

# NAMA

Bringing convenience to life.®

## Shaping the Future of Convenience Services

*2024 Advocacy Results*





# Your voice matters.

■ As a Convenience Services Leader, your active involvement in NAMA is crucial to advancing our industry's interests. By partnering with NAMA to support advocacy efforts and share your story, you have the opportunity to shape the policies and regulations that directly impact your business. Together, we can make a real difference, protect our industry's future and drive business growth and opportunity for the Convenience Services Industry.



## Learn how policy impacts business success

[namanow.org/issues](https://namanow.org/issues)



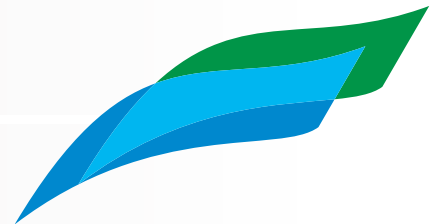
## Contact your lawmakers on industry priorities

[namanow.org/action](https://namanow.org/action)



## Support the Strategic Partners Program to fuel our shared success

[namanow.org/partner](https://namanow.org/partner)



# Dear Convenience Services Leaders,

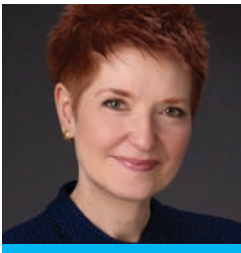
Dear Convenience Services Leaders,

The latest milestones in NAMA's advocacy efforts, highlighted in the following pages, represent the convenience services industry's continued commitment to eliminating barriers to success by presenting an innovative, adaptive community of businesses that are essential to the everyday lives of consumers.

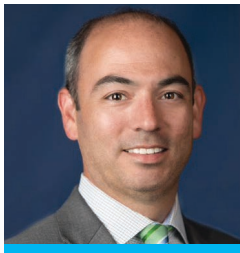
Advantageous public policy is a cornerstone of successful businesses. Industry advocacy shapes the environment and creates opportunities for growth or addresses challenges that stand in the way.

Throughout 2024, NAMA and countless industry leaders were instrumental in driving change that benefits convenience services, its customers, communities and consumers across the country. From expanding SNAP access to addressing critical tax and regulatory issues, the direct engagement of NAMA members through grassroots advocacy, lobby days, the Fly-In and Advocacy Summit and congressional briefings played a crucial role in raising industry visibility and influence and delivering results in Washington, D.C., state capitals and beyond.

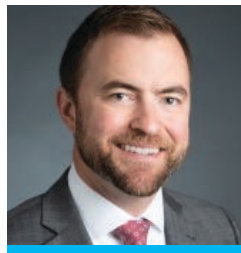
Sincerely,  
Team NAMA



**Carla Balakgie, FASAE, CAE**  
President & CEO



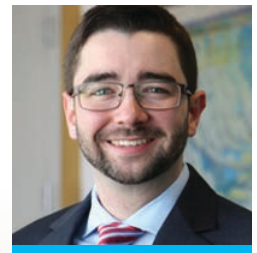
**Bill Meierling**  
Senior Vice President,  
External Affairs



**Matt Bisenius**  
Vice President, External Affairs



**Robert Jackson**  
Director, Government Affairs



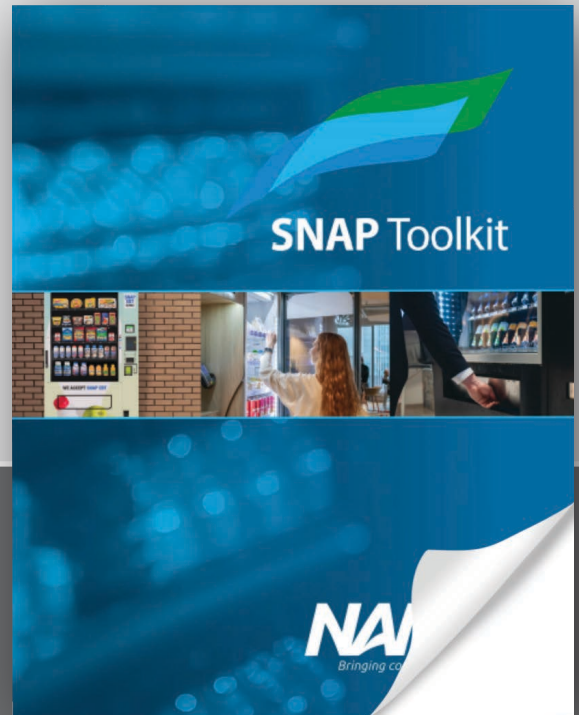
**Michael Hogg**  
Manager, State Affairs

# Feeding the Future: Expanding SNAP Access to Convenience Services

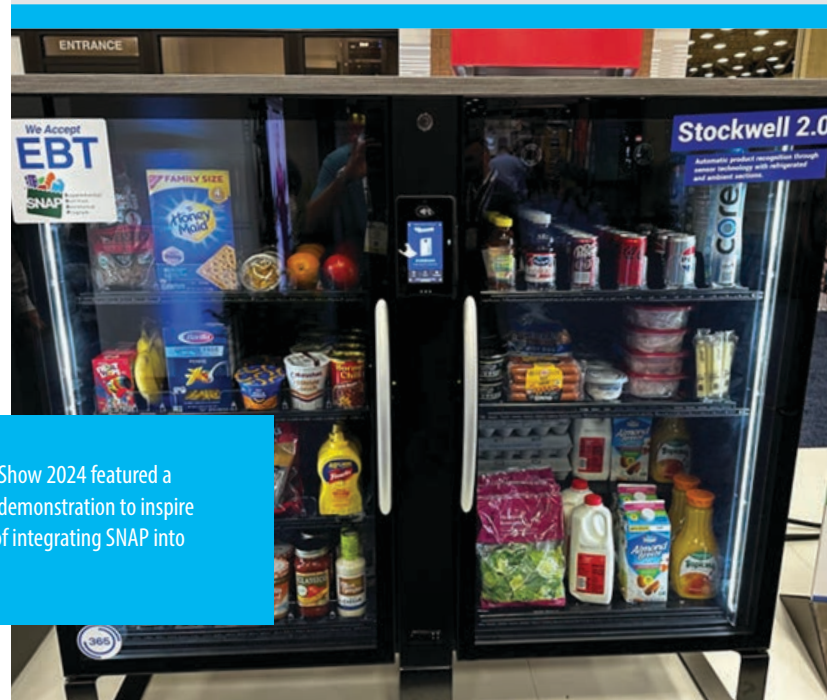
■ Every community in the United States struggles with food insecurity, and every community is served by convenience services operators. With more than three quarters of Supplemental Nutrition Assistance Program (SNAP) beneficiaries at work or in school each day, this industry has a clear opportunity to provide staple foods to those who need it most by pursuing the bold goal of accepting SNAP benefits.

In 2024, following a robust advocacy effort highlighting the industry's ability to meet SNAP beneficiaries where they are, 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 opened new avenues to advance industry goals.

Imagination Way at The NAMA Show 2024 featured a SNAP-compliant micro market demonstration to inspire operators to join the initiative of integrating SNAP into convenience services.



■ 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.





# 84% of SNAP beneficiaries find the convenience of SNAP acceptance at vending machines and micro markets appealing.

*Source: NAMA Public Opinion Poll*

Learn more: In 2024, NAMA conducted a first-of-its-kind public opinion poll to understand consumer perceptions and influence legislator understanding of SNAP and convenience services. Scan or click the QR code to see the complete poll.



The first SNAP micro market in the United States, operated by the Pepi Companies in rural Alabama, meets staple food stocking requirements and sells countless other SNAP-eligible items traditionally offered by convenience services operators.



At the 2024 NAMA Fly-In and Advocacy Summit in Washington, D.C., The Honorable Mike Conaway of the Conaway Graves Group, David Pemberton of the Pepi Companies and Sherri Hager of Vistar discuss strategies on SNAP retailing with NAMA's Bill Meierling.

## Equal Treatment: State Tax Harmonization

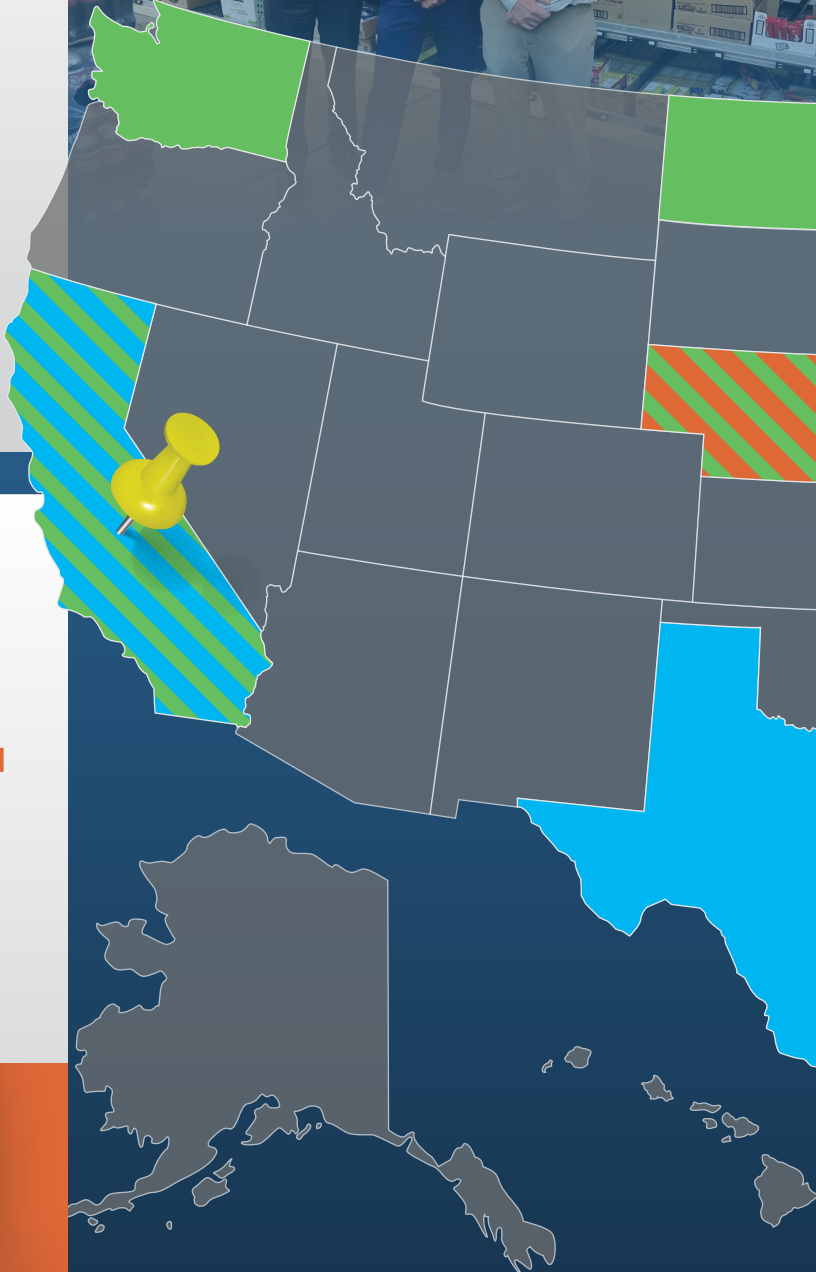
In **Virginia**, NAMA engaged industry members, other stakeholders and legislators to build support for equal treatment of convenience services in the tax code, securing the commitment of Delegate Joseph McNamara to introduce a sales tax harmonization bill during the 2025 legislative session.

80% of U.S. voters say sales tax should be the same for all places that sell food and beverages, and convenience services is gaining ground on delivering tax fairness for operators in a dozen other states.

## 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.

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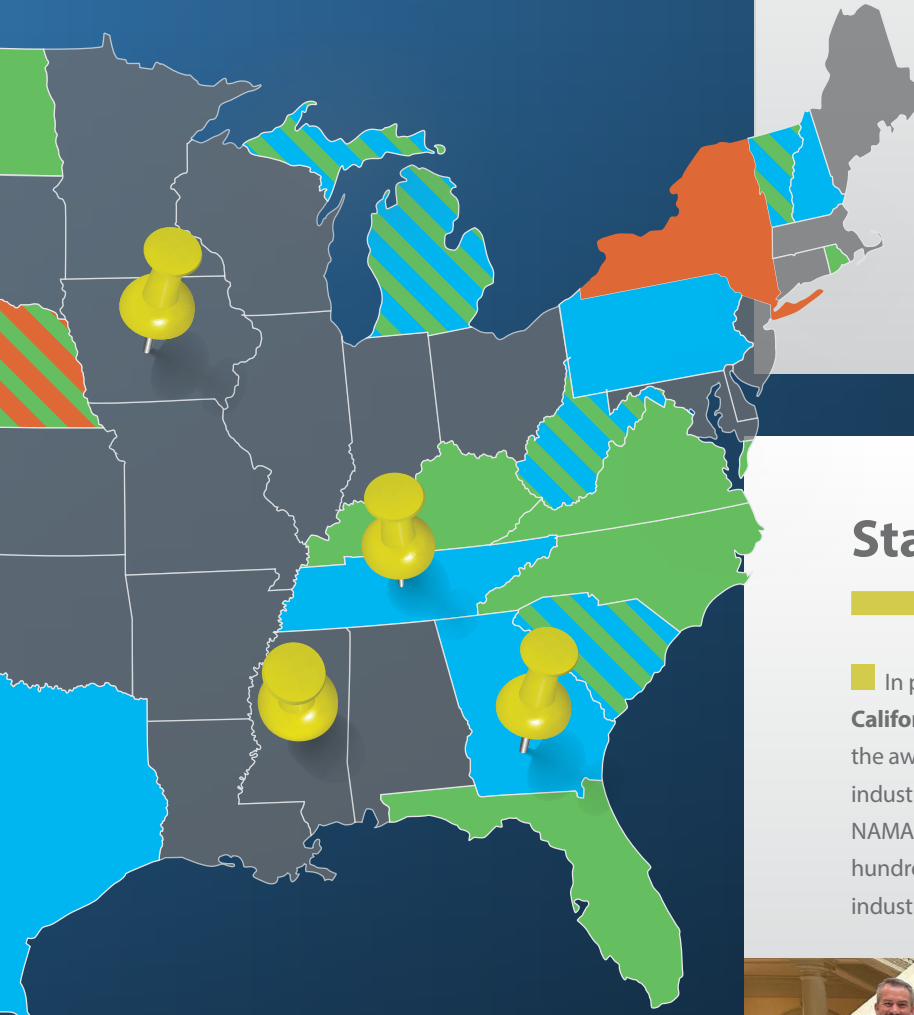


Shane Spikes, general manager of Deli-Matic hosts a facility tour with Virginia Delegate Joe McNamara reinforcing support for sales tax harmonization in the Commonwealth. Shane's advocacy secured Delegate McNamara's commitment to introduce a sales tax harmonization bill during the 2025 legislative session.



## National Vending Day Recognition

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



- States requiring sales tax harmonization
- States where sales tax increases were defeated
- 2024 state lobby days
- States with official National Vending Day recognition

## State Lobby Days

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



Georgia Commissioner of Agriculture Tyler Harper, center, met with Georgia convenience services leaders during the state lobby day.

# NAMA

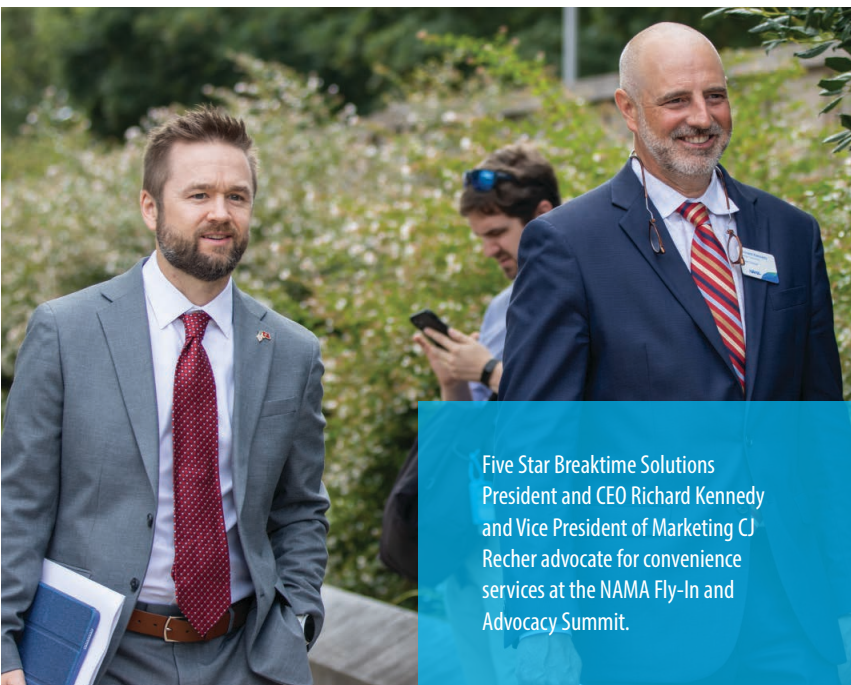
## NAMA Voice: Members Elevate Industry Awareness and Influence



2024-2025 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.

■ Throughout 2024, NAMA members influenced decisionmakers at every level of government on the vital role the industry plays in society through briefings, facility tours, state lobby days and the Washington, D.C. Fly-In and Advocacy Summit.

### ONE VOICE NAMA Fly-In & Advocacy Summit



Five Star Breaktime Solutions President and CEO Richard Kennedy and Vice President of Marketing CJ Recher advocate for convenience services at the NAMA Fly-In and Advocacy Summit.



NAMA Member and Pennsylvania Congressman Lloyd Smucker updated 2024 NAMA Fly-In & Advocacy Summit attendees on the 118th Congress. 108 NAMA members from 30 states attended 150 legislative meetings to advocate for acceptance of SNAP in convenience services and a host of business and tax provisions that impact convenience services operators' bottom lines.

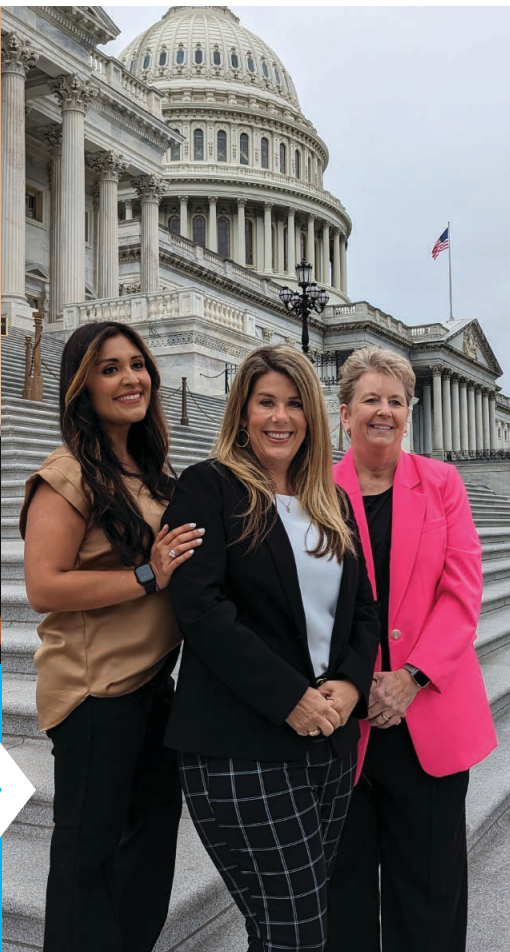




Senator John Boozman (R-AR) (far left) and the Honorable Mike Conaway (far right) joined NAMA President & CEO Carla Balakgie and NAMA Chair Tom Steuber at the Fly-In reception.



SVP of Strategy and Transformation at Vistar Sherri Hager, CEO of Seventh Wave Refreshments Linda Saldana and Director of Marketing at Sodexo InReach Shawn Murphy, led a congressional briefing highlighting industry innovation, product diversity and sustainability to promote favorable perceptions of convenience services among members of congress and staff.





Scott Halloran, CEO of Trolley Hospitality Companies highlighted the value of convenience services while offering a tour of his Richmond headquarters to Virginia Governor Glenn Youngkin.

# NAMA VOICE



CEO Scott Halloran, CSO Michael Calkins and Director of Operations Geoff Cook with Trolley Hospitality Companies meet with Virginia State Senator Schuyler VanValkenburg to advocate for sales tax harmonization in Virginia.



Erin Engelmeyer (far left) from U.S. Senator Joshua Hawley's Springfield district office toured an Imperial facility with other participants, Devon Brown, Emily Kinney Carroll, Courtney Graves, Shawn Crawley, Vicky Estes, Rob Eagleburger, Keenan Smith, Alex Bass and Kerry Rothermel.



Imperial owner Paul Tims, President Lance Warton, COO John Slaughter and Vice President Michael Dry host Oklahoma Congressman Kevin Hern at Imperial headquarters to advocate for convenience services.



Massachusetts operators Tina Paine of Wicked Healthy Vending and Erich Markee of LTD Refreshments hosted staff from U.S. Representative Seth Moulton's office at a vending and micro market location in the North Shore outside Boston to discuss the rise of micro markets and how convenience services acceptance of SNAP addresses food insecurity.



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