

FUELING INDUSTRY SUCCESS

ANNUAL REPORT 2020

SUPPORT

WHEN WE NEEDED IT MOST

If there were ever a year to appreciate the NAMA Foundation, 2020 would be it. When the pandemic threatened to shut down our businesses, the resources generated by the NAMA Foundation equipped NAMA's government affairs team with credible data to tell the convenience service industry's story in Washington and throughout the country.

From the *2020 Economic Impact Study* to an analysis of COVID-19-induced losses, Foundation-funded research served as a crucial resource in representing the industry. Elected officials responded to the timely information by reinforcing their support for convenience services.

As a result of this work, we have accelerated movement toward unattended retail and broadened acceptance of micro markets as an on-site hub for the food and beverages that workers and consumers enjoy. These and other notable victories give me hope.



Through this challenging year, we came together for the good of the industry and it was made possible by your contributions. While the work is not done and the economic cloud of 2020 is slowly lifting, I am confident we will emerge even stronger. And your support of the NAMA Foundation will help get us there — together.

Greg Sidwell

Chair, NAMA Foundation Board of Trustees

RESEARCH

TO INFORM

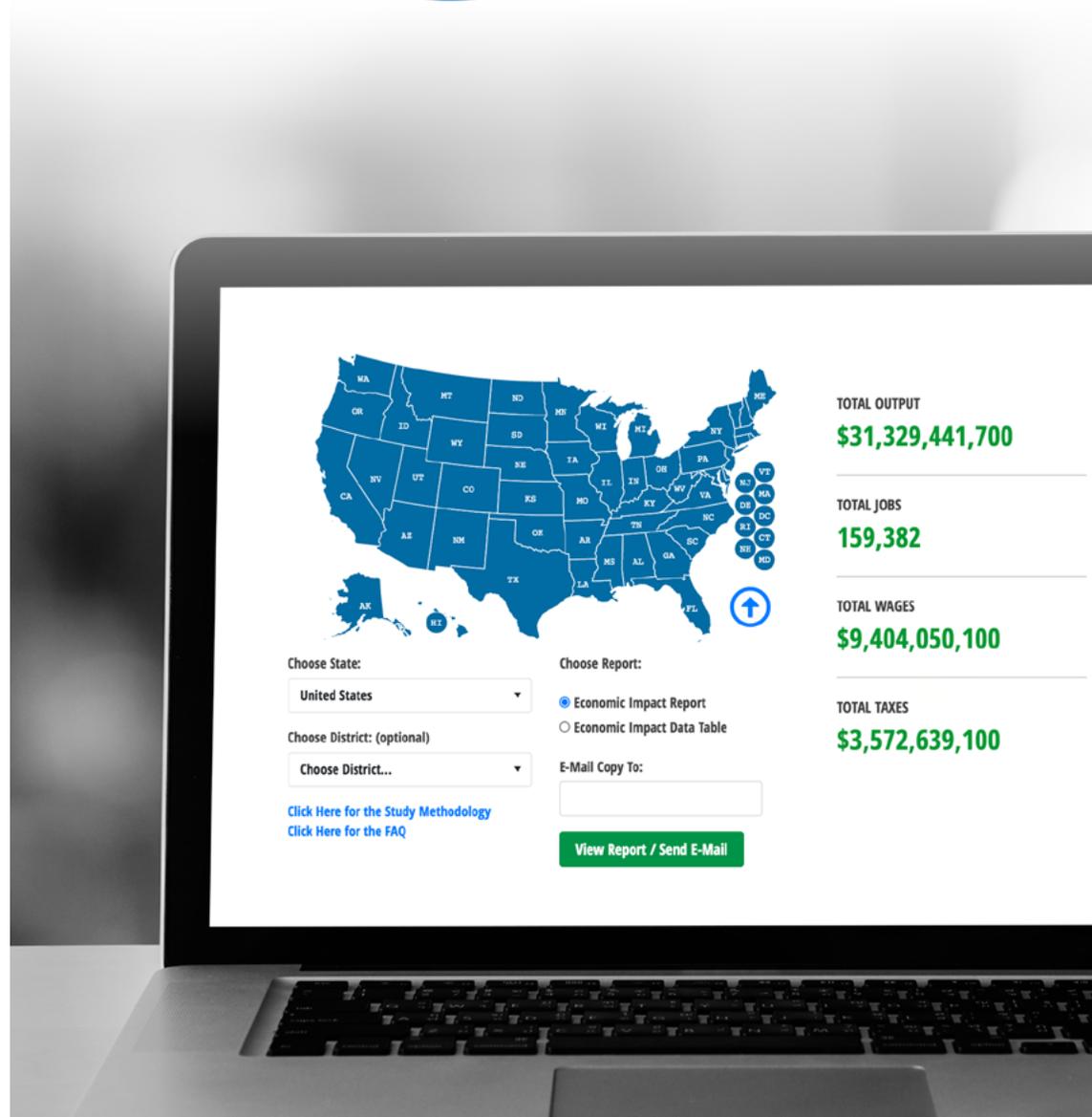
2020 Economic Impact Study

Made possible by your support, the *2020 Economic Impact Study* provided an important benchmark for the industry's performance pre-COVID-19. This comprehensive look at the convenience services industry included a deep dive into facility level data, revealing overall economic impact, jobs, wages and taxes generated by state and congressional district. In addition to providing a baseline, the study offered an update on the industry's growth.

The data is available as an easy-to-use tool for members to:

- Share the industry's impact with elected officials.
- Educate government officials on regulatory impacts.
- Take advantage of economic development initiatives.

 [View the online tool](#)



RESEARCH

TO SUPPORT

COVID-19 Analysis

The Foundation-funded market assessment examined the overall impact of the pandemic on the convenience services industry, including job losses, wages and taxes paid at the state and national level.

The distinctive analysis found that the Department of Homeland Security's (DHS) critical infrastructure designation, informed by the *2020 Economic Impact Study*, saved more than 12,000 jobs and \$2.4 billion in revenue, keeping operators open for business and able to serve America's essential workers.

Jobs Saved

12,836

Total Revenue Saved

\$2.4 billion

COVID-19 Analysis provided by John Dunham & Associates (JDA)



RESEARCH

TO GUIDE

Leading the Way in Creating a Powerful Partnership

In the fall of 2019, the NAMA Foundation joined in a Cooperative Research and Development Agreement (CRADA) with the U.S. Department of Energy (DOE). The CRADA is a partnership with DOE and the engineering experts at Oak Ridge National Laboratory (ORNL). Testing on equipment, generously provided by NAMA Foundation donors, will help develop the next generation of safe and energy-efficient refrigerated vending machines.

2020 CRADA work coincided with NAMA's efforts to:

- Amend U.S. safety standards for vending machines and bottle coolers, assisting both operators and suppliers with placement restrictions.
- Fund research focused on safely increasing the energy efficiency of the R-290 refrigerant.
- Activate ORNL to focus its research on all models of refrigerated vending machines and reach-in bottle coolers.

As a result of this partnership, great progress has been made in moving the industry forward as an energy-efficient leader.



Our partnership with NAMA has been incredibly valuable in finding real, sustainable solutions for refrigeration.”

– Emad Jafa, Senior Director and Senior Fellow, PepsiCo



NAMA is moving us into the future by providing tangible, cost-effective solutions to our greatest refrigeration challenges.”

– Tom McCarthy, Vice President National Sales, The Coca-Cola Company

EDUCATION

EXPANDING INDUSTRY KNOWLEDGE

Despite new priorities that came with the pandemic, the NAMA Foundation continued to prove its value in providing education opportunities for members. In 2020, scholarships were awarded to five operator members, expanding individual skills and helping their companies succeed.

Professional Certificate in Supervisory Management

William Berna, Canteen of Coastal California

Selling Convenience Services: Sales Representatives Edition

Lihla Janke, Let's Go Vending

Selling Convenience Services: Management Edition

Connie Baarlaer, Vendors Supply, Inc.

Jon Holden, All Star Services

Niki Morton, Casco Bay Food & Beverage



“

Having to eliminate our sales position due to the pandemic, this course gave me the tools I needed to step into this role effectively.”

– Niki Morton



“

I'm more confident and effective in my role as a manager. I am truly grateful to the NAMA Foundation donors who made this possible!”

– William Berna

STEWARDSHIP

ENSURING A BRIGHT FUTURE

In the midst of it all, NAMA members stepped up to support the Foundation during 2020. Fundraising efforts quickly adapted to the new reality, creating fun, new and engaging virtual events, including a cooking demonstration in partnership with Mondelez International.

“The Big Easy Cuisine Experience” took place in December, with chefs from the New Orleans Cooking School whipping up crab cakes topped with “no-hassle” hollandaise sauce. For dessert? Oreo beignets! The festive and engaging event brought people together and drove financial support for the NAMA Foundation.

Sponsored by:



Supporting the NAMA Foundation, which does so much for our businesses and the industry, was more important than ever this year. And the cooking demonstration was fun to do from home!

– Todd Elliott, Tomdra, Inc.



THANK YOU

FOR YOUR SUPPORT

STRATEGIC PARTNERS

\$750,000+

The Coca-Cola Company*

\$250,000+

Canteen

\$100,000+

Accent Food Services**

Aramark Corporation

Mars Wrigley Confectionery**

Vistar**

\$50,000+

365 Retail Markets†

G & J Marketing and Sales, LLC†

Mondelēz International†

Nestle Coffee Partners†

Royal Cup Coffee & Tea**

\$25,000+

Associated Services†

Buffalo Rock Company†

Sodexo†

USA Technologies†

VENEDGE†

\$10,000+

All Star Services†

American Food and Vending†

Dole Packaged Foods

Five Star Food Service†

Flowers Foods/Mrs. Freshley's

Kimble's Food by Design†

Monumental Vending

Pepsi Bottling Ventures, LLC

Premier Broker Partners

Trolley House Refreshments†

\$5,000+

BUNN**

ConAgra Food Service

Crane Payment Innovations†

Foley FoodService†

PrairieFire Coffee Roasters†

Tomdra, Inc.†

* Also Visionary Circle

** Also Presidents Circle

† Also Friends Circle

ANNUAL SUPPORTERS

Visionary Circle | \$30,000+

Keurig Dr Pepper

Leaders Circle | \$10,000+

GES

Vendors Exchange International, Inc.

Wittern Group, Inc.

Presidents Circle | \$5,000+

A.H. Management Group, Inc.

Friends Circle | \$500+

Canteen of Coastal California

Imperial, Inc.

SR Strategy



Thank you to all the other donors who support the annual fund. For a complete list, visit namanow.org.



Contact us to learn more about how the NAMA Foundation helps your business and how you can support its work.

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For detailed information on how the Foundation advances strategic support of voice, knowledge and research in the convenience services industry, visit: www.namanow.org/foundation/