

2024 ANNUAL REPORT

Unlocking Potential, Driving Impact



*In 2024, the convenience services industry faced a dynamic landscape with evolving consumer expectations, complex policy discussions, and rapid technological advancements. NAMA remained steadfast in its commitment to member's success, providing a powerful **VOICE** in the legislative arena, delivering the **FORESIGHT & INSIGHT** needed to navigate the changing terrain, and fostering **CONNECTION** across the vibrant and growing community.*

This report showcases how NAMA's 2024 initiatives translated into tangible wins for members – from impactful advocacy efforts that delivered new and exciting business opportunities to insightful educational programs that empowered operational excellence. Through this work, together, the convenience services community is building a resilient, future-ready industry prepared to meet the challenges and opportunities ahead.

One Voice for a Brighter Future

NAMA's government affairs efforts are central to unlocking possibilities for the convenience services industry. The strong emphasis on direct engagement throughout the past year—through facility tours, state lobbying days, and a Washington, D.C., Fly-In—ensured that elected officials at every level of government understood the industry's economic and societal value.

From expanding SNAP access to addressing critical tax and regulatory issues, the direct engagement of NAMA members played a crucial role in raising industry visibility and influence across the country. Highlighted here are key 2024 state and national achievements, made possible by the action and collective voice of NAMA members.

Feeding the Future: Expanding SNAP Access to Convenience Services

Every community in the United States struggles with food insecurity, and every community is served by convenience services operators. With more than three quarters of Supplemental Nutrition Assistance Program (SNAP) beneficiaries either working or in school, convenience services is often their only accessible food option. The industry has a clear opportunity to provide staple foods to those who need it most by becoming fully authorized SNAP retailers.



NAMA Chair Tom Steuber, President of Associated Services, made a special trip to Washington, D.C. to brief members of the California congressional delegation on the economic impact of refreshment services and the sector's post-pandemic recovery.

"NAMA's advocacy work this year resulted in real change for us—expanding SNAP eligibility has unlocked an important new customer base, supporting more hardworking employees and bolstering our community."

— David Pemberton, the Pepi Companies

In 2024, the goal became a reality when Agriculture Secretary Tom Vilsack highlighted the terms of eligibility and reporting requirements for convenience services operators to take the first steps into meeting the needs of more than 40-million Americans, joining the more than 260,000 other retailers and meal services currently accepting SNAP benefits.

Equal Treatment: State Tax Harmonization

In 13 states food and beverage items sold through vending are taxed at a different rate than food and beverages purchased in other retail settings. In Virginia, NAMA engaged industry members, other stakeholders and legislators to build support for more equal treatment, securing the commitment of Delegate Joseph McNamara to introduce a sales tax harmonization bill during the 2025 legislative session. If passed, it would save operators an estimated \$5.1 million/year.

80% of U.S. voters say sales tax should be the same for all places that sell food and beverages – including convenience services. Through NAMA's advocacy, the convenience services industry is pursuing tax fairness for operators in a dozen other states beyond Virginia.

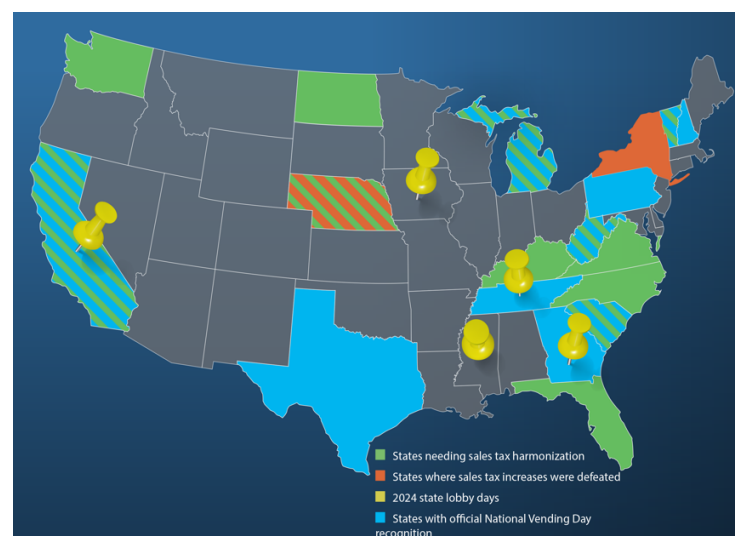
Defeating Tax Increases and Delivering Tax Exemptions

While advancing efforts on sales tax harmonization in Nebraska, NAMA defeated a sales tax increase proposed by the Governor.

NAMA helped to extend a vending sales tax exemption in the 2024/2025 New York State Budget in collaboration with the New York State Automatic Vending Association (NYSAVA) saving operators more than \$22 million dollars in taxes.



To aid operators in becoming SNAP retailers, NAMA developed a resource guide and toolkit with detailed information on the application process and guidance on how to integrate program requirements with the convenience services business model.



State Lobby Days

In partnership with state councils in Alabama, California, Georgia, Tennessee and Iowa, NAMA elevated the awareness and influence of convenience services during lobby days at their respective state capitols. NAMA members engaged lawmakers, expanded awareness of the industry, and distributed hundreds of gift bags as has become a tradition in the industry with these events.



National Vending Day Recognition

To elevate awareness of convenience services as an innovative and essential part of the everyday lives of consumers, NAMA secured ten state proclamations from governors and legislatures officially recognizing March 7, 2024 as National Vending Day.



NAMA DC Fly-in & Advocacy Summit

The 2024 NAMA Fly-In & Advocacy Summit brought the industry's voice directly to Capitol Hill. Nearly 110 members from 30 states participated in 150 legislative meetings, forging vital connections with key decision-makers. Attendees advocated for policies that strengthen the convenience services industry, such as expanding SNAP access and addressing critical tax and regulatory issues. This direct engagement provided valuable insight into the legislative process and empowered members to advance the interests of the industry and their businesses.



NAMA Member and Pennsylvania Congressman Lloyd Smucker updated NAMA Fly-In & Advocacy Summit attendees on the 118th Congress.

Building Relationships, Unlocking Opportunities

The power of relationships is at the heart of NAMA's mission. From signature events like The NAMA Show and CTW to regional and online meetings, the association has created countless opportunities for members to connect, share insights, and build lasting partnerships that unlock new avenues for growth and innovation in the industry. These events provided members with firsthand exposure to future trends and practical strategies, evident in record engagement and enthusiastic participant feedback.

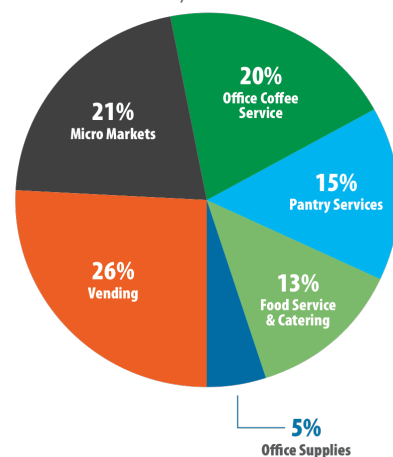
THE NAMA SHOW

In 2024, NAMA prioritized meaningful connections among industry professionals, driving innovation and business growth. Nearly 5,000 attendees at The NAMA Show connected in Dallas to discover practical ways to enhance operations, forge new relationships and strengthen existing bonds. It brought together industry leaders and new stakeholders eager to explore the evolving world of convenience services. Attendees discovered new product concepts and data-driven strategies for enhanced consumer engagement. Conversations shifted from simple merchandising to fully integrated customer journeys.

↑ **10% Increase in Attendance**

↑ **15% Increase in Exhibitors**

Attendees By Business Area



The expanded 365-exhibitor show floor reflected the industry's rapid evolution. From vending and micro markets to full-service breakroom solutions, cutting-edge technology and design took center stage, helping operators create seamless, personalized experiences.

Beyond the exhibits, Imagination Way inspired with **30 new products and services**, showcasing emerging concepts and applications for modern workplaces and self-serve retail. Designed to inspire, the forward-looking showcase addressed shifting needs of consumers while educating operators on growth opportunities in these channels.

Education remained a major draw. Popular education sessions like **"From Vending to Micro Markets: Let's Make it Easy"** and **"How to Use AI to Streamline Lead Generation Technologies Trending in Convenience Services"** drew standing-room-only crowds.

Presidential Spotlight

The general session set an inspiring tone for The NAMA Show 2024, featuring a captivating conversation between NAMA Vice Chair Patrick Moran and former President George W. Bush. The discussion explored many valuable leadership insights with the significance of relationships and diplomacy in both business and life. President Bush's personal anecdotes and reflections on navigating adversity resonated deeply with NAMA members, reinforcing the importance of resilience in an evolving industry.

The session also celebrated industry excellence, with a ceremony honoring award winners who exemplify leadership and innovation in convenience services. NAMA president and CEO, Carla Balakgie, emphasized the greatness of the convenience services industry, highlighting its strength, innovation and significant economic impact. She called on industry leaders to embrace and promote their greatness through storytelling, urging them to share their stories with decisionmakers and community members alike.



*"Your stories need to be told," said Carla.
"And they need to be told by you. By talking
to customers and prospective customers
about your greatness, and about the
innovations and services you offer."*

— Carla Balakgie, NAMA president and CEO

CTW 2024

At CTW, an increased emphasis on collaboration transformed the event into an interactive space where operators and suppliers jointly addressed workplace challenges. The reimagined event wasn't just about products — it was about people and the changing environment of work and workplace solutions.

A key part of the experience was the balance between Learning Journeys and the Connection Hub. The Connection Hub became the heart of the experience—a dedicated space for sharing insights, building relationships, and sparking real-time problem-solving.

That spirit of collaboration carried into CTW 2024's keynotes, roundtables, and interactive sessions, all designed to foster real-time problem-solving. These sessions went beyond the typical conference fare. Conversations flowed, polls sparked ideas, and panelists welcomed tough questions about changing workplace and evolving consumer expectations. Standout sessions included **"Crushing Coffee Sales Roadblocks: Selling Solutions in the Hybrid Workplace,"** **"How to Design an Impactful Pantry Program"** and **"Pantry, Advanced Topics,"** each designed to empower members with practical strategies and foster meaningful industry relationships.



"We're taking [CTW] from a transactional environment to focusing on partnerships and making sure that everyone's connected.

Remember, the value of this event isn't just in what you hear — it's in how you use it. Take it back to your sales team, your marketing team and your business operations."

— Linda Saldana, Seventh Wave Refreshments & CTW Task Force member



Knowledge that Equips For Tomorrow

NAMA's commitment to delivering foresight and insight is woven into every facet of its member programs. Through expanded 2024 learning opportunities—including webinars, in-depth training sessions, and hands-on facility tours—members gained the knowledge to navigate economic shifts, optimize operations, and seize new growth opportunities.

With access to this knowledge, members gained:

- **Foresight:** Industry-specific data and market intelligence, including the monthly **Economic Trends Tracker** and other research, provided operators with the tools to make informed decisions, enhance customer satisfaction, and refine service offerings.
- **Practical Insights:** Education offerings addressed critical challenges from **food safety, technology adoption**, and **evolving consumer preferences**, among others, helping operators anticipate trends and adapt in a rapidly changing marketplace.
- **Growth Opportunities:** A deeper understanding of industry trends enabled members to identify new markets, expand product lines, and strengthen their competitive position—turning knowledge into real business impact.

By combining research with targeted education, NAMA empowered members with knowledge to stay ahead of industry shifts and drive meaningful growth.



↑ New 2024 Offerings

Workshop: Harnessing AI to Decode Data

Webcast: Addressing Food and Health

Safety in Convenience Services

Webcast: Micro Market Theft Prevention

2024 was a year of unlocked potential. NAMA delivered decisive change by amplifying the industry's voice with landmark policy wins, forging stronger partnerships through innovative connections, and equipping operators with actionable insights to seize new opportunities. The year's accomplishments set a new benchmark for industry connection and collaboration, building momentum into a promising future.



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