



RAISING YOUR VOICE

2021 Annual Report



NAMA Delivered For You

2021 was a year of progress for the convenience services industry – even as social, business and economic challenges persisted. Recovery continued and growth returned, fueled by expanded consumer wants and needs helping to drive operator business forward.

Throughout it all, NAMA was there, raising your voice above the rest, executing an aggressive strategy to ensure operators could sustain their business, keep employees on the payroll and imagine new horizons in the world of unattended and self-service retail.

Spearheading the Great Return

BACK TO IT

In June, NAMA quickly activated to help operators navigate new challenges spurred by a rapid increase in customer demand, paired with an already-strained supply chain.

NAMA launched the **Back to It** campaign providing resources, information and education to promote a smooth transition with reopening and tools to adapt to the frequent shifts in the way business is done.

And the media took notice. CEO Update, an influential association leader publication, recognized NAMA's proactive efforts as a standout among other trade association initiatives. While industry publications, such as Vending Market Watch and Vending Times, promoted the vast array of NAMA resources now available for the industry and its partners.

CEO UPDATE

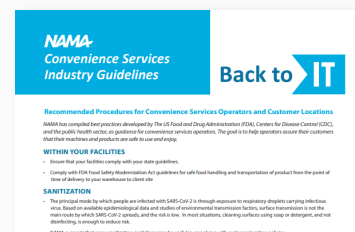
CEO DATELINE — NAMA launches 'Back to It' initiative to support convenience services industry



Back to IT

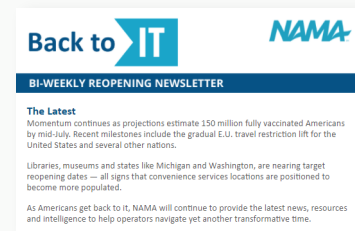
NAMA

The three-pronged approach included:



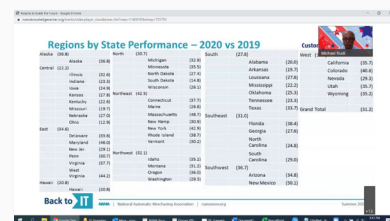
1. Clear guidance

for reopening protocols that alleviated guesswork



2. A bi-weekly newsletter

highlighting new research, workplace trends and emerging news that kept members ahead of shifts and changes in the marketplace.



3. Curated education sessions

to identify solutions for supply chain woes, reveal recovery forecasts by channel, and inspire new ideas through knowledge exchange.

Celebrating the Industry

NATIONAL #VENDINGDAY

On March 4, operators received recognition and appreciation on the national stage through NAMA's National Vending Day efforts.

A robust social media campaign served as the driving force for engaging operators and spreading awareness of the crucial role convenience services plays every day, and specifically in providing sustenance for essential workers during the pandemic.

MEDIA COVERAGE

As a result of NAMA's National Vending Day efforts, vending caught the eye of national press in a Washington Post piece that uncovered how the pandemic revolutionized the role of vending machines.

The story brought convenience services' demonstrated history of serving consumers to the forefront – setting the stage for operators to gain continued recognition as trusted solution providers in a time where health and safety is a key priority for clients.

OTHERS NOTICED

NAMA continued momentum from past years, securing recognition for National Vending Day from the State of Kansas and partner groups such as, National Association of Manufacturers (NAM), National Confectioners Association (NCA) and U.S. Chamber of Commerce.



The Washington Post

**Cannoli kits and prime aged steaks:
Here's how the pandemic has
revolutionized vending machines**

“...technology has made it even safer: Some machines have a hover feature so you don't have to touch the buttons and you can use an app on your phone or use mobile ordering.”

Carla Balakgie
NAMA President & CEO

Bringing Members Together



The NAMA Show and Coffee Tea & Water | Together in 2021 was a show like no other — and a true testament to the industry's partnership, dedication and enthusiasm to move forward. The excitement for returning to in-person business was palpable. The show delivered unique value for attendees and suppliers alike, including:

- 1 **Expanded opportunity for quality conversations between decision makers and suppliers.**
- 2 **Greater engagement for first-time and smaller suppliers and exposure to new products.**
- 3 **Increased focus on the consumer experience using technology and retailing strategy.**

These three key components, paired with exciting and engaging features, set the stage for a show to remember. The experience was so impactful that NAMA is exploring ways to recreate these valuable interactions at future events and among larger crowds.

Read More
in the full
[2021 NAMA
Show Recap.](#)



By the Numbers:



34,200
Total Square Feet
of Exhibits



1,272
Attendees



158
Exhibitors



100+
Virtual Participants



47%
Operators with
Purchasing Power



125
New Products
Displayed

Educating Like Never Before

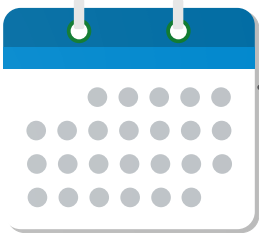
INCREASING VALUE FOR MEMBERS

In 2021, NAMA elevated its education offerings to equip operators and help power their businesses in a disruptive environment. The result was a robust in-person and virtual service strategy delivering a year-round stream of engagement, knowledge, solutions and value for members.

ONLINE & IN-PERSON LEARNING

50+

hours of
Online Content



A constant cadence
of content

Participation at
Together in 2021
Education

975

2,481

attendees



FACILITATED BUYER-SELLER INTERACTION

300

curated supplier-operator
connections

125

Small Operator
webinar participants



11 new product
webinars engaging

213

attendees



A Steady Drum Beat of Advocacy

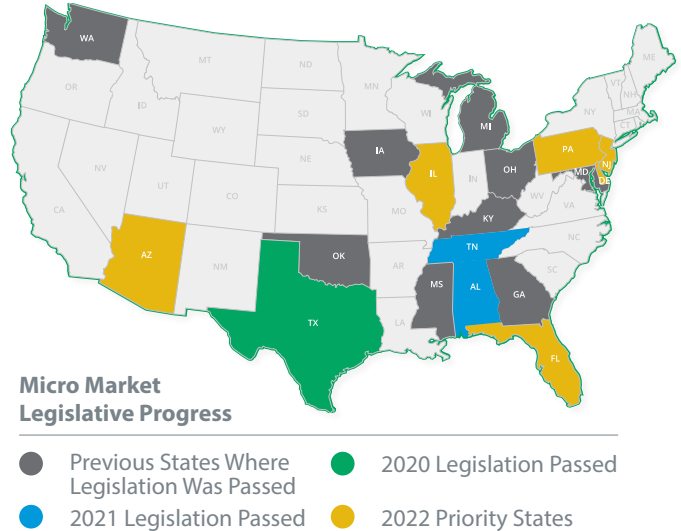
NAMA continues to expand its advocacy work at the state and local level – chalking up meaningful wins along the way that help operators with their day-to-day business and bottom line:

REMOVING RED TAPE FOR MICRO MARKETS

Momentum continues in solidifying consistent tax and food safety definitions for micro markets. Each win, state-by-state, is another step toward insuring equitable treatment by state regulators and health inspectors.

NAMA will continue to work with state legislators to identify champions for its model micro market legislation – The Unattended Retail Innovation Act – in states where micro markets are currently undefined, such as, Arizona, Illinois and Florida.

★ RECENT VICTORIES INCLUDE ★
Tennessee and Alabama.



FIGHTING DC'S BEVERAGE TAX



The Washington D.C. City Council withdrew its overburdensome sugar-sweetened beverage tax after pressure and testimony from NAMA.

REMOVING ROAD BLOCKS TO GROWTH

As federal agencies look to update and initiate new regulations, NAMA is pushing back and making it clear that now is not the time for these oversight organizations to create new regulatory hurdles.

NAMA expressed public opposition to several existing onerous regulatory requirements and is currently awaiting decisions regarding:

- **Urging the U.S. Food and Drug Administration (FDA) to postpone recordkeeping and renewal requirements for vending machine calorie disclosure information.**
- **Opposing changes to U.S Department of Energy efficiency standards for refrigerated vending machines or bottle coolers.**

Leading the Charge on Tax Credit Access

In the summer of 2021, when the prospect of Congress cutting off access to the last quarter of Employee Retention Tax Credit (ERTC) came to light, NAMA jumped into action.

Even with the often-stagnant pace of the federal legislative process, our efforts produced great progress toward restoring the credit and the promises made to small business employers.

August

During Senate negotiations on President Biden's Infrastructure bill, 2021 Q4 ERTC was taken away.

NAMA jumped into high gear – contacting Members of Congress and urging the House to preserve the tax credit for operators.


The **INFRASTRUCTURE INVESTMENT and JOBS ACT**

September

On September 2, NAMA President & CEO, Carla Balakgie [sent a letter](#) to House leadership urging Congress to ensure the credit remained available for operators.

The ERTC is one of the few financial safety nets available to small businesses during the pandemic and has enabled convenience services companies to keep employees on the payroll. Cutting off this small business lifeline before the planned deadline would greatly impact businesses fighting to remain open for business, and hard-working Americans employed.

As you consider the Infrastructure Investment and Jobs Act, and craft the reconciliation package, please do not do so on the backs of those who need it most—small businesses. We urge you to add the ERTC into the final budget reconciliation bill and make it available through the end of 2021 as previously promised.

Sincerely,


September (cont.)

NAMA's efforts drew attention from other small business advocates, and the **NAMA-led ERTC Coalition** began to take shape.

In late September, [22 coalition members urged congress](#) to keep their promise to small businesses and preserve the tax credit.

The formation of the NAMA-led coalition brought new attention to the issue. Members of Congress began to take note of how detrimental removing Q4 access to the credit would be on businesses still working through recovery.



A GROWING UNITED FRONT: What started as a modest group of small business organizations, the NAMA-led coalition of has grown to over 70 organizations pushing to save the ERTC.

October

[17 Representatives sent a letter](#) to Speaker of the House, Nancy Pelosi, urging that Congress not cut the program short – the first public support of NAMA's efforts from elected officials.

As considerations of the infrastructure bill continued, it became evident that the package would be passed eliminating Q4 of the ERTC.

NAMA and the coalition sought answers to the important questions that loomed for operators – [reaching out to the U.S. Dept. of Treasury and Internal Revenue Service \(IRS\)](#) for clarification on how they would treat Q4 credits already received.

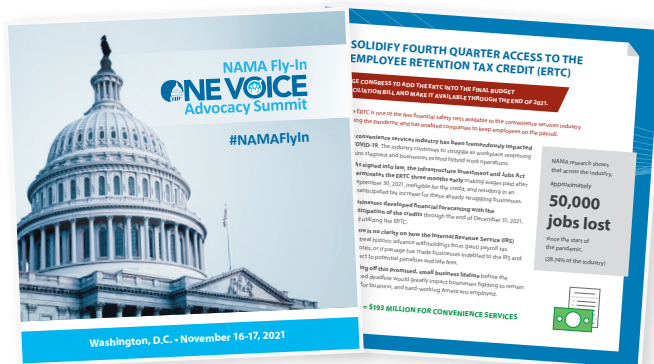


November

On November 8, The House passed The Infrastructure Investment and Jobs Act sending the bill to President Biden's desk and officially cutting off Q4 Access to the ERTC.

The following week, nearly 100 NAMA members flew to Washington for the **2021 Fly-In & Advocacy Summit**. This was a prime opportunity to bring real-life examples to elected officials on how cancelling the ERTC impacts the industry.

In more than 80 meetings with legislators, NAMA members explained the detrimental effects of stripping away this important financial safety net, and how it helped keep employees on the payroll and their small businesses operating.



Catch up on all of the great 2021 NAMA Fly-In & Advocacy Summit sessions in the

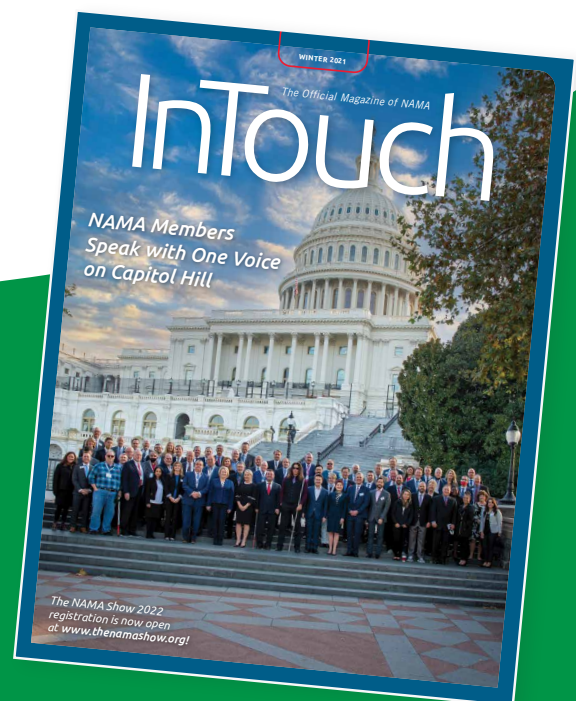
Winter 2021 Edition of InTouch!

POLITICO PRO

FLYING IN: Members of the **National Automatic Merchandising Association**, which represents the convenience services industry — businesses that operate vending machines, micro markets, coffee, tea and water, and pantry services — are in D.C. this week to lobby members of Congress to preserve one more quarter of the employee-retention tax credit, which the industry called a “lifeline,” by including it in Democrats’ reconciliation bill. NAMA members will also discuss issues like labor shortages, supply chain disruptions, the Biden administration’s vaccine mandate and more.

— The Covid-era tax credit, which was established in the CARES Act last spring and extended in President **Joe Biden’s** coronavirus relief package this year, provides a fully refundable tax credit for 50 percent of wages, for employees kept on the payroll by businesses that took a financial hit because of the pandemic. The tax credit was initially supposed to last through the end of the year. But the bipartisan infrastructure bill that Biden is set to sign into law this afternoon retroactively ends the program three months early, preventing businesses from collecting the credit for wages paid after Sept. 30.

The 2021 NAMA Fly-In gains media attention for its focus on restoring the ERTC.



December

The Fly-In produced results.

Thanks to the hard work and participation of NAMA's grassroots advocates during the Fly-In, on December 7, U.S. Reps. Carol Miller (R-WV), Kevin Hern (R-OK), Stephanie Murphy (D-FL), and Terri A. Sewell (D-AL) introduced the Employee Retention Tax Credit Reinstatement Act (H.R. 6161) – a bill seeking to reinstate the ERTC through the end of 2021, as intended.

To date, the bill has garnered over 50 bipartisan cosponsors and continues to gain support. The NAMA-led coalition continue to push for adoption and to retroactively restore access to the ERTC for the final quarter of 2021.

NAMA'S PRESS RELEASE WAS PICKED UP BY OVER 120 NEWS OUTLETS NATIONWIDE.



Home » » Press Releases

What They Are Saying: Support Builds for Congresswoman Miller's Employee Retention Tax Credit Reinstatement Act

December 8, 2021 | Press Release

WASHINGTON, D.C. – National small business advocacy organizations are praising Congresswoman Miller's *Employee Retention Tax Credit Reinstatement (ERTC) Act*.

The ERTC was designed to help small businesses rehire and retain employees they had to let go due to the COVID-19 pandemic. It was overwhelmingly supported in the bipartisan *Coronavirus Aid, Relief, and Economic Security (CARES)* Act passed in March 2020. The bill is cosponsored by fellow Ways and Means Members Stephanie Murphy (D-FL), Kevin Hern (R-OK), and Terri Sewell (D-AL).

[On the Employee Retention Tax Credit Reinstatement Act](#)

Carla Balakgie, President & CEO, National Automatic Merchandising Association (NAMA): "NAMA, which represents the \$31 billion U.S. convenience services industry, applauds the introduction of the Employee Retention Tax Credit Reinstatement Act and the bipartisan leadership of Reps. Carol Miller (R-WV), Kevin Hern (R-OK), Stephanie Murphy (D-FL), and Terri A. Sewell (D-AL). Preserving the Employee Retention Tax Credit has been our organization's number-one priority since the Senate Infrastructure Bill first put this vital program in jeopardy. For many small businesses in the convenience services industry, access to fourth-quarter ERTC could be the lifeline that helps them make it through the year — and keeps American workers on the payroll."



U.S. Rep. Carol Miller (R-WV) meets with NAMA members during the 2021 Fly-In to discuss restoring the ERTC.



STATUS UPDATE:

On February 10, 2022, NAMA successfully secured introduction of companion legislation in the U.S. Senate – increasing the likelihood of reinstatement.

"Preserving the full year allowance of ERTC has been NAMA's number-one priority since the Senate Infrastructure Bill first put it in jeopardy. It's a prime reason why more than 100 NAMA members traveled to Washington in November to meet with Members of Congress and asked them to keep their commitment to the convenience services industry."

Carla Balakgie
NAMA President & CEO

6

Wins for Convenience Services

1

PUTTING THE INDUSTRY FIRST

NAMA secured early vaccine eligibility and provided necessary resources, ensuring route drivers, warehouse workers and other operator company employees could safely serve clients as part of the essential workforce.



Thanks to NAMA's work, the Center for Disease Control and Prevention (CDC) authorized convenience services workers as among the first for vaccination under Phase 1b of its COVID-19 distribution plan.

2

KEEPING EMPLOYEES ON THE PAYROLL

NAMA helped secure an extension for operators to take advantage of the Paycheck Protection Program (PPP) through May 31, 2021.

BUT HOLD THE TAX...

NAMA quickly engaged in all 50 states to push back on efforts to tax PPP as income – leading many states to clarify operators' ability to deduct expenses paid with loans.

3

SECURING ACCESS TO FINANCIAL SUPPORT

NAMA partnered with The U.S. Small Business Administration (SBA) to increase and expand funds available to meet small operators' needs.



NAMA's input led SBA to improve its Economic Injury Disaster Loan (EIDL) program by:

- Increasing program from \$500,000 to \$2 million;
- Expanding ability to use funds to pay and prepay debt; and
- Extending deferral period to two years after a loan is received

4

EXPANDING GRANT OPPORTUNITIES FOR BLENDED OPERATIONS

After direct engagement with the U.S. Small Business Administration (SBA), eligibility for the \$28.5 billion Restaurant Revitalization Fund (RRF) was clarified to allow operators with business lines such as catering, and in many cases micro markets, to take advantage of the grants.

KEEPING THE PRESSURE ON

The program, however, was woefully underfunded, running out of the \$28.5 billion within the first month. NAMA continues to press for the replenishing of resources and expanding access for vending machine operations.

5

REMOVING TEMPORARY FRICTIONS TO THE SUPPLY CHAIN

As a result of NAMA's engagement, food manufacturers with less than \$10 million in annual food sales were granted flexibility for compliance with the U.S. Food and Drug Administration's (FDA) updated Nutrition and Supplement Facts label requirements.



6

CREATING OPPORTUNITIES FOR SUSTAINABLE GROWTH

NAMA expanded the range of equipment eligible for ENERGY STAR certification – giving operators more options for equipment to use in micro markets and breakrooms while demonstrating how their business practices are sustainably sound.



DID YOU KNOW?

According to ENERGYSTAR®, certified buildings have higher occupancy rates and higher rents — making certified equipment a great asset.



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