GROWING STRONGER TOGETHER
The NAMA Foundation’s mission is to strengthen and advance the convenience services industry through strategic support of advocacy, education and research initiatives.
The Transformation of an Industry

Five years ago, NAMA’s visionary leaders set out to advance the Association’s work and elevate the industry, fueled by the Positioning for Growth (PFG) capital campaign. This year celebrates the campaign’s successful conclusion.

Under the effective leadership of PFG co-chairs Jim Terry, Howard Chapman and Marc Whitener, we surpassed our goal, raising more than $5 million and fulfilling our promise to capitalize the Association and build NAMA’s core competencies in the areas of advocacy, thought leadership and research.

The next page outlines many of the resulting accomplishments, but here’s a high-level look at the resulting benefits to NAMA and the industry:

- **Cost savings and cost avoidance** for operators and suppliers, thanks to successful grassroots engagement on regulatory and legislative issues.

- **Coalition and partnership engagement** that ensures NAMA can successfully fight burdensome taxes and regulations, as well as lead on important issues like nutrition and sustainability.

- **Elevated the operator**, providing industry thought leadership, research and information to enable better business decisions.

- **Developed future leaders** by supporting continuing education and enrichment opportunities.

- **Improved industry health and outlook**, working alongside NAMA to better serve members and enhance our image with the general public.

A huge thanks to the generous PFG campaign donors who made this all possible. I look forward to our continued collaboration as we move together into a bright future.

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**Pat Hagerty**  
Chair, NAMA Foundation Board of Trustees
A Vision Fulfilled: 2012–2017

Below are some of the most notable programmatic outcomes resulting from your investment:

Advocacy
- Supported advocacy education efforts — most notably at the NAMA Fly-In — helping save the industry nearly $3.5 billion through favorable outcomes on such issues as front of pack calorie disclosure and metallic content of coins.
- Reinvigorated NAMA’s FitPick program, laying the groundwork for a positive, industry-led conversation around nutrition and wellness.

Thought Leadership
- Helped develop NAMA’s first Executive Forum, designed to inspire fresh thinking and fuel innovation among the industry’s C-suite.
- Supported the development of the new NAMA Knowledge Center, offering a range of online certification programs, courses and webinars.
- Awarded more than 25 scholarships for small business owners and young professionals to attend NAMA’s Executive Development Program and other events.

Research
- Conducted the first-ever industry census, which now delivers helpful convenience services data every two years.
- Seeded groundbreaking research on micro markets to support the industry’s fastest-growing channel.
- Delivered qualitative consumer research, providing valuable insight into the workplace of the future.
2017 Accomplishments

Advocacy

NAMA Fly-In

One example of the way the Foundation supported advocacy education in 2017 was by sending two students from the A. Philip Randolph School Vending Technology Program to participate in the NAMA Fly-In in Washington, DC. Not only was the experience and exposure valuable for the youngest members of the industry, but it also provided face and visibility into our industry for the elected officials with whom they met.

In addition, the Foundation utilized early findings from the 2016 Industry Census to inform and educate elected officials at the Fly-In, providing them with critical information relative to industry scope, size and economic impact (see page 7).

FitPick

As public interest in health and nutrition continues to grow, NAMA expanded its suite of FitPick tools to meet the increased demand for relevant, credible resources. With support from the NAMA Foundation, two engaging new videos were produced and debuted on fitpick.org.

“NAMA’s Nutrition Story” tells the story of the organization’s efforts to be part of the nutrition solution, and “FitPick 101” gives an overview of the program for operators and how to get started.
2017 Accomplishments

Thought Leadership

Operator education is one of the NAMA Foundation’s key priorities. Advancing its commitment to developing future leaders, the Foundation awarded a record number of scholarships in 2017.

NAMA Scholars

Thanks to the generosity of NAMA’s Emerging Leaders Network and the Wittern Group, the Foundation was able to award two additional scholarships in 2017, for a total of five. The recipients, who attended NAMA’s Executive Development Program, were Bruce Burch, Jackson Brothers of the South; Stephanie Kull, Vendors Exchange International, Inc.; Shane Prebenda, Cantaloupe Systems; Lori Puri, Corporate Essentials; and Devin Smith, All Star Services.

“Attending EDP was an exceptional opportunity to step away from the workplace, learn more about our industry, gain valuable education and make strong connections.”
—Lori Puri, 2017 NAMA Scholar

Dan Mathews Scholarship NEW!

Following the retirement of longtime NAMA Executive VP and COO Dan Mathews, the Foundation launched a campaign to honor Dan’s legacy to the industry. Designed to fund scholarships for NAMA education, the campaign exceeded its goal, raising $26,000. The first awards went to Jack Brown of ReFresh Facility Services and Hans Lutkefedder of Vend Natural Holdings to attend the 2017 CTW show.

“Each [CTW] session had takeaways that I can use in my business. There wasn’t a dull moment.”
—Jack Brown, Inaugural Dan Mathews Scholar
2017 Accomplishments

Research

The NAMA Foundation funded two industry research studies in 2017, arming members with exclusive insights to help grow their businesses.

Industry Census

The Foundation partnered with research firm Technomic in its second comprehensive census of the industry. Conducted in 2017 based on 2016 data, the study measured industry size, makeup and growth sectors. Results were debuted at the 2017 Coffee, Tea and Water show, giving participants a look at leading trends and areas of opportunity. The full study is available online, free to NAMA members.

Route Driver Report

This qualitative study, conducted in partnership with Michigan State University, was the first in-depth survey on route drivers and client perceptions of route driver service quality in the convenience services industry. The findings give valuable insights into route driver job performance and engagement, with tangible takeaways to help improve quality for clients — and ultimately for end consumers.

Both studies are available for download at namanow.org.
2017 Accomplishments

Stewardship and Sustainability

In support of its strategic stewardship goals, the NAMA Foundation met with campaign donors throughout the year, from meetings at the OneShow to conference calls to site visits, to tell success stories resulting from their five-year investment and gain valuable insights about their priorities going forward.

Building off the momentum of the past five years and conversations with these donors, in 2017 the Foundation launched its new Strategic Partners program. This program allows supporters to direct their future investment to the areas of greatest interest and priority to them.

To date, this program has raised over $350,000 to be funded over a multi-year horizon.

NAMA’s Women of the Industry (WIN) group once again raised awareness and support for the NAMA Foundation and one of its signature programs, FitPick, by donating $2,500 from hosting fitness events like yoga and boot camp at the NAMA One Show and CTW.
2017 Annual Supporters

Thank you to the following companies for their ongoing support of the Foundation’s mission.*

**Cornerstone Investors | $20,000+**
- Vendors Exchange International, Inc.
- Wittern Group, Inc.

**President’s Circle | $10,000+**
- Dole Packaged Foods
- GES

**Visionary | $5,000+**
- National Association of Blind Merchants

**Gold | $1,000+**
- Accent Food Services, LLC
- American Food & Vending Corporation
- Imperial, Inc.
- NAMA Emerging Leaders Network
- NAMA Women in the Industry
- Pine Tree Vending Association
- Vend Natural Holdings

For a complete list of annual supporters, visit namanow.org/foundation/supporters

Dan Mathews Scholarship Fund

This scholarship fund was established by the Foundation in 2017 following the retirement of NAMA Executive VP and COO Dan Mathews.

**Inaugural Donors**

|$1,000+
- Richard Atnip
- James Brinton
- Patrick Hagerty
- Dan Hart
- IMN Solutions
- Kovitz Investment Group
- Dan Mathews
- Vic Pemberton
- Greg Sidwell
- Joe & Karen Webster
- Marc Whitener

|$599
- Terri Bruce
- Howard Chapman
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- Scott Corley
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- Marilyn Dent
- Kelly Doherty
- Sheree Edwards
- Larry Eils
- Todd Elliott
- Jim Frost
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- Nicholas Gacos
- Judy Gawczynski
- GES
- Pam Gilbert
- Gloria Gordils
- Joseph Hessling
- Jonathan Howe
- Michael Kasavana
- Craig Kushner
- Deborah Lara
- Sandy Larson
- Jennifer Moodhe
- Roni Moore
- National Association of Blind Merchants
- Lindsey Nelson
- Mary Ann Patmon
- Donna Rebeck
- Joshua Rosenberg
- Sylvia Rowe
- Paul Schindelar
- LyNae Schleyer
- Jerry Scott
- Kurt Shaw
- Jeff Smith
- Julia Smith
- Randy Smith
- Peter Tullio
- Jeffrey Van Wagner
- Melissa Villegas
- Cliff Whitehead
- Earl Williams

*Reflects actual commitments funded in 2017*
Thank You, Investors!

The strides made by the NAMA Foundation would not have been possible without the dedication of scores of donors and volunteers. From presenting the vision to making generous contributions, members came together to invest in the future of the industry. Thanks to all of the Positioning for Growth campaign donors:

**Pinnacle Investor**
$1,000,000+
* Pepsico Foodservice

**Legacy Investor**
$500,000+
* The Coca-Cola Company

**Founder Investor**
$250,000+
* Mars, Inc.

**Cornerstone Investors**
$100,000+
* AdvancePierre Foods
* Aramark Corporation
* Canteen
* Dr Pepper Snapple Group
* General Mills, Inc.
* The Hershey Company
* Kellogg’s Food Away
* From Home
* Keurig Green Mountain, Inc.
* Vistar

**Heritage Investors**
$50,000+
* Buffalo Rock Company
* Crane Merchandising Systems
* Crane Payment Innovations
* DS Services of America, Inc.
* G & J Marketing and Sales, LLC
* Gaviña Gourmet Coffee
* The Kraft Heinz Company
* Mondelēz International
* Royal Cup Coffee
* SEVA
* Vend Catering Supply

**Ambassador Investors**
$25,000+
* 365 Retail Markets
* A.H. Management Group, Inc.
* Bunn-O-Matic Corporation
* Burdette Beckmann, Inc.
* California Automatic Vendors Council
* Cargill, Inc.
* Company Kitchen
* Flowers Foods/Mrs. Freshley’s GES
* Holiday House Distribution
* MD - D.C. Vending Association, Inc.
* Mid-America Roasterie
* Nestlé Professional
* Pentair Filtration Solutions, LLC
* R. C. Bigelow
* Red Bull North America
* Sodexo Vending and Retail Services
* Tri-State Automatic Merchandising Council

**Friends Circle Investors**
$10,000+
* Alabama Vending Association
* All Star Services, Inc.
* Associated Services
* Avanti Markets, Inc.
* Cantaloupe Systems
* Canteen of Coastal California
* Coin Acceptors, Inc.
* Continental Vending, Inc.
* Evergreen Vending
* Follett Corporation
* Georgia Automatic Merchandising Council
* Gourmet Coffee Service, Inc.
* Inventure Foods, Inc.
* LightSpeed Automation, LLC
* Lincoln County Vending
* Mark Vend Company
* Mississippi Automatic Merchandising Association
* Monumental Vending, Inc.
* Newco Enterprises, Inc.
* The Pepi Companies
* Refreshment Solutions, LLC
* Smith Vending Corp./Canteen
* Southern Refreshment Services
* Sugar Foods Corporation
* Tomdra
* U-Select-It
* Vending Machine Operators of Louisiana

**Supporters Circle Investors**
$5,000+
* All Brands Foods, Inc.
* Arizona Automatic Merchandising Council
* Atnip Company, Inc.
* Automatic Food Service, Inc.
* Automatic Merchandising Association of Florida
* Carla Balakgie, FASAE, CAE
* Cloverhill Bakery
* Excelso Coffee and Tea
* Greg Breland
* Illinois Automatic Merchandising Council
* Indiana Vending Council
* Jack Link’s Beef Jerky
* Jimmy Wilmore
* Kentucky Automatic Merchandising Council
* Kimble’s Food by Design, Inc.
* M & M Sales Company, Inc.
* Minnesota Automatic Merchandising Council
* Monogram Meat Snacks
* New York State Automatic Vending Association
* Northwest Automatic Vending Association
* Premier Broker Partners
* Pod Pack International, Ltd.
* PrairieFire Coffee Roasters
* ProStar Services, Inc.
* Royal Vending, Inc.
* Saverino & Associates, Inc.
* Tennessee Automatic Merchandising Association
* Texas Merchandise Vending Association
* United Food Group, Inc.

**All Other Investors**
Up to $5,000
* Acme Music & Vending Company, Inc.
* Avtobar J.S.C.
* Baker & Baker Vending, Inc.
* Brella Productions
* Chicago Vendor Supply, Inc.
* Connecticut Vending Association
* Dan Mathews, NCE5, CCS
* DFW Consulting
* Healy Consulting & Communications, Inc.
* Heritage Coffee Company
* KNJ Sales
* Iowa Automatic Merchandising Association
* J & S Vending
* Jonathan Howe
* Lima Enterprises, Inc.
* Lindsey K. Nelson, CAE
* Michael L. Kasavana, PhD, NCE5, CHTP
* Mid-America Automatic Merchandising Association
* Midlantic Vending Corporation
* Patterson Company, Inc.
* PRG
* South Alabama Vending Company
* Sylvia Rowe
* Vertex Water Products
* W. Eric Dell, Esq.

* Reflects Positioning for Growth donors as of 12/31/2017
Financial Snapshot

2017*

Total Receipts: $801,598**
Total Expenses: $547,571

Cash receipts include final PFG pledge payments as well as major gifts, annual giving and in-kind donations. Expenses reflect spending on board-approved strategic objectives, development expenses and general administrative costs.

* Based on unaudited year-end financials
** Total cash and cash equivalents

High Positioning for Growth donor satisfaction has resulted in a stellar pledge fulfillment rate of 96%