

# GROWING STRONGER TOGETHER





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The NAMA Foundation's mission is to strengthen and advance the convenience services industry through strategic support of advocacy, education and research initiatives.

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# The Transformation of an Industry

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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.



**Pat Hagerty**  
Chair, NAMA Foundation Board of Trustees

# A Vision Fulfilled: 2012–2017

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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.



- > Watch the videos:  
[NAMA’s Nutrition Story](#)  
[FitPick 101](#)



## 2017 Accomplishments

# Thought Leadership

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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 ReRefresh 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 NEW!

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](http://namanow.org).

2017 Accomplishments

# Stewardship and Sustainability

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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](http://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

#### Up to \$999

American Food & Vending  
Carla Balakgie, FASAE, CAE  
Jo Bradshaw

Terri Bruce  
Howard Chapman  
Ronald Cichy  
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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:

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## **Pinnacle Investor \$1,000,000+**

Pepsico Foodservice

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## **Legacy Investor \$500,000+**

The Coca-Cola Company

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## **Founder Investor \$250,000+**

Mars, Inc.

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## **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

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## **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

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## **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

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## **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

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## **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

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Jimmy Wilmore

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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.

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## **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

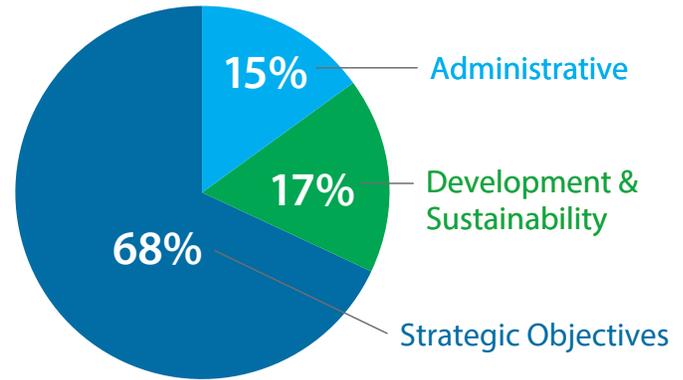
## 2017\*

**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.

### FY2017 EXPENSE SUMMARY



\* 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%**

## 2017 NAMA Foundation Board of Trustees

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[namanow.org/foundation](http://namanow.org/foundation)

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