a selection of new and unique beverages and condiments.

9:00am – 10:00am

DEVELOPING YOUR COMPANY'S TECHNOLOGY ROADMAP

Michael Kasavana, Ph.D., NAMA Endowed Professor Emeritus

*C.J. Recher, VP of Marketing, Five Star Food Service and Co-Founder, Feeding the Future
Cody Otto, VP, Otto Vending Service Inc.*

Duncan Smith, President & COO, All Star Services Inc.

Sponsored by USA Technologies

9:00am – 10:00am

CREATING SUCCESS IN NA WITH PREMIUM COFFEE CONCEPTS

Jan Marck Vrijlandt, Managing Director, Selecta Benelux & Export

Gillian White, Managing Director EMEA APAC, Crane Merchandising Systems

Sponsored by 365 Retail Markets

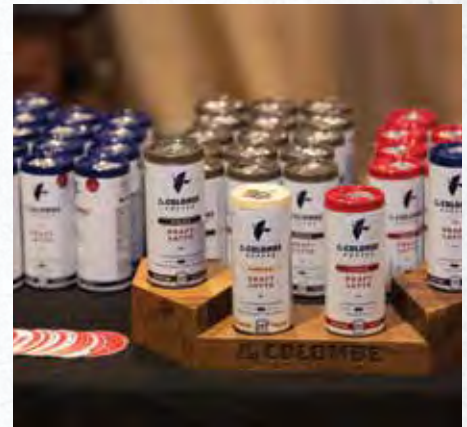
11:30am – 12:30pm

CLOSING GENERAL SESSION

DRIVING GROWTH: MACRO TRENDS CHANGING THE WAY CONSUMERS EAT AND DRINK

Mark DiDomenico, Director, Customer Solutions, Datassential

Sponsored by Burdette Beckmann Inc.



***Schedule as of October 10, 2019.

List of Exhibitors

365 Retail Markets	605	Gavina Gourmet Coffee	505	Rip Van, Inc.	1312
5 Hour Energy	516	Heartland Food Products Group	217	Scholle IPN	1211
Advanced Natural Group	117	High Brew Coffee	610	Service Ideas, Inc.	304
Advantage Route Systems, Inc.	1205	Hint, Inc	1311	Shaka Tea	510
Aii, Inc.	1213	Next Level Fitness Water, Inc.	1106	Shasta Sales, Inc.	611
All Day Nutritionals Inc.		Holiday House Distributing, Inc.	504	Smith Teamaker	1306
DBA SWIFT WorkWellness.	1304	Hoshizaki America, Inc.	120	Spindrift Sparkling Water	201
Alliant Coffee Solutions/ Wolfgang Puck Coffee	513	IMS	305	Steeped, Inc.	1407
Aquabeve	212	InOne Technology LLC	517	Supply Wizards	207
Arizona Beverages	1310	Intelligent Blends	314	Tea Drops	1412
Automatic Merchandiser	412	ITOEN (North America)	515	Teaja	416
Avalon H2O	518	Javamelts, Inc.	104	Teapigs	220
Avanti Markets	1100	Jofemar USA	1007	Teatulia Organic Teas	621
AWAKE Corporation	414	Keurig Dr Pepper	604	Tetley Harris	102
AWS Distributing, Inc.	1108	Keynote Coffee Co	520	The Coca-Cola Company	1210
Azkoyen	1209	Kraft Foods Group, Inc.	1009	The J.M. Smucker Company	1101
Barcel USA	1313	La Colombe	1401	Think Jerky	1208
Best Beverage Equipment	421	Laird Superfood	216	Three Square Market	301
Bevi	209	Lavazza	415	Twinings North America	502
Bissell Commercial	1402	Life in Green	1111	Two Leaves and a Bud	615
Bodecker Brewed Inc.	405	Lightspeed Automation LLC	608	Two Rivers Coffee	1105
Bravilor Bonamat LLC	617	Marco Beverage Systems	118	Unified Strategies Group, Inc.	204
Bunn-O-Matic	612	Mars	1003	Unilever Food Solutions	1305
Cafection Evoca	407	Massimo Zanetti Beverage Group	208	United Food Group, Inc.	105
Celsius	413	Micro-Star International Co., Ltd.	1113	USA Technologies	1107
Chester Paul Company	311	National Coffee	1201	U-Select-It	1102
Clif Bar & Co.	1309	Nayax LLC	200	Vending Times	1404
Clover Water Coolers	109	Nestle Coffee Partners	507	Vendors Exchange International, Inc. ...	609
Copper Moon Coffee Co.	1204	Nestle Professional	511	Vertex Water Products	417
Crane Merchandising Systems	519	Newco Enterprises, Inc.	404	Vistar	1001
Danone Wave	1200	NuZee, Inc.	213	VitaCup	309
de Jong DUKE	319	OptConnect	614	Wandering Bear Inc.	119
Diamond Crystal Brands	1206	Organic Realbar	1409	Waterlogic	618
Eldorado Coffee Roasters	205	Parlevel Systems Inc.	312	WaterLoo Sparkling Water	215
Electron	420	Peerless Coffee & Tea	106	Weller	115
ELKAY	219	Peet's Coffee and Tea	318	Wellsys	221
Europa Sports Products	112	Pelican Rouge Coffee Roasters	315	Wilbur Curtis	308
Eversys	1400	Pentair	410	Wonderful Pistachios & FIJI Water	1109
Feniks, Inc.	616	PepsiCo Foodservice	1301	Yoke Payments	107
Follett LLC	400	Pod Pack International, LLC	411	Zavida Coffee Company	206
G.A. Murdock Inc.	310	Prism Visual Software, Inc.	313		
		Purely Elizabeth	316		

***Exhibitors as of October 7, 2019

Thank you to our Sponsors!

PLATINUM



GOLD



SILVER



BRONZE





Five Years Strong: The Fly-In & Advocacy Summit

This summer, NAMA hosted its fifth annual Fly-In & Advocacy Summit – an exciting milestone, underscored by the growth of the event to a comprehensive summit. This year's program included an expanded two-day format, providing members with a deep dive into both regulatory hurdles and key legislation impacting their businesses.

More than 260 NAMA Members descended on Washington, DC from July 15-17 to engage with regulators and elected officials on the important issues impacting convenience services, including changes to coin and currency, micro market regulation, The DRIVE Safe Act, and the future of food labeling.

MONDAY – Networking on the Potomac

Attendees were treated to stunning views of several national monuments

aboard a private yacht as it cruised down the Potomac River Monday night. Participants networked during a cocktail hour, a seated dinner and a spectacular sunset during this special event.

TUESDAY – Customized Education

This year's expanded summit included a full day of education on Tuesday to prepare participants for their meetings with legislators. From breakfast through dinner attendees heard from highly engaging and influential political experts, agency employees and convenience service leaders on issues affecting the industry.

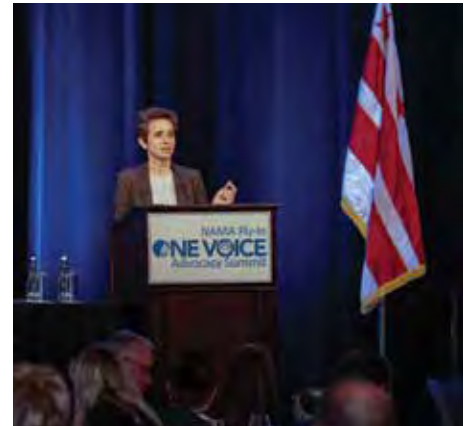
Tom Sullivan, Vice President of Small Business Policy at the U.S. Chamber of Commerce, opened breakfast by sharing insights on the political and regulatory landscape as it relates to small businesses.

Panels throughout the day featured speakers from several federal agencies discussing topics including vending machine refrigerants and energy requirements, the future of currency, calorie disclosure and labeling issues, and more. Three NAMA members who also serve their communities in state and local offices shared their insights on public policy from a local perspective.

Tuesday's dinner featured Amy Walter, National Editor for the Cook Political Report and Former Political Director of ABC News. Walter shared an in-depth analysis of the current U.S. political climate and her predictions and analysis for the 2020 elections.

WEDNESDAY – Taking the Hill

NAMA Members convened on Capitol Hill to meet with legislators and host the 2019 Convenience Services



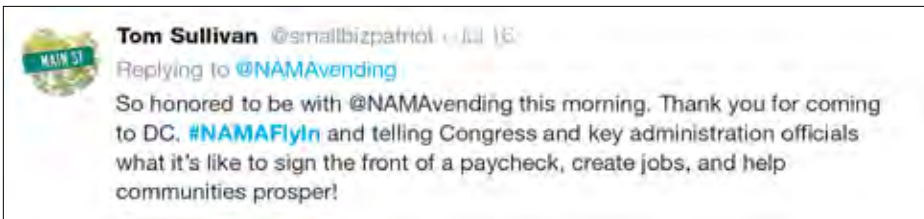
Reception. Attendees met with more than 170 legislative offices to promote two key pieces of legislation. This year's successful meetings led to eight new co-sponsors of the DRIVE Safe Act, legislation aimed at helping alleviate the ongoing commercial driver shortage, and three new co-sponsors of The Small Business Tax Simplification Act, which would provide tax clarity for many NAMA members.



WIN & ELN

Tuesday morning started off on the right foot with a 1.5-mile fitness walk hosted by WIN and sponsored by Coca-Cola. The evening wrapped up with after-hours networking reception at Buffalo Billiards, hosted by ELN and sponsored by Vagabond.





How a Small Business Mobilized to Defeat a Proposed Tax Increase



By Niki Morton

At the very end of May my husband Ted and I, who both own Casco Bay Vending in Lewiston, Maine, were on vacation when we received word from NAMA that there was a proposal before the Maine legislature that would repeal the language in the state tax code that requires vending operators to pay sales tax on the cost of their products and would require sales tax on the full product price.

This would have been devastating to our business. As the largest operator in Maine, we would stand to absorb hundreds of thousands of dollars in additional taxes, putting the jobs of the 110 Mainers we employ at risk.

Luckily, as the recently installed President of the Pine Tree Vending Association, the small association serving the interests of the convenience services industry in Maine, we had already been to the state capitol in Augusta this year, accompanied by Wes Fisher from the NAMA Government Affairs team for several meetings with our state representatives and senators.

This meant that when we returned to Maine the next week we were immediately able to secure a meeting with one of our representatives, who told us that we might be too late. The committee had suspended the rule requiring two-weeks' notice for a committee hearing and it would be an uphill battle since the hearing had already taken place.

We mobilized quickly, and with the help of the NAMA government affairs team we were able to notify the entire industry in the state and issued a member alert where members of the industry were able to quickly send a draft letter opposing the tax increase to the legislature. The NAMA team also helped us send a letter from the Pine Tree Vending Association to the governor and all 186 legislators in Maine.

As a result of our efforts, we were able to have the proposal effecting vending removed from the bill by an amendment on the house floor before it was passed by both chambers and signed by the governor.

This whole experience was a great lesson on being proactive proactivity, getting to know your elected officials and with the NAMA team to host state lobby days and track legislation. ■

Niki Morton is the Executive Vice President of Casco Bay Vending in Lewiston, Maine and President of the Pine Tree Vending Association.



"I would tell you that it's probably the best two days you're going to spend this year. You're going to learn a great deal about our industry, you're going to learn some insights on your business, and you're also going to see how our country's run."

RICK BRINDLE, Vice President, Industry Development at Mondelez International





“When we come to their offices and talk about our situation and our opportunities and legislation that will affect our businesses, it’s a story that the legislator will hear and remember when they go into vote.”

RICK BRINDLE, Vice President, Industry Development at Mondelez International



Back Row: Davis Haines, Cheryl McFadden (teachers)
Front row: Jamyrah McKnight, Kirstin Mosley, Ian Meraz-Hernandez, Deamee Anderson

SCHOLARSHIP RECIPIENTS ATTEND THE FLY-IN

The NAMA Foundation, in conjunction with Women of the Industry (WIN), supported four students from the Philadelphia school district’s vending technical training program at the A. Philip Randolph Career Academy, as well as instructor Davis Haines, to attend the NAMA annual Fly-In in Washington, D.C.

JAMYRAH MCKNIGHT

How did participating in this event further educate you on the industry and a career in this field?

I learned so much about the industry and the many career opportunities available to me. I was surprised to learn that so many companies support professionals in this field.

What are a few key take-aways from this event?

I learned about all the different challenges the industry faces and what is being done to address them.

IAN MERAZ-HERNANDEZ

How did participating in this event further educate you on the industry and a career in this field?

I learned that this industry is connected to a lot of other industries. Vending isn’t just filling up

vending machines. Like chocolate cake, there are a lot of layers to it!

KIRSTIN MOSLEY

What did it mean to you to be selected to attend this industry event in Washington, DC?

It meant that my teacher noticed my hard work, allowing me to have this opportunity.

How did participating in this event further educate you on the industry and a career in this field?

Participating in the event further educated me by learning that there is more to vending than just machines. For example, there are many drivers that transport for the companies.

DEAMEER ANDERSON

How did participating in this event further educate you on the industry and a career in this field?

I discovered that a lot of small businesses are bigger than they look and learned the importance of managing money and having allies as sponsors.

What are a few key take-aways from this event?

I learned a lot about politics and government. I met many new people and learned that the industry brings in billions of dollars.



Bill Van Gieson @BillyVanGieson1 · Jul 29
 The PepsiCo Foodservice team proudly participated in the #NAMAFlyIn last week on #CapitolHill. We helped educate lawmakers on issues important to the \$25B convenience services industry.

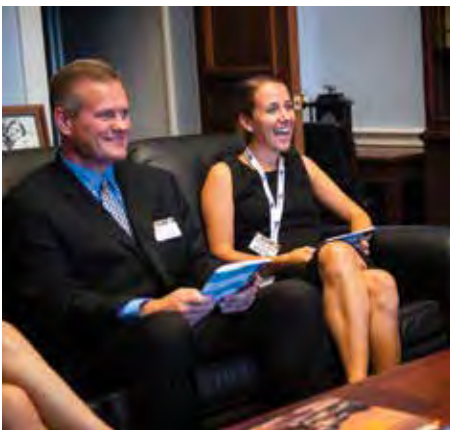


"You get such great exposure to people, because unlike being at a tradeshow, this is more about how we as an industry all fit together and it's really such a unique networking opportunity."

PHOEBE GUTT,
 Marketing Communications Coordinator –
 Vending, Crane Payment Innovations







Failing To Document Your Employees' Discipline *Could Hurt You in A Retaliation Lawsuit!*



By Heather A. Bailey, Esq. at SmithAmundsen LLC, NAMA Knowledge Source Partner

According to the U.S. Equal Employment Opportunity Commission (EEOC), retaliation claims continue to be the most frequently filed charges of discrimination at the federal agency by far. According to the EEOC's Fiscal Year 2018 Enforcement and Litigation Data, retaliation claims made up 51.6% of all charges filed last year. Given their frequency, operators should be as proactive as possible in protecting themselves from these claims. This means properly documenting your problem employees from the beginning.

By way of example, the Seventh Circuit Appeals Court recently upheld a dismissal in the employer's favor in an employment sexual harassment retaliation case, and in doing so sent a reminder to employers about the importance of properly documenting employee performance concerns. In *Rozumalski v. W.F. Baird and Associates, Ltd.*, the Court held that the employee could not establish her retaliation claim due to an "insurmountable problem with timing," where her employer was able to point to negative performance feedback that predated any of her sexual harassment complaints. Indeed,

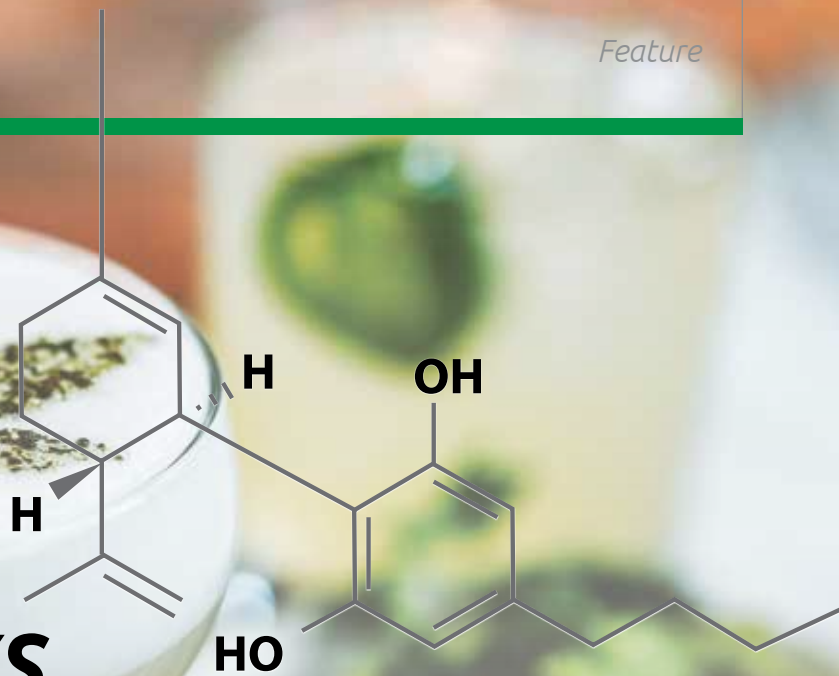
an operator may be able to negate an inference that it disciplined an employee because s/he complained of harassment or discrimination if it can point to documentation of its concerns regarding the employee's poor performance and need for discipline **before** the employee ever complained of discrimination or harassment.

This case is an important reminder that creating strong records of employee performance problems may serve as a strong defense to future retaliation lawsuits. Operators should keep the following in mind regarding job evaluations and other discipline documentation.

PRACTICE TIPS:

- All concerns with employee performance should be documented in writing, even including verbal counseling on performance issues. Such documentation should be kept in the employee's personnel file.
- Documentation should avoid vague references to performance problems. For example, performance evaluations should not note problems such as "bad attitude" or "not a culture fit." These vague criticisms are too subjective and do not provide adequate coaching to the employee on what needs to be improved upon. Instead, operators should list specific examples of when the employee illustrated performance or attitude problems and the dates on which they occurred.
- Evaluations of job performance should never include personal attacks. The

CBD WEBINAR: KEY TAKEAWAYS



This Summer, Heather Bailey and Darren Grady of SmithAmundsen shared their expertise on compliance practices around selling CBD products. There was a great deal of information provided in this webinar. Here are a few key take-aways:

Nationwide, the legal status of CBD is a bit hazy. But when harvested in compliance with the Farm Bill and with the precedents set by Congress, CBD oil containing less than 0.3% THC and harvested from industrial hemp plants is federally legal.

Despite its federal legality and similar enforcement by individual states, proceeding with caution is essential. Hemp derived CBD remains subject to regulation when it is sold with any claim of therapeutic or medical benefits (in order to monitor false advertising). Despite the research and apparent benefit, any medical claims relating to CBD are not supported by the FDA.

The FDA's position remains that adding CBD oil to food products is the same as adding a prescription drug, which is illegal without a doctor's prescription. Establishments that offer food containing CBD to

consumers are in violation of the 2013 Food Code with Supplement of the Food and Drug Administration, sections 3-201.11(A) and 3-202.12. However, enforcement has been minimal, and the FDA has begun to look into CBD's safe use in food, drugs, and supplements.

Like with any other product, one must carefully consider their CBD wholesaler. A few warnings were given in the webinar:

- Exceedingly low price may be an indicator of a low-quality product.
- Know the source of the CBD oil and research the farming practices of the hemp cultivator.
- Look into the CBD oil extraction method (CO₂ is considered the best).
- Demand a Certificate of Analysis (COA). This is a report that confirms compliant THC levels and will ID any other compounds in the oil. If you cannot obtain this, demand third-party testing.
- Be wary – a special license is not required to sell hemp derived CBD oil.

Convenience services professionals must do their due diligence on the source of CBD products to ensure that

the CBD sold is entirely derived from hemp and contains less than 0.3% THC. Always check with legal counsel on how the state in which you are wishing to sell CBD is responding to the relatively new federal legality of hemp derived CBD, and whether or not they are engaging in active crackdowns or enforcement. A good source recommended by the speakers for staying up-to-date on CBD laws is cbdcentral.com/is-cbd-legal.

In summary, if you are working with hemp derived CBD, know the nuances in the state in which the products are being sold. If you comply with the industry's specific standards, the sale of CBD products in vending machines is fair game. In fact, CBD products are already being sold in some vending machines. To learn more about compliance practices around selling CBD products, you can view the webinar recording at namanow.org/knowledge/webinars.

When this webinar was live, the sale and use of recreational cannabis coincidentally was legalized in Illinois, where Heather and Darren's offices are located. ■



NAMA DC FLY-IN IS A PRODUCTIVE EVENT OF NETWORKING AND ADVOCACY

By Matthew Shattuck, Creative Services Director, U-Select-It

U-Select-It believes it is important to build meaningful relationships in order to have the best impact in the convenient services industry and the broader community. USI recently had the chance to enhance important relationships at the NAMA DC Fly-In & Advocacy Summit, where we networked with clients and discussed vending related legislation with U.S. lawmakers at the Capitol.

Roughly 260 people from the convenient services industry attended the summit this year. “What’s really unique and powerful about this event is that you have representation from all facets of the convenience services industry from product suppliers to

vending operators to equipment manufacturers such as ourselves. During the Fly-In customers, suppliers, partners and even competitors from every corner of the United States come together for the singular purpose of bettering the business environment for our industry as a whole,” said USI CMO Ashley Hubler.

Important topics discussed at this year’s fly-in included advocating for small business reform, opposing the commercialization of rest areas, and changing the commercial driving age from 21 to 18. Currently there is a significant truck driver shortage across the industry which is partially attributed to the fact interstate commerce is limited to drivers 21 years and older. Current

law prohibits commercial drivers under 21 from traveling to cities just miles apart because there is a state border between them. The industry believes that lowering the commercial driving age to 18 while adding important safety measures will help reduce the shortage of truck drivers in the industry and provide opportunities for younger workers to earn competitive wages. USI is also keeping a close eye on the trade discussions and the impact of tariffs on imported commodities and components, as well as the ramifications of the trade tensions on materials sourced within the United States. USI is proud to manufacture its vending equipment at its 375,000 square foot facility in Iowa and relies on a variety of quality domestic and imported-





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U-Select-It Leadership with U.S. Senator Joni Ernst

sourced components, such as coil motors, and commodities, such as steel, to manufacture its equipment.

USI was grateful for the opportunity to discuss these pertinent issues with legislators on Capitol Hill. This is USI's fourth year meeting with Sen. Joni Ernst. "Four years ago we met with Senator Ernst as simply an introduction to our business and the industry," said Hubler. "After coming back year after year and meeting with Senator Ernst, there's a better understanding of our issues and a relationship that wasn't there before." U-Select-It also met with staffers from Rep. Julie Axne and Sen. Chuck Grassley's respective offices.

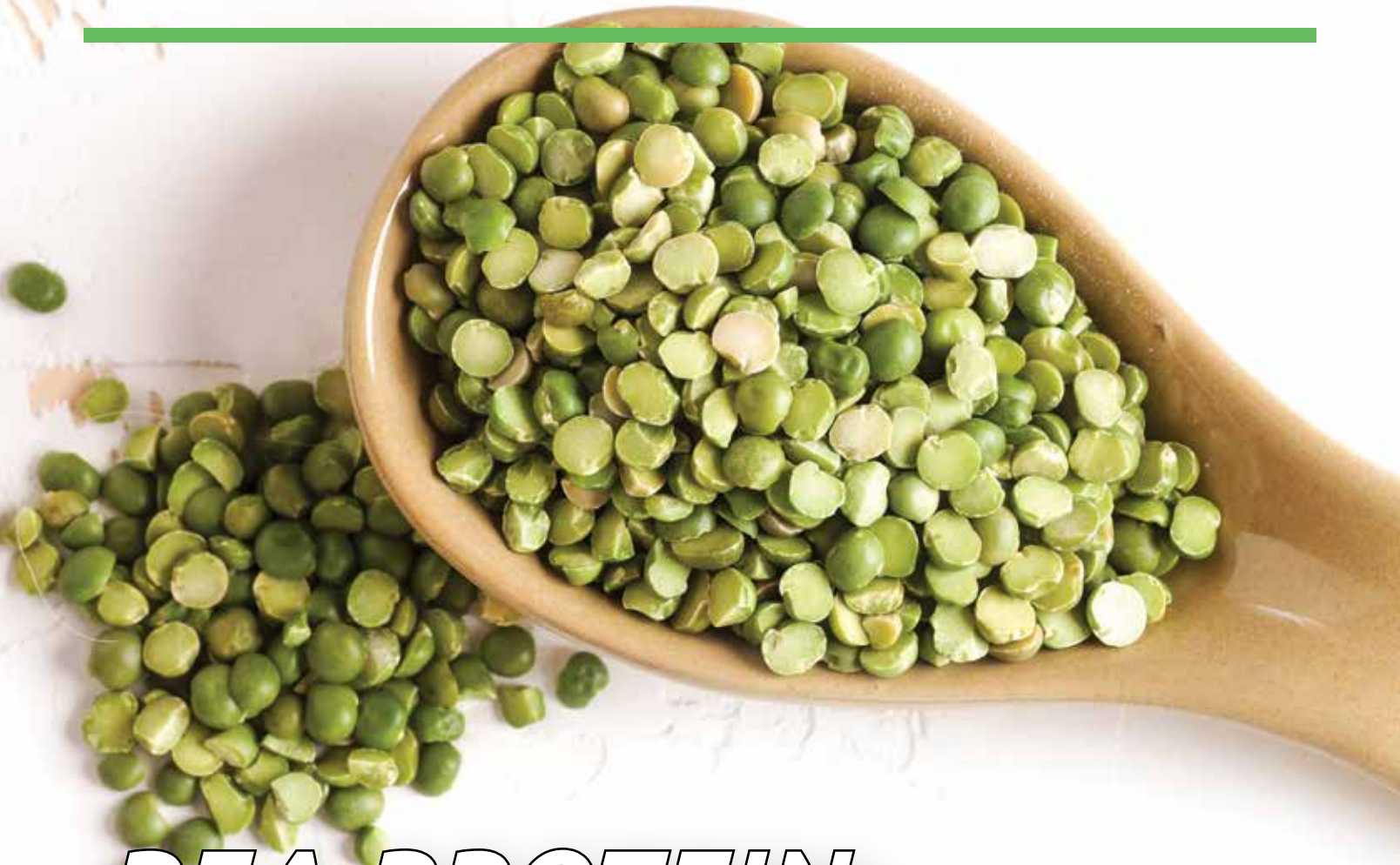
The Fly-In also provided opportunities for face-to-face interaction with customers and



U-Select-It CEO Heidi Chico and Chief Marketing Officer Ashley Hubler

distributors. "Understanding our customers' pain points, what they enjoy about working with U-Select-It, and how we can improve their experience is important to us," said Hubler. Customers voiced their excitement about the Evoke Snack 6's styling, reliability and performance, while also expressing their excitement for the refrigerated combo Evoke model being released later this year.

This year's NAMA DC Fly-In & Advocacy Summit was another success as USI was able to reconnect with clients and build relationships with representatives from Congress. Discussing solutions to the most pressing issues and ones on the horizon make the convenient services industry all the stronger moving forward. ■



PEA PROTEIN:

NOT JUST FOR HEALTH NUTS ANYMORE

By Leigh-Anne Wooten MS, RD/LDN, FAND, Canteen Project Manager

Today's workforce is busy- many skip breakfast to beat the morning commute, opting for a quick protein drink. They're running from meeting to meeting with no time for lunch, instead reaching for a filling protein bar. Protein is the new (and convenient) solution for people on the go.

According to the 2019 Nielson Survey, which looks at trending consumer attitudes and behaviors towards food purchases, over half of respondents say

that high protein is a key influencer in deciding what to buy¹. But not just any protein—consumers are moving away from soy and dairy, and showing a significant interest in pea protein. That's right, peas. We're seeing peas everywhere, from drinks and 'dairy' products, to bars, salty snacks and even jerky.

Another major factor consumers consider before purchasing is sustainability¹. Does the food they are eating have minimal impact on the environment?

It turns out that pea protein meets both of those criteria – they are sustainable and high in protein.

So, what's the hype about? In addition to being much better for the environment, the health benefits are numerous. And for today's consumer it's all about health. Benefit number one: Pea protein is naturally vegan, gluten-free and dairy-free, meaning people on a variety of diets are able to eat it. It is also free of the top eight food allergens.

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It can also have a positive impact on heart health. Dr. Frank Hu of the Harvard T.H. Chan School of Public Health notes, "When individuals eat more plant protein foods, they experience significant improvements in cardiovascular risk factors such as blood lipids, blood pressure, and body weight."² In a recent study, plant based protein was even found to potentially reduce overall mortality risk.³

Just to be clear – you can't eat pea protein cookies all day and expect the health benefits listed above; it's not a magic bullet. These results are seen when diets are more plant protein focused, which is how more and more of our customers are choosing to eat.

The only downfall, if you can even call it that: pea protein does not have all the amino acids your body needs. It's not what we'd call a complete protein. But for a little perspective, many foods we eat are not complete proteins. Not to worry, as long as you have a diet with a variety of healthy foods, you will get all the protein (and other important nutrients!) your body needs.

All those health benefits and it's better for the environment? Yes! Because pea protein is plant-based it requires much less water and energy to grow than animal protein. When comparing the two side-by-side, plant protein has a smaller impact on agricultural land expansion, biodiversity depletion and carbon emissions than animal protein.

Did we mention it tastes good too? Rest assured pea protein does not

taste like those smashed peas your mom used to make you eat. They actually have a neutral, mellow taste which is yet another reason why companies are excited to use it. If you were able to make it to Expo West this year, this was abundantly clear. With companies continuing to respond to consumer demand, there will be no shortage of options to fill your markets and machines.

New data shows that the U.S. plant-based foods retail market is worth \$4.5 billion. It grew five times faster than total U.S. retail food sales over the past year, according to the Good Food Institute, Washington. There are few signs the pace of category growth is going to decelerate.⁴

Bottom line, peas may be a trendy protein source in your favorite snacks, but they are also a solid one that will probably be around for a while. ■

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¹ Nielson's Health Shopper Survey Results. How Americans are Managing Their Health. June 2019.

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³ Budhathoki S, Sawada N, Iwasaki M, et al. Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality. *JAMA Intern Med*. Published online August 26, 2019

⁴ www.GFI.org. Accessed 9.6.19.



Lori Puri

Director of Marketing at Corporate Essentials

- MBA in Marketing & Entrepreneurship, Syracuse University
- EDP 2017 Scholarship Recipient, EDP 2017 Graduate, 2019 NAMA ELN Steering Committee Member - Social Media Chair

How did you get into the convenience services industry?

Prior to my role at Corporate Essentials, I was working in the Financial Services industry where marketing is highly regulated and can sometimes be slow to implement. When I came across the opportunity with Corporate Essentials, I was excited not only by the subject matter (snacks and drinks... fun!) and the messaging (helping companies create positive cultures), but by the speed at which creative ideas can be executed.

Give us an overview of your role and key responsibilities.

At Corporate Essentials, I oversee marketing strategy and implementation. My team works on building out a program that gets our story to the maximum amount of willing listeners.

What are the skills you use most in your career?

There are a variety of hard marketing skills that I use on a regular basis in my career, but surprisingly, just as much of what I do is reliant on those softer skills

like interpersonal and small group communication, and leadership skills!

What do you believe are the biggest challenges you face in your business?

One of the more attractive aspects of Corporate Essentials to me early on was that it was a larger company with a smaller company feel; there was an entrepreneurial, start-up excitement about the company that is contagious. A great challenge is how to hold on to that feeling that makes us great, while enabling the company to scale.

What are the greatest opportunities?

From products and brands, to customers and even employees, our stakeholders have a compelling story to tell. Our customers are now making conscious decisions to support companies, brands and products that are not only putting good into their bodies, but are also putting good out into the world. There is so much room to instill life and diversity and wellness, and see a positive effect on business because of it - it's an exciting time.

What are you looking forward to at CTW?

It's great having an opportunity to learn more about those products and

equipment that take us back to our roots as a company and an industry. I am looking forward to seeing how manufacturers and brands balance that line between being true to the integrity of the product, while still staying modern and on-trend.

Moving forward, what are your personal/professional goals?

An important goal moving forward that overlaps both personally and professionally is remembering to put things into perspective. It's easy to get caught up in the minutiae and have it feel like the most critical thing. Pulling back and seeing the whole picture allows for effective reprioritization, and most importantly, perspective.

Tell us about the most memorable work experience you've had.

In 2018, Corporate Essentials held a show for customers and guests that culminated what our business has to offer - from a tabletop vendor show, to catering, to renowned speakers in the world of company culture. I will never forget how every member of our company came together in some way to execute an event that seemed nothing short of flawless to guests. When everyone works toward a common goal,

everyone plays a part, and when everyone is engaged, we can make incredible things happen.

What's one thing - either industry-related or not - you learned in the last month?

Building out a commercial kitchen and moving in a full-service catering company to our Parsippany headquarters has really sparked my interest in food. A member of my team recently traveled to Greece to visit her family's home and brought us all back olive oil made from her family's olive grove. Did you know unfiltered olive oil has a slightly spicy mouthfeel? Neither did I!

What advice would you offer young people starting their careers in this industry?

To young people starting out in this industry - keep your eyes, ears and heart open. Our industry is changing rapidly for the better, and the only way companies are going to keep up is to explore new opportunities as quickly as they arise. There is always a need for someone capable, yet open, to spearhead new projects, even if they're not 100% sure how they're going to do it yet. It's that entrepreneurial spirit, that "hacker" mentality, that will allow your own career and your company's growth to benefit.

What's a favorite piece of advice you've received that has helped you in your professional career?

I always remember a piece of advice I was given as an intern - consider your career a basket and every opportunity

you encounter adds eggs to your basket. When you are no longer adding eggs to your basket, it's time to shake things up and try something new. It's easy to become comfortable, but if you are not embarking on new experiences and new challenges, you are no longer creating value for yourself in your career, or for your team and your employer.

As an ELN member, in your own words, what is the value of participating in group?

Becoming more involved in NAMA as a whole has shown me incredible confidence in the industry, as its industry association is so highly focused on providing its members with what they want to know and learn in order to grow their respective businesses. I think it's telling that the association looks

so highly to ELN for feedback, and is therefore tapping into the future of the industry while we are just starting out in it.

Being a member of ELN has allowed me to network, yes, but has also allowed me to find a sounding board that I can bounce ideas off of, with like-minded, respected peers.

What's something about you (a fun fact) that not many people know?

I once slept in an old cattle car on a ranch in the Australian Outback. Even though we were in shorts and tanks during the day, the temperature dropped so low during the night that I ended up putting on almost every piece of clothing I brought with me in order to keep warm! ■



Welcome!

TO OUR NEWEST MEMBERS

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Elmhurst Milked, LLC

Envoy Coffee Solutions dba Office H2O LLC

Europa Sports Products

Galant Food Co

George DeLallo Co.

Organic Realbar

Pelican Rouge Coffee Roasters

Shaka Beverages, LLC

The FruitGuys

World Cup Coffee & Tea Service, Inc.



Lori Endres

Territory Sales Manager AZ, NM, W. TX at G&J Marketing & Sales

- 30 years in Industry
- NAMA Member since 1992- Participate in WIN- Arizona Automatic Merchandiser Council President

How did you get into the convenience services industry?

My husband and I owned a vending business in Arizona and after joining the local state council, I was encouraged to also join NAMA in 1996. I have been attending NAMA shows since.

Give us an overview of your role and key responsibilities.

Currently my role with G&J Marketing has broker responsibilities with Vend/OCS/Micro Market customers in Arizona, New Mexico and West Texas. I broker approximately 32 manufacturers and distribution in this channel.

What are the skills you use most in your career?

Working with all different types of businesses and people, I am using my relationship skills the most. I also must use my time management skills to keep up with my day-to-day responsibilities.

What do you believe are the biggest challenges you face in your business?

Some of the biggest challenges I face today going to business are competition and consolidation.

What are the greatest opportunities?

The greatest opportunities today are the product innovation from my manufacturers and my competition. I have seen this channel go crazy with food sales and healthier sku's.

What are you looking forward to at CTW?

I love checking out the newest product and equipment and connecting with friends in the industry.

Moving forward, what are your personal/professional goals?

Professionally, I am always looking for new opportunities to grow and learn new skills to help me be a better businesswoman. Personally, my family, faith and friends mean the world to me.

What's one thing - either industry-related or not - you learned in the last month?

I learn something new every day, professionally or personally, you just must be open to receive it!

Tell us about the most memorable work experience you've had.

My last seven years I have been a broker and being voted "Supplier of the year,"

three years in a row by my peers has been most memorable.

What advice would you offer young people starting their careers in this industry?

Get a few mentors to bounce ideas off of and get advice from. Also, think before you speak or email.

What's a favorite piece of advice you've received that has helped you in your professional career?

Do what you say, follow up and answer your calls in a 24-hour period.

As a WIN member, in your own words, what is the value of participating in group?

I value the relationships with these women; their support and knowledge are so powerful. It is a great group of professional women.

What's something about you (a fun fact) that not many people know?

I have been an avid Orangetheory member for 6 years, working out every morning at 6:30am. ■