

SUMMER 2017

InTouch

The Official Magazine of NAMA



OneShow 2017: Record Results

NAMA Fly-In 2017

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on the Rise***

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PUBLISHED BY

E&M Consulting, Inc.
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Chaska, MN 55318
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www.emconsultinginc.com

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InTouch Wins Gold

Dear NAMA Members,

You are reading an award-winning magazine! We are proud to announce that InTouch was recognized as a Gold Winner in the 2017 Hermes Creative Awards, announced in May.

An international competition for creative professionals and agencies, the **Hermes Creative Awards** are administered and judged by the Association of Marketing and Communication Professionals, recognizing the highest standards of excellence in traditional and emerging media and honoring individuals and organizations for their outstanding achievement.

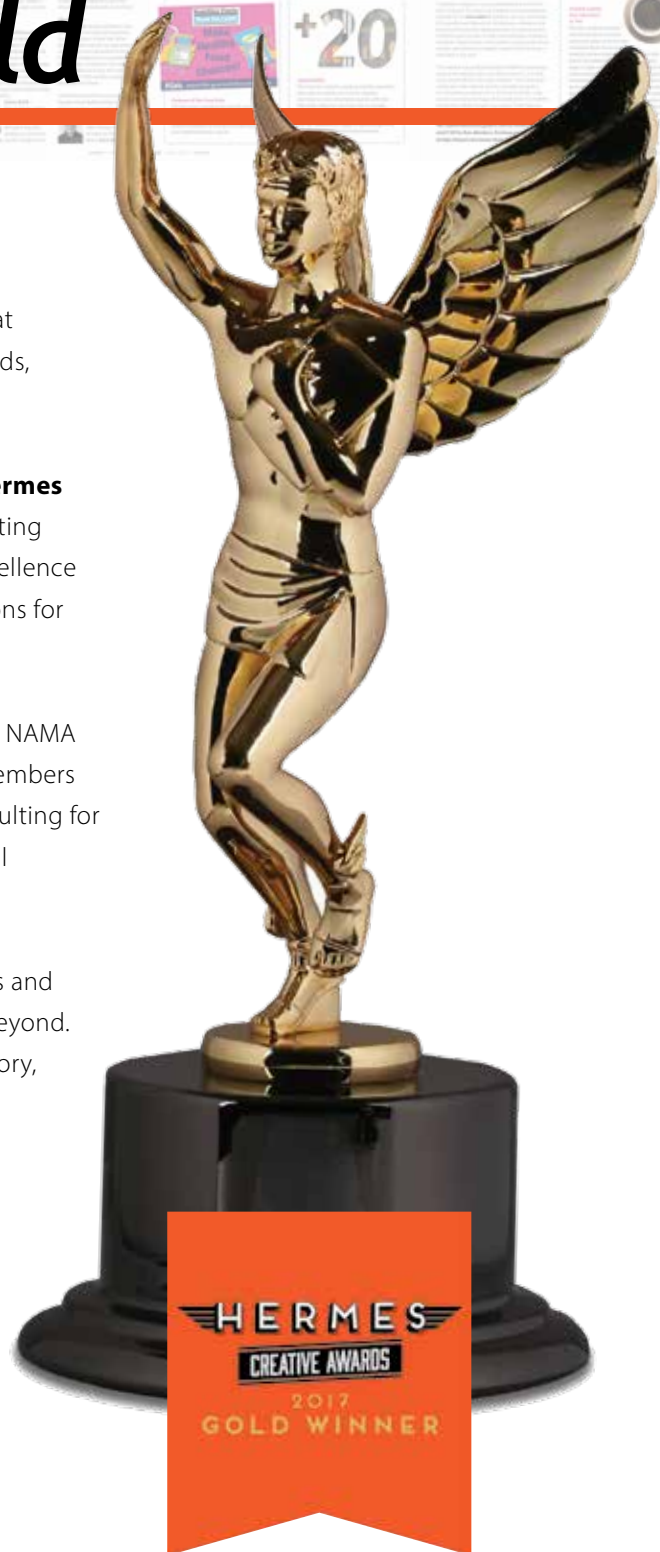
We are honored that *InTouch* has been recognized in this way and thank the NAMA team and the *InTouch* Editorial Board for their involvement, as well as our members who continue to share their stories. We also thank our partners at E&M Consulting for their valued work in producing and distributing this publication, with special thanks to Jeremy Davis for his collaboration and talent.

Our mission for *InTouch* is to deliver relevant, appealing content that informs and inspires our readers—members of the Convenience Services industry and beyond. We're proud to be among other organizations recognized in the Gold Category, including AARP, Aon Hewitt, Allstate, Fidelity Investments, Hilton, Thompson Reuters and *The Washington Post*.

To update your membership information and ensure your company receives *InTouch*, contact NAMA's membership team at 888.337.8363 or members@namanow.org.

Warm Regards,

Roni Moore, Editor-in-Chief
Kelly Doherty, Managing Editor





Eyes on the Prize: The Importance of Foresight in Business

Carla Balakgie, President & Chief Executive Officer of NAMA

According to world-renowned business advisor and author Ram Charan, business leaders need to improve what he calls their “perceptual acuity.” That is, looking around corners and anticipating significant changes to uncover new growth opportunities. And, he argues, every business is a growth business.

Earlier this year, NAMA’s Board of Directors explored the concepts of business foresight and the potential impacts for our industry. We looked beyond the elements of change already being embraced and implemented within convenience services. And as I shared with you at the OneShow in Las Vegas, we concluded that it’s time to cast our line again — and cast it farther out.

Now that we’ve more strongly defined our industry as convenience services and the opportunity it portends, all of us should be asking, “What can convenience services be?” **We all need to become futurists and tackle bigger questions, like:**

- What future scenarios could play out for the industry? Who are our potential competitors — and could they also be partners? Where is the “blue water” — the next new market space that we could discover and dominate?
- How do we bridge the gap between our current capabilities and these unimagined possibilities?

In considering these questions, NAMA’s leadership looked at the forces shaping trends and consumer mindsets. These included everything from the meteoric rise in big data to population growth and public health challenges. Heady stuff.

We also looked at strategic drivers that more specifically affect convenience services. For example, consumers’ growing interest in natural and local food options — coupled with their desire for a “frictionless” and convenient retail experience.

So what does this mean for your business?

In general, we believe our industry must take a few key steps to stay relevant going forward:

- First, we’ll need to develop a more empathetic, localized understanding of the consumer and be prepared to deliver even more individualized, custom experiences. Every purchase should feel personal for the customer. And also current—technology, product choice or service, every interaction should feel contemporary or ahead of its time.
- Second, we’ll need to become even more data-driven, which will help us better target and tailor our offerings and to execute on these experiences.
- And third, we’ll need to pursue more strategic and non-traditional partnerships within the convenience ecosystem. New collaborations and alliances will broaden our perspective, bring competencies we don’t possess, and enable us to better serve our customers.



Amidst the very real demands of managing your day-to-day operations, I know this type of stargazing can seem as far flung as the heavens. Yet, it's NAMA's job to peer forward—to be your futurist, to separate signal from static, and to anticipate the developments that will make this great industry even greater.

In this vein, I issue an invitation:

This December in Orlando, Florida, NAMA will host its second Executive Forum, geared exclusively toward executives with foresight.

The program will center on three critical competencies associated with **Transformation**: individual



leadership, marketplace leadership and organizational leadership. As part of this transformative journey, Executive Forum '17 will feature an insider's look at the leadership practices of business titan, Disney, Inc. and deliver exclusive insight to its leadership chain of excellence. Partnering with Disney provides a front row seat to both a legacy of excellence as well as a one-of-a-kind immersive field experience.

Like the inaugural Executive Forum, seasoned luminaries from mainstream business will present inspiring keynotes including former Popeye's CEO Cheryl Bachelder; EQ expert and TalentSmart founder, Travis Bradbury; and digital futurist Mike Walsh.

The most defining objective of Executive Forum '17 is the cultivation of FORUM, differentiating this event as THE gathering place for a trusted community of peers from the convenience services industry. ■

Learn more about NAMA's Executive Forum at www.namaexecutiveforum.org, an event designed to foster foresight, growth and success for your business. Join us!

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Innovation: Vital to Our Shared Success

Heidi Chico, NAMA Chair

As your incoming NAMA Chair, I'm honored to carry on the legacy established by the many talented professionals who have preceded me. I extend a special thanks to immediate past chair Pat Hagerty for his exceptional leadership.

While my goal this year is to focus on you, our members, I'd like to start by sharing a little about my background and why I am so excited about our future as an industry.

I literally grew up in this business. Our family company, Wittern, began more than 85 years ago in Des Moines, Iowa, making vending machines that sold peanuts for a penny. Through the years, the company transitioned to making cigarette vending machines and then to food vending. Today, Wittern's product lines feature sophisticated, digital equipment delivering a wide array of non-consumables, from drill bits to laptops to fish bait.

None these offerings would have been a passing thought in the early days. Even now, they are considered new and

innovative. That's because our company—led by my father, Art Wittern—has a strong history of reinventing itself to meet market demands.

As successful entrepreneurs, I know many of you share that same visionary spirit. And it's the kind of thinking NAMA is embracing as an organization, because innovation is vital to our collective success going forward.

Recently, Fast Company announced its 2017 list of the "World's Most Innovative Companies." As they have every year for the last decade, reporters sifted through thousands of enterprises and identified companies who are making a true impact. Many of the names on the list were predictable: Google. Uber. Airbnb. I was surprised, however, that a number of larger, more established companies were among this group of celebrated innovators: IBM. Microsoft. Home Depot.



***Innovation is vital to
our collective success
going forward.***

What's the lesson here? With companies of that size and longevity innovating, so can we in our industry. I think this will require two things: being flexible and looking to experts for inspiration.

Notably, the top innovator on Fast Company's list was Amazon, who was recognized "for offering more, even faster and smarter." Amazon doesn't hard-bound its product mix or service. Instead, the company has positioned itself to be agile to meet changing needs in a changing world. There is an important example for us here.

At Wittern, a key part of our ongoing reinvention process is to infuse "out of the box" thinking by involving trusted outside experts. This helps us jump start both creativity and problem-solving.

As part of your innovation strategy, I encourage you to join me and your industry colleagues at NAMA's Executive Forum in December in Orlando (namaexecutiveforum.org). As a Task Force member, I can tell you our group has been at work for many months nailing down just the right speakers, agenda and "forum" of like-minded people. In a word, it's going to be transformative — and even more so with your participation.

NAMA is working hard to look down the road and define new opportunities for our industry, for your company. As I take on the role of Board Chair, many of you have asked how you can help. Here's my "ask": Join in! We can't make these strides alone. For the sake of your business growth, take an active role in NAMA. I hope you'll start by attending the Fly-In July 25-26 in Washington, DC (namaflyin.org). I look forward to seeing you there! ■



OneShow 2017: Delivering Record Results

The 2017 NAMA OneShow delivered record results and exciting and high-value growth opportunities for exhibitors and attendees alike, according to LyNae Schleyer, NAMA's Vice President of Events.

"NAMA was thrilled to welcome 4,600 attendees and 311 exhibiting companies to Las Vegas this year," said Schleyer. "This was OneShow's highest exhibitor count to date; of the 311 exhibiting companies, 76 were first-time participants. Industry leaders, decision-makers, entrepreneurs and business owners came together to **meet with convenience**, grow their businesses and advance the industry through

premier education, networking and a robust show floor," she continued.

The General Session, sponsored by PepsiCo, featured former First Lady Laura Bush, who delivered a powerful address, sharing stories from her time in the White House and her work with the George W. Bush Institute, her recent books and her work on global healthcare and education initiatives. Following her keynote address, Mrs. Bush took part in a one-on-one fireside chat with NAMA CEO Carla Balakgie.

The General Session also unveiled new branding for the OneShow, officially deeming it "The NAMA Show," aligning

it with the long-standing nickname bestowed on the event by attendees.

The annual industry awards, hosted by NAMA Chair Pat Hagerty, were a special highlight with a ceremony honoring Industry Person of the Year, Randy Smith of LightSpeed Automation; Allied Member of the Year, Mandeep Arora of Cantaloupe; and Operator of the Year, Lance Whorton of Imperial.

The robust 2017 education lineup resulted in some of OneShow's highest-attended sessions, including audiences ranging from 50 to 400+ participants on Wednesday and Thursday. Key topics included micro markets, industry technology,



"As a newer and small operator I found the NAMA OneShow to be a great opportunity to learn more about the industry and best practices both from vendors, speakers and other operators. Everyone was welcoming and supportive for growing my business. I wish I had come here before spending my first dollar to start my healthy vending business."

Karen Driggs —
Sleepy Cricket Healthy Vending



employment law, nutrition trends, break room design, and Generation C.

The highest attended sessions included "What's Trending in Vending, Coffee Service and Micro Markets," with more than 400 attendees, and "Optimize Your Business with a Technology Roadmap," with more than 200 attendees. Tuesday's four pre-conference sessions drew more than 140 attendees total—a record for pre-conference education. A selection of OneShow education presentations are available for download at www.namaoneshow.org/schedule.

Dynamic networking opportunities included Tuesday evening's ELN "Swing into OneShow" event at Topgolf with

— — — — — **”** — — — — —

A huge thank you to all who helped make OneShow a success. We look forward to seeing you March 21-23, 2018 in Las Vegas to Meet with Convenience at The NAMA Show.

more than 70 attendees and Wednesday morning's "Wake up, Work out and WIN" yoga session and roundtable breakfast hosted by WIN, with 41 yoga participants and 46 roundtable participants. Closing out the week was the "Friday Wrap," featuring in-booth entertainment and drawings, attracting strong participation during the final show floor hours Friday morning.

"Building on the success and momentum of an exciting and productive week, the OneShow exhibitor community donated nearly 20,000 pounds of food to Three Square, a Nevada food bank. This donation is 2,050 pounds over the 2015 show in Las Vegas and is the equivalent of 16,500 meals. Many thanks to our exhibitors for helping those in need through their donations," Schleyer said.

"A huge thank you to all who helped make OneShow a success. We look forward to seeing you **March 21-23, 2018** in Las Vegas to Meet with Convenience at The NAMA Show," Schleyer concluded. ■



"While there are many trade shows for the food/beverage industry, NAMA clearly rates as one of the best, if not the best of them all. It is large enough to make an impact for the growth of your company, yet small enough to feel as though it is a tight knit family. This is a rarity amongst the trade show industry. Well done NAMA OneShow!"

Joe Shake — Elohi Strategic Advisors





Leaving a Legacy

To honor Dan Mathews and his longstanding commitment to the industry, the NAMA Foundation has launched the Dan Mathews Scholarship.

Dan Mathews, NAMA's Executive Vice President and Chief Operating Officer, NCE5, CCS, will retire in July, following 18 years of service at the association, a capstone to a 50-year career in the convenience services industry.

Dan's wide-ranging legacy includes the association's partnership with Michigan State University, including a NAMA-Endowed Professorship, and the hosting of NAMA's Executive Development Program, which has set the bar in the industry for executive-level training.

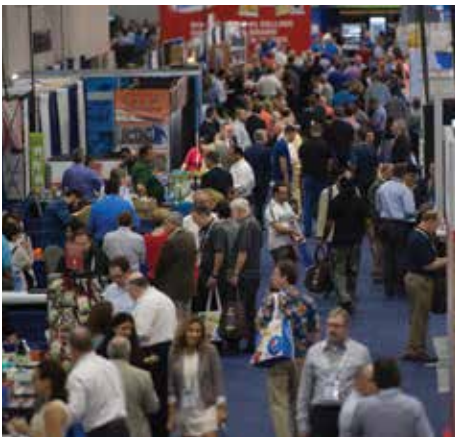
Instrumental in the creation of both the OneShow and NAMA's health and wellness initiatives, including the FitPick program, Dan has remained passionate about the importance of continued education for industry professionals, particularly small operators.

The named scholarship, in his honor, will be earmarked for small operators to pursue continuing industry education. To pay tribute to Dan's legacy and donate to the Dan Mathews Scholarship Fund, please visit: www.namanow.org/foundation/donate. ■

"After 35+ years in the industry you learn that relationships mean a lot and one way to grow the relationship is to meet your peers and discuss new trends and strategies at shows such as NAMA OneShow as well as NAMA CTW."

Robert Fidler —
Coffee Distributing Corp.





"For me, NAMA OneShow is Networking Heaven. It's a great time to see customers, coworkers, distributors and manufacturers all in one week as well as enjoy their company outside of the show hours. I love checking out new exhibitors, walking the show floor and spending time with my team."

Stephanie Beerman —
Premier Broker Partners - Atnip Co., Inc.



"How can you not attend The NAMA Show? It's the show for the industry. If you're in it, you'll be at it."

John Seeberger — BBI





"I thought the NAMA OneShow was well set up and educational, keeping our industry on the cutting edge to be able to provide the best possible technology, services and products for all of our clients' needs as well as streamlining our business practices to be successful now and in the future."

Scott Trumbley — VVS Canteen



L-R: Pam Gilbert, NAMA; Barbara Russell, Holiday House, WIN Vice Chair; Heidi Chico, Wittern Group, NAMA Chair; Carla Variglotti, Cuyahoga Group, WIN Past Chair; Jillian Hendershot, Ace Vending, new WIN Advisory Council member; Jennifer Toomey, Refreshment Solutions, new WIN Advisory Council member; Janette Carter, Fixturelite, WIN Chair; Lisa Welch, Caldwell Brokerage, Inc., new WIN Advisory Council member; and Linda Furlano, A.H. Management, new WIN Advisory Council member.

The WIN 2017 Advisory Council had its first meeting during the NAMA OneShow in April.



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For more information,
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Led by event co-chairs Jeff Smith of All Star Services and Todd Elliott of Tomdra, the 2017 NAMA Fly-In has already broken records! As of this writing, nearly 290 registered attendees representing 40 states and Washington, DC are expected to participate. Our goal is to have a group of 300-strong come together to make the industry's voice heard on Capitol Hill.

2017 Fly-In Agenda

The Fairmont & The Melrose — Washington, DC

Tuesday, July 25

- **Noon–1:30 PM**
Networking Lunch (Optional)
If you are in town early, join other Fly-In attendees for lunch.
(Location TBD. Lunch is on your own)
- **1:00–8:00 PM**
Registration
- **2:00–4:00 PM**
Education and Training Session - Don't miss this important informational session on 2017 developments and issues
- **4:00–4:45 PM**
Captain's Round Table - For event captains only
- **5:00–6:00 PM**
Welcome Reception
- **6:00–8:30 PM**
Dinner
- **9:00–11:00 PM**
Industry Networking Opportunities:
 - Connections & Craft Beer
 - Monuments at Night Boat Tour

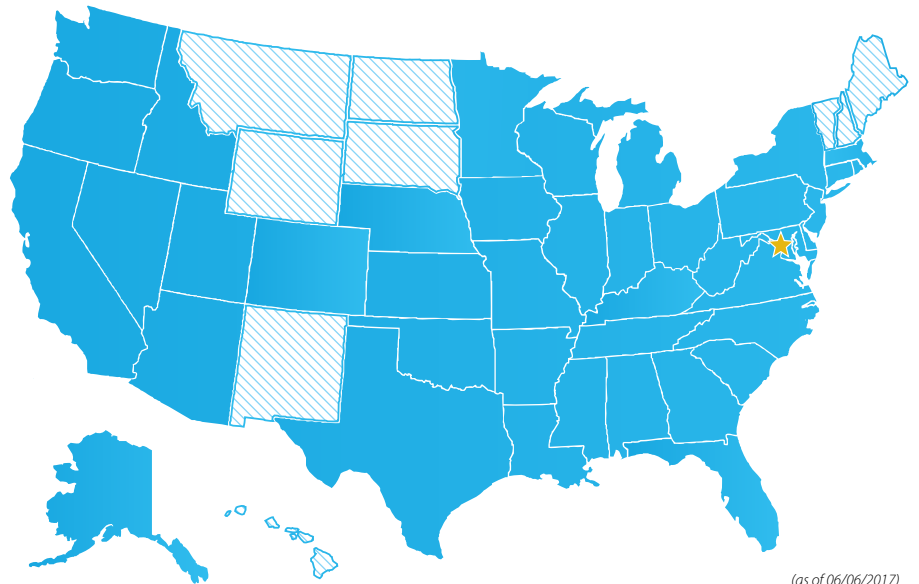
Wednesday, July 26

- **6:00 – 8:00 AM**
Registration
- **6:00 – 7:00 AM**
Breakfast
- **7:00 AM**
Bus Departure from Hotel to Capitol Hill
- **9:00 – 3:00 PM**
Meetings with Members of Congress
- **12:00 – 2:00 PM**
Refreshment Services Industry Event
- **3:00 – 3:15 PM**
Bus Departure from Capitol Hill to Hotel
- **3:30 – 5:30 PM**
Post-Event Happy Hour - Hosted by Vagabond Vending (Optional)

(as of 06/06/2017)



40 States & Washington, DC Represented at Fly-In



(as of 06/06/2017)

AL	AR	AZ	CA	CO	CT	DC	DE	FL	GA	IA	ID	IL	IN
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OH	OK	OR	PA	RI	SC	TN	TX	UT	VA	WA	WI	WV	





***NAMA Gives Back:* OPERATION HOMEFRONT**

NAMA is pleased to announce that we are partnering with Operation Homefront again this year to provide the convenience services industry the opportunity to give back to military families during the DC Fly-In. Operation Homefront (www.operationhomefront.net), is a national nonprofit that builds strong, stable and secure military families, so they can thrive—not simply get by—in the communities they have worked so hard to protect.

To participate, visit www.namaflyin.org and click on “Operation Homefront.” There, you’ll find a special Amazon where you can purchase a backpack and/or school supplies for the program. NAMA will collect the backpacks and present them to Operation Homefront at the Hill Reception on **Wednesday, July 26th**. ■





250 Likes

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The GENERATIONAL GUIDE to Social Media Marketing

By Emma Fitzpatrick

While millennials are often portrayed as the selfie generation who are always glued to their phones, they're not the generation that spends the most time on social media. But are they the ones who are most likely to purchase from brands they follow?

Below, find data that outlines just how each generation uses social media differently to engage with businesses. The results may surprise you!

Use this data to influence and tweak whom you're targeting on social media. Note: All data (unless otherwise specified) is from *Sprout Social Q1 2017 Data*.

MILLENNIALS: ADULTS 18-34

- **Weekly time spent on social media:** 6 hours and 19 minutes (*2016 Nielsen Social Media Report*)
- **Favorite social network:** Facebook (33 percent), Instagram (22 percent), Snapchat (15.8 percent)
- **When they follow brands:** 48.6 percent of millennials follow a brand on social

512 Likes



- media, and 58.9 percent follow a brand before they purchase a product.
- **How they interact with brands:** Once they follow, 38 percent want to be entertained while 42 percent want information. Plus, 30 percent of millennials engage with a brand on social media at least once a month.

- **What they hate:** Millennials' number one pet peeve is posts they perceive to be annoying, followed by a bad experience.
- **Conversion rate:** 60 percent of millennials are likely to purchase from brands they follow.

GENERATION X: ADULTS 35-49

- **Weekly time spent on social media:** 6 hours and 58 minutes (*2016 Nielsen Social Media Report*)
- **Favorite social network:** Facebook (64.7 percent), Instagram (10 percent), YouTube (10 percent)
- **When they follow brands:** 48.8 percent of Gen Xers follow a brand on social media, and 50.4 percent follow a brand before buying.
- **How they interact with brands:** This generation loves contests, deals and promotions. 32 percent of Gen Xers interact with brands on social media at least once a month.
- **What they hate:** Like millennials, Gen Xers dislike annoying posts, followed by spam posts. Uniquely, this generation is nearly 160 percent more likely than other generations to unfollow brands because of offensive content.
- **Conversion rate:** 67 percent of Gen Xers are likely to purchase from brands they follow.

BABY BOOMERS: ADULTS 50-PLUS

- **Weekly time spent on social media:** 4 hours and 9 minutes (*2016 Nielsen Social Media Report*)
- **Favorite social network:** Facebook (65 percent), Google+ (10 percent) and YouTube (8 percent)
- **When they follow brands:** 24.5 percent of baby boomers follow a brand on social media, and 55 percent follow before purchasing.

- **How they interact with brands:** Baby boomers primarily want deals and promotions on social media, followed by product information. A mere 14 percent interact with brands monthly on social media.
- **What they hate:** By far, the behavior that causes baby boomers to unfollow brands the most are "spammy" posts.
- **Conversion rate:** 51 percent of baby boomers are likely to purchase from brands they follow on social media.



While millennials are often portrayed as the selfie generation who are always glued to their phones, they're not the generation that spends the most time on social media.

THE TAKEAWAYS

- Gen Xers spend the most time on social media and are most likely to purchase from a brand they follow. Target them more — even more than millennials.
- Millennials want to laugh or learn from your brand; Gen Xers want contests and deals; baby boomers want promotions and product information.
- Baby boomers will follow, but not interact. Instead, they're more likely to observe, learn and wait for a coupon.
- Regardless of age, no one likes annoying or "spammy" posts, and everyone loves a good promo code. ■

About the Author

Emma Fitzpatrick is a freelance writer and marketer, whose specialties include content marketing, social marketing and short, snappy writing.

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NAMASM

STATE LOBBYING ON THE RISE





By Sandy Larson,
Senior Director of
Government Affairs

The 2017 legislative session was an active one for NAMA State Councils. More than 287 state council members traveled to their respective state houses in 17 states – possibly the most state lobbying activity ever recorded by NAMA. With issues related to sugar-sweetened beverage taxes, restrictions on vending on state property, container deposits and micro market regulations on the rise at the state level, advocacy at the state level is becoming increasingly more important.

The state council members, in coordination with the NAMA State Affairs team, strive to maximize their exposure at their respective capitols during state lobby days, with each state having its own unique approach. In states that do not have gift restrictions limiting what legislators can accept, a snack bag or box with NAMA FitPick info and an assortment of vending product identifies the industry in a unique and memorable way. Other states bring machines and micro markets to the capitol for a hands-on experience. Working with state council lobbyists and the NAMA state affairs team, meetings are set up with individual legislators and leadership to discuss issues of concern to the industry. This year, in addition to meeting with their legislators, state council members meet with their Governors, Lieutenant Governors and House and Senate Leadership.

In some states, members are lobbying for or against specific legislation—i.e. tax parity, sugar-sweetened beverage



taxes—while in others, state councils focused on establishing a relationship with their representatives and familiarizing them with the industry. As a direct result of lobbying efforts at the state level, Minnesota vendors were able to pass a tax parity bill. In Oregon, operators are on their way to having legislation passed related to the licensed blind vendors program.

NAMA continues to expand its state advocacy outreach, adding two new lobby days this year in Maryland/DC and Louisiana.

2017 State Council Lobby Day Highlights:

Alabama: AVA held its annual legislative dinner the night before their day at the capitol, with six legislators in attendance. The next day, the group was addressed by Rep. Connie Rowe (R-Jasper), State Treasurer Young Boozer and Public Service Commissioner Twinkle Andress Cavanaugh. They also passed out AVA sample bags to 140 legislative offices.



The AVA group with Rep. Connie Rowe and State Treasurer Young Boozer.

Arizona: AAMC members were addressed at breakfast by House Speaker Pro Tempore T.J. Shope. The group set up vending machines and micro markets in the capitol and invited representatives to stop by for snacks and beverages.



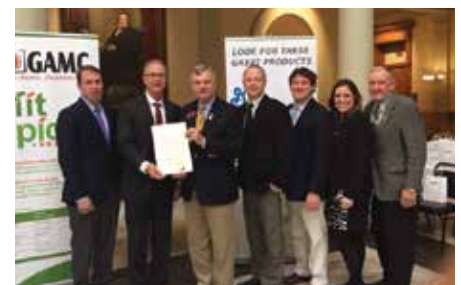
The entire CAVC group assembled outside the Capitol prior to their legislative meetings.

California: CAVC members had dinner with Senator Scott Wilkes the evening before their day at the capitol. Members visited with 22 legislative offices and shared their concerns about proposed sugar-sweetened beverage taxes and a bill that would require health warning labels on sugar-sweetened beverages. They also discussed their opposition to a bill that would impose a tax on snacks. CAVC snack bags were delivered to 130 legislative offices.



Members of the CAVC group in the Senate Chambers with Senator Steven Bradford.

Georgia: GAMC members interacted with more than 230 legislators from the House and Senate, and passed out GAMC snack bags to each of them. The group discussed the micro market bill, as well as issues related to health and wellness initiatives. The group met with Sen. John Wilkerson (Chair of Senate Agriculture & Consumer Affairs) and Rep. Tom McCaul (Chair of House Agriculture & Consumer Affairs), the two sponsors of the micro market bill, and representatives from the office of Commissioner of Agriculture.



The GAMC group with Rep. Randy Nix (center) Rep. Charles McCall (far right end).

Illinois: IAMC members had individual meeting with their legislators, and were also invited to the Senate floor for recognition by Sen. Tom Rooney. The group also passed out 200 IAMC snack

bags to the legislative offices. That evening IAMC hosted a dinner for the legislators.

Iowa: IAMA members traveled to Des Moines in February for their legislative day. During the visit, members of the IAMA Board of Directors met with Governor Terry Branstad and Lieutenant Governor Kim Reynolds. The board members shared information about efforts within the industry to provide better-for-you products to customers and educated the governor and lieutenant governor on micro markets. The group also passed out 250 IAMA snack bags to legislators during the breakfast they hosted.



The IAMA group with then-Gov. Terry Branstad (since named US Ambassador to China) and then-Lt. Gov. Kim Reynolds, now the current governor of Iowa.

Kansas: MAMA members from Kansas started the day in Governor Brownback's office for a meet and greet and photo. They were then addressed by House Majority Leader Don Hineman and Senator Majority leader Jim Denning who updated them on the legislative issues in Kansas.



The MAMA group with Governor Sam Brownback.

Louisiana: This was the first year that VMOL had a legislative day at the capitol in Baton Rouge in more than five years. The attendees met with their legislators on the House and Senate Chamber floors, and informed them about the association's interest in relationship building with their members' legislators and some of the issues impacting the industry currently.



The VMOL group's first lobby day, pictured with Senator Michael Walsworth.

Maryland/DC: This was the first legislative day hosted by the MD-DC state council; members attended meetings with more than 20 state senators and delegates. They also delivered sample bags highlighting FitPick and "better-for-you products" sold in the vending channel.



Seventeen members participated in the MD/DC's council's first lobby day in recent history.

Michigan: MDVA hosted another very successful legislative day at the capitol in Lansing, MI. The attendees delivered certificates to each of the legislators' offices which could be redeemed for product samples provided by various suppliers. Approximately 120 legislators came to redeem their product samples and interact with MDVA members and attendees.

Minnesota: MAMC members had meetings with Senator Chamberlain, Senate Tax Committee Chair, Senator Paul Gazelka, Senate Majority Leader, and Representative Greg Davids, House Tax Committee Chair, to discuss the MAMC sponsored bill which would remedy an inequity in Minnesota tax law regarding the taxation of items sold through vending machines. Members then met with their representatives to ask for their support of the legislation. The bill was ultimately passed and signed by the governor.



The MAMC group assembled following meetings with leadership on their tax bill.

Mississippi: (Spring Legislative/ Board Meeting) Ron Aldridge, MAMA's lobbyist, presented an update on state legislation beneficial to business, focusing on proposed legislation dealing with restrictions on the sale of certain caffeine products.

Missouri: MAMA members in Missouri had meetings with members of the House and Senate leadership including Senator Ron Richard, the President Pro Tempore, Representative Todd Richardson, the Speaker of the House, Mike Cierpiot, Majority Floor leader, and Senator Wayne Wallingford, sponsor of the Streamlined Sales Tax bill. The group discussed the proposed Streamlined Sales Tax bill and language that MAMA had inserted into the bill to protect the convenience services industry and ensure favorable tax treatment.



The MAMA group with Speaker of the House, Representative Todd Richardson and Majority Floor Leader, Representative Mike Cierpiot.

Oregon: NAVA members in Oregon met with 14 representatives and discussed legislation sponsored by the licensed blind vendors related to the blind vending program in Oregon. The bill seeks to clarify various aspects of the program. Members delivered 95 NAVA snack bags.

Tennessee: TAMA members handed out 150 sample snack bags to House and Senate offices and had meetings with their individual legislators. They also met with Lieutenant Governor McNally to discuss issues related to micro markets and the Department of Revenue.



TAMA Members at the Tennessee Capitol during their Legislative Day in Nashville.

Texas: TMVA had its largest group ever participate in a Texas Legislative Day. TMVA hosted a breakfast for representatives and their staff and then visited their representatives and delivered 190 snack boxes. Members discussed NAMA's FitPick program and their concern about proposed legislation to limit items sold in vending machines on state property.



The TMVA largest group to date to attend a Texas Lobby Day.

Tri-State (PA, NJ, DE): Tri-State members had individual meetings with 14 legislators in the Pennsylvania Capitol building, and passed out more than 200 sample snack bags.



Tri-State Members gathered on the steps of the Pennsylvania Capitol following their Legislative Day in Harrisburg.

Washington: NAVA members in Washington had meetings with 21 legislators where they discussed the convenience services industry and NAMA's FitPick program. They passed out 155 NAVA sample bags. ■



The group assembled outside the capitol in Olympia.

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