

NAMA
FOUNDATION



Celebrating 40 Years of Service

Namanow.org/foundation

2022 ANNUAL REPORT

THE BIG 40

I'm very proud to acknowledge that this year marked the 40th anniversary of the NAMA Foundation. That's four decades of inspiring innovation, empowering members and providing the right tools and resources we need to keep pace with the exciting evolution of the convenience services industry.

Throughout the years, the NAMA Foundation has always kept on the pulse of what our members need to be successful and thrive in business. Now more than ever, with changing consumer behavior and advanced technologies and new equipment, we are constantly seeking ways to take these shifts and turn them into opportunities. The important work of the Foundation helps us do just that.

In 2022, we looked for ways to elevate the presence and influence of the Foundation among the NAMA community and in the industry. From amplifying our voice with this year's Economic Impact Study and a key partnership with the Cooperative Research and Development Agreement (CRADA) to providing new experiences at NAMA's major events, the Foundation is committed to providing the support for advocacy, education and research initiatives that benefit our members and the advancement of our industry.

I hope you join me in celebrating this major milestone for the NAMA Foundation. Thank you for your support and here's to the next 40 years!

Joseph Hessler



JOE HESSLING

Founder and CEO,
365 Retail Markets
Chair, NAMA Foundation
Board of Trustees

QUANTIFYING VALUE

2022 Economic Impact Study

One of the greatest tools the NAMA Foundation provides for the industry is the bi-annual Economic Impact Study.

Successfully updated in 2022, it delivered a keen post-pandemic review of economic impacts in the U.S. Convenience Services industry.

This data is the most important tool NAMA has to promote the voice of the industry – showing elected officials and regulators the number of constituents employed, and the vast contributions made to their districts', states', and the nation's economy.

160.5K

TOTAL JOBS

\$34.9B

TOTAL ECONOMIC OUTPUT

\$10.4B

TOTAL WAGES

\$3.5B

TOTAL TAXES

ADVANCING SUSTAINABLE SOLUTIONS

Over the last year the NAMA Foundation's Cooperative Research and Development Agreement (CRADA) continued research focused on designing machinery that out-performs energy efficiency expectations and developing affordable refrigerant safety sensors and leak disbursement technology for the industry.



This important partnership delivered fruitfully on its intention in 2022.

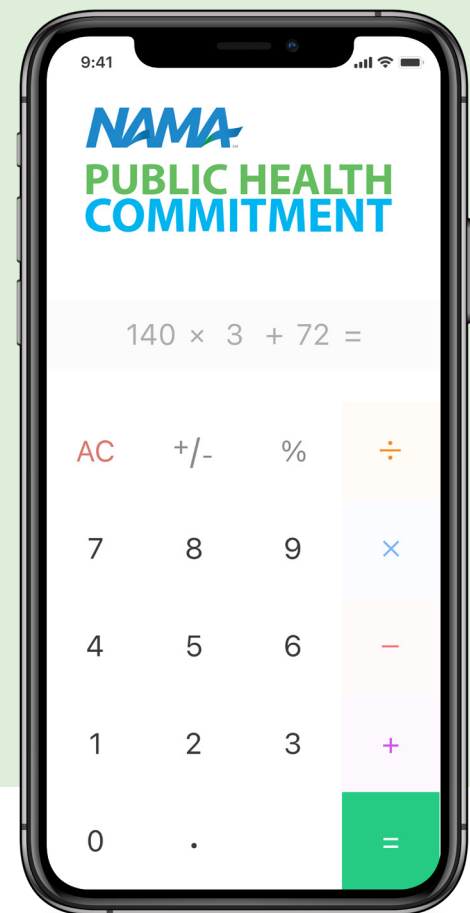
As the association's Advocacy worked to push back on new regulations, the CRADA served as rationale for delaying changes to energy efficiency standards and test procedures for vending machines and bottle coolers.

True to its purpose, the research partnership is delivering necessary data and information to shape favorable standards and requirements from the U.S. Department of Energy.

SUPPORTING CONSUMER INTERESTS

Public Health Calculator

NAMA and its member partners remain steadfast in our dedication to achieve the Public Health Commitment with the Partnership for a Healthier America. Working to reach our goals, NAMA has partnered with Keybridge, the data aggregator for the commitment, to develop an online calculator as a tool for food and beverage manufacturers and operators to easily identifying PHC-compliant products.



This new resource, available early 2023, will be an important step in not only meeting the commitment, but enabling operators in the industry to increase healthier, better-for-you offerings to their customers.

RAISING VISIBILITY

Special Events

Special events are a cornerstone of raising visibility for the Foundation and opportunity to increase financial support for its programs.

This year the Foundation held three successful events—an auction at the NAMA Show; a baseball outing concurrent to the NAMA Fly-In; and an evening at Cirque du Soleil held in conjunction with the NAMA Coffee, Tea & Water Show.

Each event garnered good will for the Foundation and engagement of current and prospective donors.



THANK YOU FOR YOUR SUPPORT

STRATEGIC PARTNERS

\$750,000+

The Coca-Cola Company*

\$250,000+

Canteen

\$100,000+

Accent Food Services**

Aramark Corporation

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†

Cantaloupe†

VENDEGE†

\$10,000+

All Star Services†

American Food and Vending†

Five Star Food Service†

Flowers Foods/
Mrs. Freshley's

Monumental Markets

Pepsi Bottling Ventures, LLC

Premier Broker Partners

Trolley House Refreshments†

Unified Strategies
Group (USG)**

\$5,000+

BUNN**

Moran Refreshments

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

PepsiCo Foodservice

Leaders Circle | \$10,000+

GES

Kimble's Food by Design

Vendors Exchange International, Inc.

Wittern Group, Inc.

Presidents Circle | \$5,000+

A.H. Management Group, Inc.

Ferrara Candy Company

Refreshment Solutions, LLC

Friends Circle | \$500+

Canteen of Coastal California

Imperial, Inc.

SR Strategy

Tomdra, Inc.

Twinnings North America, Inc.

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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: namanow.org/foundation or contact Annette Peterson, NAMA Foundation manager at 571-342-4033