

SPRING 2019

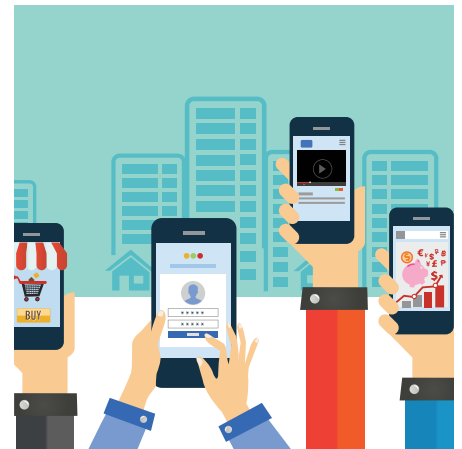
InTouch

The Official Magazine of NAMA



**WHERE PEOPLE, PRODUCTS
AND POSSIBILITIES MEET**





FEATURES

- 10** The NAMA Show 2019: Meet with Convenience
- 11** The NAMA Show 2019: Preview & Schedule
- 13** The NAMA Show 2019: Exhibit Hall Experiences
- 15** The NAMA Show 2019: Strategic Sponsors
- 23** Attendees: 4 Ways to Maximize Your Experience at the NAMA Show
- 24** Exhibitors: 5 Ways to Maximize Your Experience at the NAMA Show

- 26** Setting the Standard: Identifying Metrics for Continuous Operational Improvement
- 29** When Employee Terminations Go Wrong! Are You Prepared?
- 32** How to Create Facebook Content that Performs Better
- 33** Your Foundation at Work
- 37** 2019's Top 3 Digital Marketing Trends That Matter
- 39** 10 Rules for Success in a Family Business

DEPARTMENTS

- 06** A Closer Look with Carla Balakgie
- 08** News & Views with Jeff Smith
- 43** Business Marketplace
- 44** Up Close with WIN: Pamela Beals
- 45** Welcome to Our Newest Members
- 46** Up Close with ELN: Jim Versical

The **NAMA** Show 2019
Meet with Convenience

April 24-26
LAS VEGAS
CONVENTION CENTER



Where
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PRODUCTS &
POSSIBILITIES
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Learn more and register at
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A Look Toward Tomorrow: Are You an Algorithmic Leader?

Carla Balakgie, President & Chief Executive Officer of NAMA

“Sketching a Vision for the Future” —

This session will provide a framework for creating measurable and attainable goals for all personnel. You will learn how to narrow goals down to what is truly important and how to ensure employee engagement as well as company growth.

“Reinventing Leadership for the Age of Machine Intelligence” —

This provocative keynote by futurist Mike Walsh will be the highlight of our opening general session. Walsh knocked our socks off at the most recent Executive Forum in Orlando. This time, as he addresses our entire NAMA Show audience, he'll focus on a simple but powerful idea—how to be smart when machines are smarter than you.

In his new book, *The Algorithmic Leader*, Walsh posits that the accelerated use of technology means there's no escaping data — it is the language driving business. Data is how we solve problems and manage people. Algorithms are the rubric through which that data is processed — the bridge between computation and real-world application. The value of algorithms is a game-changer, as they are capable of increasing efficiency, customizing transactions and improving the lives of consumers in increasingly astonishing ways.

However, Walsh argues, algorithms that fail can have dire consequences. He opens his book with an example from the airline industry that serves as a cautionary tale.

In this debacle two years ago, a passenger was seriously injured while being escorted off an airplane to accommodate a crew member. Human judgement was not part of the algorithm that randomly selected this 69-year-old doctor to be “re-accommodated.” But the subsequent decisions of gate agents, law enforcement officials and others created nothing short of a disaster. The passenger, who suffered a broken nose, concussion and two broken teeth, was awarded a reported \$140 million settlement. The airline and its CEO faced a PR nightmare, with negative media coverage that went viral, along with a stock price that tumbled.

While this is an extreme example, the message is clear: algorithms need to be managed carefully to ensure results that are good for your business and reflective of your core values. And carefully bounded by the inexplicable and potent ingredient of human logic.

In the age of algorithmic business, Walsh will help us think about how we reinvent, redesign and reimagine what we do. I, for one, can't wait to hear more from The NAMA Show stage in April.

In today's rapidly changing business environment, the best leaders are those who keep growing, those who keep learning. Here's to your continued growth and NAMA's continued commitment to inspiring you.

I look forward to seeing you in Las Vegas. ■

The NAMA Show is one of my favorite times of the year. It's when we as leaders in the convenience services industry come together to connect, to share and to learn.

There's the excitement of the show floor, offering a once-a-year opportunity for you to experience all that's new in our industry. There are new and novel ways of connecting with your colleagues, which always generate fresh energy and ideas. And there are robust education sessions, designed to take you on a knowledge journey that's both inspiring and practical.

The educational lineup for this year promises valuable perspective on a range of business issues. Here are three I'm especially intrigued by:

“The Tools You Need to Create Efficient Teams” —

This session will examine the latest technology and organizational best practices to encourage thinking around how your employees navigate their workdays. You'll come away with lists of tools and apps to maximize your team's effectiveness.



Making the Case for An Agile Culture

Jeff Smith, NAMA Chair

inspire, to broaden their perspective or expertise.

It has been my privilege to serve as the NAMA chair and in that capacity, I'd like to share an idea that has had value to our organization's strategy discussions and may offer value to yours as well. Dubbed an "agile culture" by business pundits, there are many complex ways to describe this model. In simplest terms, Merriam-Webster defines agile as "able to move quickly and easily."

From my view, that's the beauty and power of this ideal, in a nutshell. It's a way of doing business that's highly collaborative, with a mindful format away from the highly-structured, command and control model. In our work with clients throughout Michigan and across so many business lines, we see evidence of this "agile culture," even from a physical layout perspective.

Today, we see fewer closed-door offices, including in the c-suites of our customers, and more open layout plans with conference rooms for meetings and other working sessions.

The agile approach involves adapting to changing customer needs. I believe our industry has demonstrated its ability to do this time and time again – look only to the evolution from vending to micro markets; the importance of cashless technology and evolving consumer preferences, in terms of product selection. In my view, the industry's continued success will be based on this.

Mike Walsh, NAMA's General Session keynote speaker, claims, "If your company is a platform, then culture is your operating system." Furthermore, he posits that achieving agility starts with hiring agile thinkers. While I agree wholeheartedly with that statement, I also believe that we as leaders need to embody an agile mindset and challenge ourselves to move quickly and easily. It goes without saying there's nothing easy about being agile; the ambiguous nature of a changing environment can be unsettling and disruptive. And that's the point. Tried and true; the "way we've always done it" playbook won't cut it today.

If you're interested in this concept, global consulting firm McKinsey offers a report I found insightful. It's available online: *The Five Trademarks of Agile Organizations*.

As the McKinsey report indicates, "In the coming years, customer expectations will continue to evolve – likely at an accelerating pace, making the quest to please customers ongoing and continuously changing. Agile can not only improve customer-care outcomes in the near term, but also lay the organizational foundation to respond quickly to shifting customer preferences. The prize is simply too big to ignore – not just more satisfied customers, but also higher-performing customer-care organizations, and happier employees."

With that, I'll see you in Las Vegas for the most defining industry event of the year. ■

With The NAMA Show just weeks away, we're looking forward, as we always do, to spending quality time with friends and colleagues from the industry. While this may sound simple, those of us who have been in this industry understand that these relationships are the lifeblood of our businesses and critical to our success.

As the chair of NAMA, facilitating networking and peer forums at The NAMA Show are a strategic focus. In addition to special-interest meet ups like WIN, ELN and the Executive Forum reunions, there are some special new features planned, including an opening pre-party event.

One of the keys to improved performance for our team is taking advantage of the value-added education The NAMA Show delivers, year in and year out. At All Star Services, we divide and conquer, with each team member taking on the education sessions that both align with their role and those that offer "above and beyond" education, that have the potential to



Meet with Convenience

Finding everything you need to grow and transform your convenience services business has never been more...

convenient! From new products to new people; from the latest technology to the latest trends – it's all right here at The NAMA Show.

From April 24-26 at the Las Vegas Convention Center, more than 4,500 industry members will convene to discover the latest innovative products and technology, get up to speed on industry trends and best practices, and grow their networks and their businesses.

An inspiring education lineup featuring practical takeaways begins Tuesday,

April 23 with pre-conference education sessions. The opening General Session kicks off at 1pm Wednesday with futurist and author Mike Walsh's keynote address, as well as remarks from CEO Carla Balakgie and Chair Jeff Smith, the 2019 Annual Meeting and the presentation of the Industry Awards. Education sessions continue through Thursday in session rooms and throughout the exhibit hall.

With a jam-packed show floor featuring 330+ exhibitors, including more than 90 new exhibitors, guests are guaranteed to forge new connections and find solutions to enhance their businesses. The possibilities are endless!

REGISTRATION HOURS

Tuesday, April 23 • 7:00AM – 5:30PM
Wednesday, April 24 • 7:00AM – 6:00PM
Thursday, April 25 • 7:00AM – 4:30PM
Friday, April 26 • 8:00AM – 12:30PM

Registration sponsored by 365 Retail Markets

TUESDAY / APRIL 23

8:30AM – 12:00PM

Get Started with Artificial Intelligence in Your Organization

PRE-CONFERENCE SESSION

Speaker: Franki Chamaki, Co-Founder & COO, Hivery

The Formula for a Great Place to Work

PRE-CONFERENCE SESSION

Speaker: Vic Pemberton, CEO, WITY Solutions,
The Pepi Companies

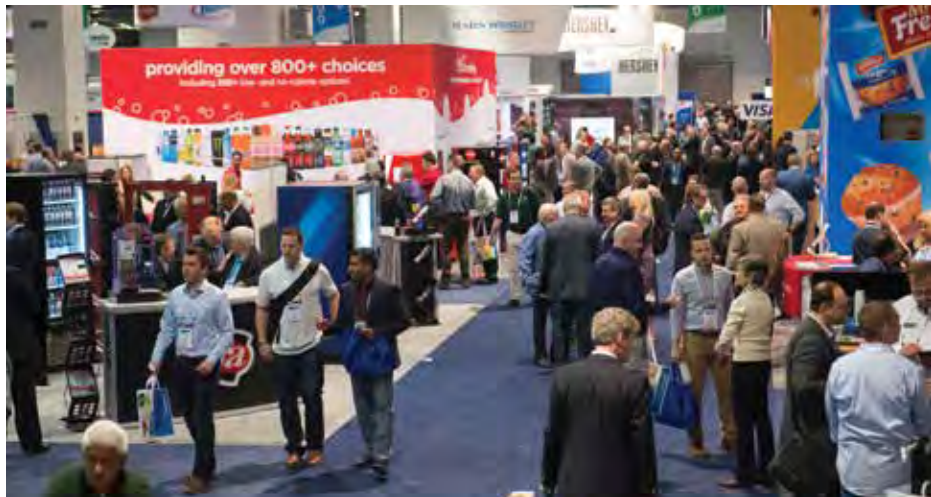
Kari Hatt, Partner, Behavioral Strategist,

Culture By Choice

David Pemberton, Director of Finance,

The Pepi Companies

PREVIEW & SCHEDULE



AVANTI MARKETS BREAK ZONE HOURS

Wednesday
2:00 PM - 4:00 PM

Thursday
9:00 AM - 10:30 AM
12:00 PM - 1:30 PM
4:00 PM - 5:30 PM

Friday
8:00 AM - 9:30 AM
11:30 AM - 12:30 PM

Sponsored By Avanti Markets

9:00AM – 11:00AM

Essence of Coffee Module 3: C-Commerce (Collaborative Commerce)

PRE-CONFERENCE SESSION

Speaker: Tom Bauer, Director of National Sales, DS Services
Stu Case, Business Development, Avanti Markets

1:30PM – 3:30PM

Essence of Coffee Module 4: Top to Bottom OCS Operations

PRE-CONFERENCE SESSION

Speaker: Jeff Deitchler, General Manager, PrairieFire Coffee Roasters

1:30PM – 5:00PM

Introduction to Pantry Services

Speakers: Jon Holden, All Star Services
Judson Kleinman, Corporate Essentials
Greg Sidwell, G&J Marketing
Tom Steuber, Associated Services

5:30PM – 7:30PM

TopGolf Las Vegas: An Emerging Leaders Network (ELN) Event

NETWORKING FUNCTION

Location: MGM Grand Hotel and Casino
4627 Koval Lane
Invitation Only, for ELN Members and Sponsors
Primary Sponsor: G&J Marketing and Sales

6:00PM – 8:00PM

**1923 Bourbon Bar
A Women in the Industry (WIN) Event**

NETWORKING FUNCTION

Location: Mandalay Bay | 3930 S. Las Vegas Blvd.
Event open to all registered NAMA Show Attendees

WEDNESDAY / APRIL 24

8:30AM – 9:30AM

Leveraging Technology to Increase ROI

Track: **TECHNOLOGY**

Speakers: Hannah Davies, Customer Relations Project Manager, Greenhithe Software Solutions
Bill Lockett, Director of Marketing, Vendsys/Nayax
John Hickey, Co-Founder, Tech 2 Success LLC
Mike Ferguson, Owner, VMAC Solutions
Steve Crosby, Director of Fleet, Facilities and Vending Operations, Company Kitchen
Sponsored by Visa

Beverage Consumption Trends Impacting Convenience Services

Track: **CONSUMER & INDUSTRY TRENDS**

Speaker: Meghan Liefeld, Director of Consumer Insights and Category Management, Danone NA AFH
Sponsored by Danone NA AFH

PRE-CON SESSIONS

Tuesday's agenda offers five pre-con sessions covering how to get started with artificial intelligence, the formula for a great workplace, introduction to pantry services, and modules 3 and 4 in the entirely revamped Essence of Coffee program.

EDUCATION SESSIONS

Wednesday and Thursday's lineup boasts 20 presentations running in five concurrent tracks: Technology, Consumer & Industry Trends, Sales/Business Development, Business Operations, and Public Health & Nutrition.

PREVIEW & SCHEDULE

The Changing Workforce:

Getting the Most Out of Your Employees

Track: **SALES/BUSINESS DEVELOPMENT**

Speakers: Chris Guillet, Director, Taher, Inc.
Chris Stave, Director of Business Development,
Parlevel Systems

Michael Ray, Business Development and
Customer Service, HGV Vending

Sponsored by 365 Retail Markets

Succession Strategies to Protect and Perpetuate Your Business

Track: **BUSINESS OPERATIONS**

Speaker: Larry Oxenham, Senior Advisor,
American Society for Asset Protection

Sponsored by U-Select-It

Fruit at Work: Changes, Trends and Safety

Track: **PUBLIC HEALTH & NUTRITION**

Speaker: Chris Mittelstaedt, Founder and CEO,
The FruitGuys

9:45AM – 10:45AM

The Tools You Need to Create Efficient Teams

Track: **TECHNOLOGY**

Speaker: Evan Jarecki, Co-Founder & Chief
Customer Officer, Gimme Vending

Tea – Why it Matters, What Consumers Expect and Why it Needs to Be Included in OCS

Track: **CONSUMER & INDUSTRY TRENDS**

Speaker: Allison Slater, Senior Manager,
The Tea Company at Unilever Food Services
Abbe Kuhn, Beverage Innovation Director,
Unilever Food Solutions

Linda Appel Lipsius, Co-Founder & CEO,
Teatulia Organic Teas

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Micro Market Success

Track: **SALES/BUSINESS DEVELOPMENT**

Speakers: Chris Cosentino, Manager,
Take a Break Vending

Dennis Laing, Owner and Operator,
NWA Fresh Vending & Micro Markets

Alan Munson, Chief Commercial Officer,
Parlevel Systems

Sponsored by Vistar

How to Recruit and Retain the Next Generation

Track: **BUSINESS OPERATIONS**

Speaker: Elyssa Steiner, USAT (Moderator)
Jim Versical, Sales Manager, 365 Retail Markets
Mike Hoeft, Regional Account Manager, BUNN
Kari Hatt, Partner, Culture by Choice
Lee Mondol, Branch Manager, Canteen of Coastal
California Inc.

On-The-Go Nutrition: How to Sell Healthy

Track: **PUBLIC HEALTH & NUTRITION**

Speakers: Bryan Crowley, CEO, Soylent
Jean Terminiello, National Director of Immediate
Consumption, Glanbia Performance Nutrition

Sponsored by Avanti Markets

11:00AM – 12:00PM

Going Green: What the Transition to Green Refrigerants Means for Your Business

Track: **CONSUMER & INDUSTRY TRENDS**

Speaker: Doug Drenten, Vice President
Engineering, Crane Merchandising Systems

Digital Advertising for Business Growth

Track: **SALES/BUSINESS DEVELOPMENT**

Speaker: Matt Harlos, Director of Marketing &
Design, Gimme Vending

Neil Swindale, Owner, VendCentral



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and everywhere else using:
#TheNAMAShow
selfies are a must!

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NAMA
Bringing convenience to life.

PREVIEW & SCHEDULE

EXHIBIT HALL
EXPERIENCESNEW PRODUCT ZONE &
PEOPLE'S CHOICE AWARDS

The #1 reason operators attend The NAMA Show is to discover new products and suppliers, so we've conveniently gathered them in the New Product Zone, an interactive, high-traffic area at the entrance of the exhibit hall that highlights a collection of up-and-coming, innovative new products for the convenience and vending industries.

Attendees will be able to not only see these new products but also scan those items of greatest interest and, in real time, receive a summary listing along with information about where to find their selections on the show floor.

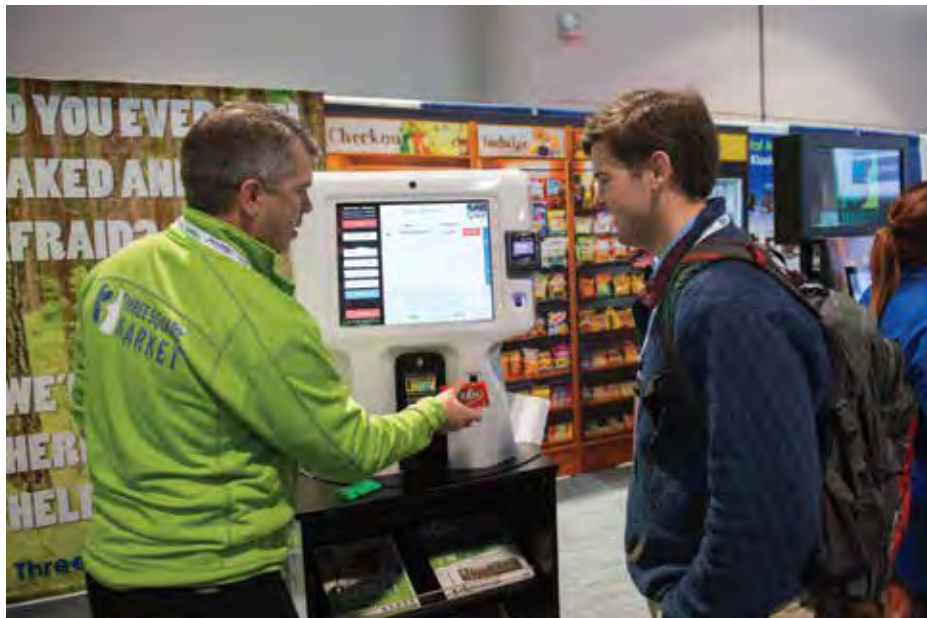
Plus, this year will feature the new **People's Choice Awards!** As attendees scan for product information, they are casting a vote to help determine the most popular of the New Product Zone! Winners will be announced at the close of the show.

BETTER FOR YOU PAVILION

The Better For You Pavilion highlights companies who offer healthier snack and beverage products. This year, the expanded pavilion is entirely sold out with even more companies participating than last year. Operators who are actively searching for FitPick® snacks and beverages (under 250/200 calories) for their micro markets, vending machines and foodservice outlets will find this organized collection of healthy product options very useful.

VEND THIS!

This year NAMA is raising the bar with the VEND THIS! for products beyond refreshments. This area of the exhibit hall is designed for operators seeking new and different products to offer and sell in their unique sales channels.

**Sketching a Vision for the Future**

Track: **BUSINESS OPERATIONS**

Speaker: *Ben White, Professional Services, Crane Connectivity Solutions*

Streamlining Office Logistics with Technology

Track: **PUBLIC HEALTH & NUTRITION**

Speakers: *Anant Agrawal, EVP, Corporate Development, USA Technologies*

Sponsored by **USA Technologies**

1:00PM – 2:30PM

KEYNOTE PRESENTATION

Reinventing Leadership for the Age of Machine Intelligence

Speaker: *Mike Walsh, Futurist & Author of 'The Dictionary of Dangerous Ideas,' Founder & CEO of Tomorrow, a Consumer Innovation Research Lab*

Sponsored by **PepsiCo Foodservice**

Growing Your Business Through Occasion-Based Eating and On-Trend Nutrition

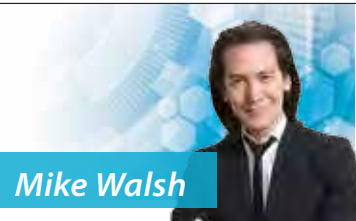
Track: **PUBLIC HEALTH & NUTRITION**

Speakers: *John Hostetler, Director of Category Management and Business Analytics, Kellogg's David Grotto, Wellbeing Business Partner, Kellogg's*

Sponsored by **Kellogg's**

NEW! USAT Partner Pavilion

Discover an integrated platform that connects your customers to the convenience they want, and your business to the efficiency it needs. Explore integrated solutions for vending, micro markets, and OCS related to increased consumer engagement, digital payments acceptance, and back-office management tools.



Mike Walsh

Wednesday's opening session features keynote Mike Walsh, futurist and author of *The Dictionary of Dangerous Ideas*, who will deliver an inspiring message about embracing the future. His presentation entitled "Reinventing Leadership for the Age of Machine Intelligence" will present a vivid portrait of a brave new world orchestrated by machines that think, and how tomorrow's leaders can upgrade their capabilities to survive and thrive in an age of accelerating technology.

PREVIEW & SCHEDULE

2:30PM – 6:30PM

Exhibit Hall / Show Floor Open

6:00PM – 7:00PM



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NAMA Jam!

NETWORKING FUNCTION

Location: General Session / Keynote Stage

Event open to all registered

NAMA Show Attendees

Supercharge your networking and rev up your NAMA Show experience at this energizing opening-night soiree. The evening will feature cocktails and a live performance from the award-winning Clif Bar Grove Valve Orchestra – voted best corporate band by FORTUNE magazine!

NEW! NAMA Learning Lab:

New this year is the NAMA Learning Lab, a highly visible and unique presentation area situated right on the show floor in the exhibit hall. In contrast to the standard educational programming, this particular presentation area will feature more interactive, hands-on, deep dive presentations across a range of subjects.

Captivation Station: The Captivation Station is a dedicated learning center on the show floor where suppliers deliver 20-minute thought leadership presentations focused on insights, trends and best practices to help operators gain more from their NAMA Show experience. There are no sales pitches – only actionable takeaways that operators can immediately apply to their businesses.

Sponsored by Avanti Markets

THURSDAY / APRIL 25

7:30AM – 9:00AM

Executive Forum Alumni Breakfast

NETWORKING FUNCTION

Location: Las Vegas Convention Center / Room N263/N263C

Invitation Only

Sponsored by 365 Retail Markets & USA Technologies

State Council Board of Directors' Breakfast

NETWORKING FUNCTION

Location: Las Vegas Convention Center / Room 255-257

Invitation Only

Sponsored by The Coca-Cola Company

8:30AM – 10:00AM

Taking Technician Training into the 21st Century

Speakers: Karalynn McDermott, SVP, Marketing Development, BUNN
Drew Dutton, Director of Equipment Services, Royal Cup
Brian Cook, Service Manager, Associated Services
Frank Baron, CEO, Cafecion Ventures Inc.
Maurits de Jong, Managing Director, de Jong DUKE

9:00AM – 10:00AM

What's Trending in Convenience Services

Track: **TECHNOLOGY**

Speakers: Mike Kasavana, NAMA Endowed Professor (Moderator)
Maeve Duska, SVP, Marketing and Strategic Development, USA Technologies
Carly Furman, CEO, Nayax
Paresh Patel, CEO, PayRange
Sponsored by Mastercard

On The Horizon:

Nutrition and Wellness Trends 2019

Track: **PUBLIC HEALTH & NUTRITION**

Speaker: Sylvia Rowe, President, SR Strategy LLC



11:00AM – 12:00PM

MSU Research Study on Cashless Payments in the United States

LEARNING LAB –

presentation on the show floor!

Speaker: Jim Turner, Vice President of Cashless Deployment Services, USAT
Dr. Michael McCall, NAMA Endowed Professor of Hospitality Business, Eli Broad School of Business

1:00PM – 2:00PM

Forces and Trends:

Perspectives on Navigating Change in 2019

LEARNING LAB –

presentation on the show floor!

Speaker: Joe Davis, Group Director, Customer & Commercial Insights, Coca-Cola North America

3:00PM – 4:00PM

Leveraging AI to Make Better Business Decisions

LEARNING LAB –

presentation on the show floor!

Speaker: Matthew Robards, Co-Founder, Data Scientist, HIVERY
Sharyn Kolstad, US Business Development, HIVERY

10:00AM – 5:00PM

Exhibit Hall / Show Floor Open

FRIDAY / APRIL 26

9:00AM – 1:00PM

Exhibit Hall / Show Floor Open

*Schedule as of 3/15/18.

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 BOS Brands 1661
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 Classic Cookie 1160
 Cleanlife LED 1716



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 ConnectMe Solutions 252
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 eBoost675
 ECRS.....247

Eldorado Coffee Roasters666
 Electron1837
 Elite Call469
 Elite Solutions.....577
 ELKAY.....369
 Ellis Coffee Co.760
 Elma Farms.....1726
 Emerald Transportation Solutions.....973
 Expresco Foods.....1746
 Fastcorp, LLC.....1434
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 Appliance Co., Ltd.....572
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 Franke Coffee Systems1752
 Fresh Brew Group USA.....361
 Fruit For Thought1274

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 Fujimi, Inc473
 Funky Chunky.....365
 Future Bake USA Inc.773
 Gavina Gourmet Coffee866
 General Mills615
 Genesis Decor1615
 Gilman Cheese Corporation310
 gimMe Health Foods, Inc.1374
 Gimme Vending, LLC1561
 Give & Go254
 Glanbia Performance Nutrition.....1553
 Glass Half Full14771
 GLK Foods1552
 Golden Krust1452
 Golden West Food Group211
 Goodson Bros. Coffee Co.460
 Grand Prairie Foods.....1724
 Graphics That Pop1521
 Great American Deli1061
 Green Grass Foods dba nutpods..... 1477A
 Green Nature Marketing.....425
 HABCO Manufacturing Inc.1377
 Hamilton Beach Commerical.....1624
 Herr's Foods Inc.841
 High Brew Coffee672
 Hint Inc340
 Hippeas.....1376
 HLF Italian Design.....669
 Holiday House Distributing, Inc.735
 Hostess Brands LLC1329
 Hunan Kimma Intelligent Equipment
 Manufacture Co., Ltd.1073
 Hunan Zhonggu Science and
 Technology Co., Ltd.....861
 IMS320
 Innovolt - East West643
 InOne Technology LLC1221
 International Currency Technologies, Corp.....410
 Interroll1245
 ITOEN (North America)330
 iVend-Net, LLC1076
 J&J Snack Foods1240

*Exhibitors as of 3/15/18.

EXHIBITORS

Jack Link's Protein Snacks 303
 Jofemar USA 961
 John Guest USA, Inc. 367
 Johnsonville, LLC 347
 Jonny Almond Nut Co. 221
 Kar's Nuts 720
 KeeTouch Co., Ltd 1728



Kellogg Company 721
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 Elmhurst, IL 60126
 630.956.9705
 kelloggsspecialtychannels.com



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 5301 Legacy Drive
 Plano, TX 75024
 973.673.7000
 keurigdrpepper.com

Kimble's Food by Design 351
 Kind LLC 237
 Kitu Life, Inc 1173
 Klement Sausage Co. 1248
 Kodiak Cakes 1636
 Kraft Foods Group, Inc. 929
 La Colombe 434
 Laird Superfood 1738
 Laqtia 1627
 Laurieri Srl 1067
 Lavazza 215
 Lavazza Professional 917
 Lavit LLC 436
 Lenny & Larry's 447
 LesserEvil Snacks 1729
 Life in Green 665
 Lightspeed Automation LLC 1241
 Lock America 825
 Luvo, Inc. 334

MAGEX USA 1741
 Magner Corporation of America 1641
 MagTek, Inc 202
 Mars 911
 Massimo Zanetti Beverage Group 461
 MATI LLC 1172
 Matipay - Sital S.p.A 1672
 McKee Foods Corporation 744
 Medeco Security Locks 1751
 Merch-a-Vend Company 1714
 Minus Forty Technologies 1515
 Mojo Organics, Inc 1074




Mondelēz International 741
 100 DeForest Avenue
 East Hanover, NJ 07936
 973.503.2667
 mondelezinternational.com

Monogram Food Solutions 210
 Mother Parkers Tea and Coffee 435
 Mountain Waffle Co. 1554
 Mr. Nature 1540
 MYX 545
 National Coffee 435
 Natural Choice Corp. 573
 Natural Source Sales 1167
 Nature's First Inc. 449
 Navitas Organics 1171
 Nayax LLC 1247
 Neighbors, LLC 1731
 Nespresso USA 1442
 Nestle Professional 1341
 Nestle Waters North America 1070
 Nestle/Starbucks 521



Newco Enterprises, Inc. 511
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 St. Charles, MO 63301
 800.325.7867
 newcocoffee.com

Next Level Fitness Water, Inc 206
 Niagara Bottling, LLC 1415
 Nippon Primex Inc. 220
 NOKA 1527
 Norm Technologies by Three Square Market 1403
 NOVAMEX 769
 Nutraplex 1266
 NuZee Inc. dba Coffee Blenders 966
 Oberto Snacks 1569
 OptConnect 1514
 OptiPure, a part of Pentair 767
 OTI 1753
 OWYN (Only What You Need) 353
 OXiGEN – Formula Four Beverages 1372
 Paramount Coffee Company 635



Parlevel Systems Inc. 751
 114 E Cevallos Street
 San Antonio, TX 78204
 210.200.8873
 parlevelsystems.com

Pathwater 466
 Pax Technology Inc. 1736
 Payment Alliance International 335
 Payment Express 1477H
 PayRange 541
 Payter B.V. 248

EXHIBITORS



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 7701 Legacy Drive, 3A-73
 Plano, TX 75024
 972.334.2660
 pepsi.com

Picnic Cup Company 244
 Plant Snacks 1168
 Plastic and Products Marketing Inc 1068
 Pod Pack International, LLC 740
 Popchips 341
 PopCorners 231
 Popcornopolis 1572
 Popz USA, LLC 1470
 Project 7, Inc. 1477G
 Proud Source Water 569
 Pyramid Technologies Inc 1349
 QBD Cooling Systems Inc. 352
 Quest Nutrition 1242
 R.W. Sauder, Inc 477
 Rainmaker Sales Support 1066
 Red Bull North America 627
 Regilait 1449
 Reis & Irvy's 829
 Reichel Foods, Inc 835
 Righteous Felon 1405
 Rip Van Wafels 429
 Rise Buddy 1276
 Ronnoco Coffee LLC 260
 Rosa Foods, Inc. - SOYLENT 1170
 Rosseto Serving Solutions 235
 RTC Industries 1535
 Rudolph Foods Company Inc. 431
 RXBAR 1634
 San Francisco Bay Coffee Company 567
 SandenVendo America, Inc. 327
 Saputo Cheese USA Inc 1548
 Sconza Chocolates 1250
 Seaga 1148

Sensor Electronics Co., Ltd. 1747
 Service Ideas, Inc. 645
 Shanghai Geant Investment Co., Ltd. 261
 Sharp Commercial 1640
 Shasta Sales, Inc. 1429
 Shenzhen Chulux Electric Appliance Co. Ltd. ... 668
 Sigma Phase, Corp 1069
 Silkron Technology SDN BHD 1072
 SK Food Group/Raybern's 1407
 Skinny Dipped 1271
 SMART (Service Management
 and Route Tracking) 1567
 Snak King 314
 SNBC 1637
 Snyder's - Lance Inc. 1227
 Sonoco Thermo Safe 1625
 Sonoma Creamery 637
 Sparkling Ice/Talking Rain Beverage Company... 414
 Squeeze'd To Go 867
 St. Michel North America 1626
 StarKist Co 1277
 Stratus Group 222
 Sugar Foods Corporation 823
 Sun & Swell Foods 1477J
 Sunny Sky Products 240
 Supply Wizards 1668
 Suzohapp 1161
 Swyft, Inc. 205
 SZT Electronics Co., Ltd. 1263
 Taste of Nature, Inc 971
 Tea Aroma Inc. 423
 Tea of a Kind 1176
 Teaja 452
 teapigs 1273
 Teatulia Organic Teas 268
 Tetley Harris 676
 Texas Tito's, Inc. 1630
 The Avalon Group 727
 The Chaat Company 1272



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 Atlanta, GA 30313
 404.676.3374
 cokesolutions.com

The FruitGuys 1472



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 Hershey, PA 17033
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 Orrville, OH 44667
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 smuckerfoodservice.com/office-coffee

The Promotion in Motion Companies, Inc. 1441
 The-Venders 1725
 Think Jerky 1267
 thinkThin 1370



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 River Falls, WI 54022
 715.386.233
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*Exhibitors as of 3/15/18.

EXHIBITORS

TMI Trading Corp.....1670
 TriTeq Lock & Security, LLC.....641
 Troverco/Triple Sticks Foods.....1573
 True Manufacturing1642
 Truffoire Las Vegas223
 TUTY USA LLC 1477E



Twinings North America..... 1421
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 Clifton, NJ 07012
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UNFI1270
 Unified Strategies Group, Inc.....1315
 Unilever Food Solutions.....441
 Unreal Brands1366



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USAT Partner Pavilion1735



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Utz Quality Foods.....1620
 Vagabond1361
 Van Lock Company837

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 vendingtimes.com

VendoPharm673
 Vendors Exchange International, Inc.....711
 VendSys967

Vendwatch Telematics.....326
 Vertex Water Products621
 Via Touch Media1446




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 12650 E Arapahoe Road, Building D
 Centennial, CO 80112
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 vistar.com

VitaCup.....1244
 VT Hackney.....1351
 Wandering Bear Inc.229
 Waterlogic.....561
 Welch's1451
 Wells Enterprises, Inc. -
 Blue Bunny Ice Cream.....1628
 Wellsys.....462
 Whisps1369
 White Castle Food Products, LLC.....611
 Wilbur Curtis1454
 Wilcox Farms.....230
 Wizzan Mobility LLC1651
 Wonderful Pistachios & FIJI Water1467
 WTIwireless.....228
 X2 All Natural Energy.....448
 Yoke Payments.....311
 YoPoint Smart Retail Technology Ltd.....315
 Zavida Coffee Company.....312
 Zevia LLC1666

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ATTENDEES

MAXIMIZE YOUR NAMA SHOW EXPERIENCE

You are headed to The NAMA Show 2019 – Where people, products and possibilities meet! Your mission: to find innovative products, services and solutions to grow your business. The NAMA Show has so much to offer and we want to help you get the most out of your experience.

Maximize your time at The NAMA Show with these insider tips and tricks:

1 Create your custom show floor agenda!

Plan your time effectively on the show floor! Discover the latest and greatest technologies, products and services from 330+ exhibitors, all at The NAMA Show! Use our Interactive Show Floor Planner to stay on top of the action.

The NAMA Show 2019 will feature exciting business growth pavilions! Check out:

- New Product Zone
- USAT Partner Pavilion
- Captivation Station
- Better For You Pavilion
- NAMA Learning Lab
- VEND THIS! (non-consumable vend items)

Find it:

- Visit www.thenamashow.org, click “Exhibitors” and scroll down to “Show Floor”

- Click on any exhibitor to visit their profile
- Add your **favorites** by clicking on the star symbol
- Looking for a specific type of exhibitor? Use the **advance search option** to find companies specifically tailored for your needs.

2 Create your custom education agenda!

Join us Tuesday to hear from thought leaders and industry experts during our pre-conference sessions.

Topics Include:

- Artificial Intelligence
- Essence of Coffee Program
- Intro to Pantry Services
- Formula for a Great Place to Work

Find it:

Visit www.thenamashow.org/education-program-agenda for full agenda and to register.

Join us on Wednesday afternoon for our Opening Session

Keynote Address featuring Mike Walsh, Futurist and Author

Sponsored by PepsiCo Foodservice

Walsh will present a vivid portrait of how tomorrow’s leaders can survive and thrive in an age of accelerating technology.

Join us on Wednesday and Thursday morning for our education sessions:

Choose from 20+ education sessions within five dynamic conference tracks to customize your professional development experience.

Plus...visit the new NAMA Learning Lab in the exhibit hall for more interactive, deep dive presentations across a variety of important topics.

3 Meet new people and expand your network

The all-new NAMA Jam on Wednesday evening is the perfect opportunity to socialize with others at the show. This energetic opening-night soiree will feature cocktails and a live performance from the award-winning Clif Bar Grove Valve Orchestra – voted best corporate band by *FORTUNE* magazine!

Sponsored by 365 Retail Markets, Clif Bar & Co., & Premier Broker Partners

4 Download and use the NAMA 365 Mobile App

The NAMA 365 Mobile App is your show GPS, helping you navigate all the valuable elements of this event. Find the schedule, floor plan, exhibitor listings, speaker bios and more, all in the palm of your hand. Free downloads are available from the Apple and Google app stores.

Find it:

To download, search for “NAMA 365” within your app store. ■



EXHIBITORS

5 WAYS TO MAXIMIZE YOUR NAMA SHOW EXPERIENCE

You're exhibiting at The NAMA Show in Las Vegas! With 330+ exhibitors, it's important to make your booth stand out among the crowd. We've created tools to help! Find them on the Exhibitor section of The NAMA Show website at www.thenamashow.org/marketing-toolkit

Here are 5 tips to help you maximize your exhibitor experience:

1 Update Your Online Listing

Operators are now searching The NAMA Show Exhibitor and Product lists and adding exhibitors to their "Attendee Planners" to visit during the show. Update your booth profile NOW to get your company on as many attendee lists as possible!

Find it:

When your exhibitor space and NAMA Membership are both paid in full, you will receive a link and password via email, allowing you to update your booth profile and badge registration.

2 Use Your Custom Invitation Registration Link

Drive more traffic to your booth! A custom registration link can be used to invite clients and prospects to The NAMA Show and your booth.

Find it:

1. Visit the Exhibitor Registration page
2. Select your Company Name and enter your password
3. Click the "Invite your Customers" tab
4. For your unique code, go to section 1 where you will find instructions on how to distribute your unique code. Your code is located in the Promo Code box in the upper right-hand corner.
5. For your unique link, go to section 2 where you can copy your link to use for invitations as well as find instructions and suggested text.

3 Create a Campaign with a Low Cost, High Impact Sponsorship or Marketing Bundle

With a jam-packed show floor, it's important to get your brand noticed! Get your share of leads and purchases with a customized sponsorship or marketing bundle.

4 Visit Two Exciting Show Floor Areas

The Captivation Station returns to The NAMA Show exhibit floor as a 600 square-foot oasis situated among innovative manufacturers' and suppliers' booths. Several 20-minute presentations are scheduled during show hours covering insights, trends and best practices that operators can use in their businesses right away!

Sponsored by Avanti Markets

The New Product Zone

A high-traffic area at the entrance to the show floor that highlights a collection of new and innovative products. Operator-buyers will:

1. Discover new products in multiple category segments.
2. Request information on products they desire
3. Get an instant "road map" on where to find those products on the exhibit floor.
4. Products with the most scans in each category receive a People's Choice Award! Winners receive promotion and acknowledgment on NAMA's website and on social media.

For questions, please reach out to Anthony O'Shea at 770.432.8410 x109 or Katie Burke at 770.432.8410 x156.

5 Free Exhibitor Marketing Tool Kit

We have created free marketing tools for you to promote your participation at The NAMA Show! Find everything from social media ideas, show logos, banner ads and email signature graphics – just copy and paste and start spreading the word!

Find it:

- Visit www.thenamashow.org and click on "Exhibitors"
- Then scroll to "Exhibitor Marketing Toolkit" ■