

## Our Purpose

To promote and protect the advancement of the convenience services industry.

## Our Community

### CORE MEMBER

Companies that curate and deliver convenience services experiences to businesses and consumers.

### MEMBER

Companies in the convenience services ecosystem that utilize core members to deliver convenience services experiences.

### CUSTOMER

Professionals involved in the convenience services industry with an affiliation to NAMA member companies and/or to the association's mission and work.

### STAKEHOLDER

Entities interested or involved in the growth, advancement or regulation of the convenience services industry including public officials, standards-setting organizations, private sector advocacy groups and relevant trade and professional associations.

## Our Focus

To inspire and enable a dynamic range of convenience services experiences where consumers work, live and play.

## Our Aspiration

Convenience services is a recognized, valued and essential resource to businesses and consumers.

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## Our Goals

### VOICE

NAMA is the universally recognized and influential advocate of the convenience services industry.

- 1.1** Drive NAMA's high impact policy agenda at all levels yielding demonstrable, positive results.
- 1.2** Advance the convenience services brand, focusing on consumers, channel innovation and expanded industry context.
- 1.3** Expand the adoption, recognition and benefits of industry-led solutions addressing key societal issues.

### FORESIGHT & INSIGHT

NAMA is the expert source of essential knowledge and information on the convenience services industry.

- 2.1** Provide thought leadership enabling operators to benefit from transformative changes shaping the future of business and the industry.
- 2.2** Deliver actionable information and intelligence on business and industry trends, practices, and growth opportunities.
- 2.3** Promote industry practices and standards advancing operational, technological and customer service excellence.

### CONNECT

NAMA is a dynamic, growth-oriented and essential business forum for the convenience services industry.

- 3.1** Coalesce companies and individuals from the expanding spectrum of conveniences services essential to industry and association growth.
- 3.2** Foster a community of industry-led innovation spurring business transformation, new critical competencies and relationships for the evolution of convenience services.

## Our Commitment

NAMA is a leading organization in service, financial and operational performance.