

NAMA

Bringing convenience to life.®

Making Government Work for You

2023 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 sharing 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 convenience services.



Learn how policy impacts business success

namanow.org/issues



Contact your lawmakers on industry priorities

namanow.org/action



Support the Strategic Partner Program to fuel our shared success

namanow.org/partner

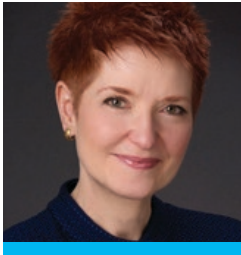


Dear Convenience Services Leaders,

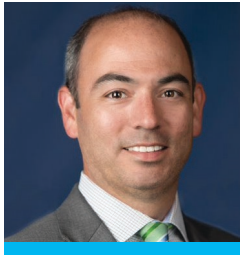
■ Advocacy is a growth strategy, and your NAMA team fights daily to support and protect the nearly 1,000 businesses and 160,000 hardworking people of the U.S. convenience services industry through our Advanced Advocacy Agenda.

Throughout 2023, convenience service leaders—like you—were instrumental to achieving our shared growth goals. As a business leader, you participated in community organizations and shared your story. You provided data to NAMA that helped lawmakers get to know the industry. You took time to advocate for convenience services at a state lobby day or the annual Washington, D.C. Fly-In. You supported the NAMA Strategic Partner Program that fuels our work.

In the pages that follow, you'll see how NAMA proudly represented America's convenience services ecosystem throughout 2023 in Washington, D.C., state capitals, and beyond.



Carla Balakgie, FASAE, CAE
President & CEO



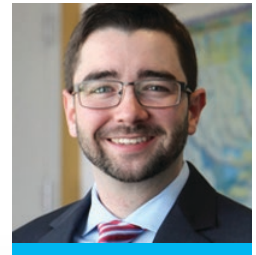
Bill Meierling
Senior Vice President,
External Affairs



Matt Bisenius
Vice President, External Affairs



Robert Jackson
Director, Government Affairs



Michael Hogg
Manager, State Affairs

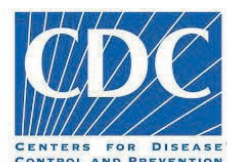
The Butterfly Effect: How Small Changes Lead to Big Progress

■ Day-in and day-out, NAMA fights for positive public policy outcomes that advance convenience services industry interests. In recent years the policy environment has become more complex because of the increase in polarization among voters and public officials and the number of special interests engaged in direct advocacy.

Today, leveraging influence to achieve goals requires a multi-faceted approach. As NAMA moves forward with its Advanced Advocacy Agenda, the organization will regularly seek and activate complementary means of achieving influence. These strategies consider a broader societal context and leverage NAMA's full assets including coalition leadership, public engagement, and NAMA member action to drive positive results for the convenience services industry. For example, as the purchasing behavior of American consumers and pressure from public health critics increased to demand more 'better for you' options, NAMA spearheaded a public health initiative to offer at least 33% 'better for you' options in vending. This voluntary commitment by convenience services operators, made in partnership with Michelle Obama's **Partnership for a Healthier America (PHA)** opened the door to **NAMA's participation in the 2023 White House Conference on Hunger**. The industry's voluntary public health commitment changed fundamental perceptions of the convenience services industry, afforded NAMA a seat at new tables, and opened new avenues to advance industry goals.



As a result of the industry's public health commitment, NAMA President & CEO Carla Balakgie represented convenience services at the 2023 White House Conference on Hunger.





Because of NAMA's increased engagement with the hunger and healthy-eating policy communities, **the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) offered support to NAMA members during the SNAP acceptance application process, and the Centers for Disease Control and Prevention (CDC) proactively sought NAMA input in the creation of federal healthy vending standards.**

Beginning with the public health commitment, each subsequent engagement had a compounding effect that advanced NAMA's ability to deliver positive results for the convenience services industry.

Small moves, smartly made, lead to big opportunities and positive outcomes.

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Results

- **Avoided a 100% healthy vending mandate** on federal property and replaced it with a soon-to-be released **federal healthy vending standard that mirrors the NAMA public health commitment.**
- **Protected the industry from inclusion in a broader, potential health-related rulemaking** in 2024.
- **An invitation for NAMA to join the Food Service Guidelines Collaborative (FSGC),** a multi-sectoral network of public, private, and voluntary organizations dedicated to developing healthier food environments in public facilities, worksites, and other institutional settings through coordinated efforts.

Convenience Services and SNAP—Doing Well by Doing Good

Throughout 2023—and against the backdrop of an uncertain legislative timeline—NAMA pursued unrestricted SNAP acceptance for the convenience services industry in the Farm Bill. Reauthorized every five years, the Farm Bill has a tremendous impact on farming and agriculture subsidies, rural sustainability and development, and the \$111 Billion/year Supplemental Nutrition Assistance Program (SNAP). Opening SNAP to the convenience services industry provides a public good to society by addressing hunger across America while growing the industry bottom line.

Delivering the SNAP message was a primary objective of the **2023 Fly-In during which 108 convenience services leaders representing 25 states held 90 Congressional meetings**, including 14 member-level meetings, to advocate for convenience services access to the SNAP program.

NAMA successfully recruited a legislative champion on the House Agriculture Committee to lead the legislative effort with his colleagues in Congress. **Iowa Congressman Zach Nunn** represents The Wittern Group/U-Select-It corporate headquarters.

At the request of the House Agriculture Committee, **NAMA submitted draft Farm Bill language** to allow convenience services to accept SNAP as a form of payment. **NAMA also worked with the U.S.**



Former Rep. Jon Porter (R-NV) moderated a discussion about the policy implications of SNAP access for the convenience services industry. Joining him on stage were Ashley Hubler of The Wittern Group, Jason Wilson of the Partnership for a Healthier America, and Ben Rosenbaum of the Porter Group.

Department of Agriculture on the creation of a regulatory sandbox for convenience services operators to receive special assistance when applying to accept SNAP.

While passage of the Farm Bill in 2023 is unlikely, NAMA views the legislative delay as a positive giving the industry additional time to build a coalition and engage in advanced advocacy to achieve the objective.

ONE VOICE NAMA Fly-In & Advocacy Summit

Over 100 NAMA members attended the 2023 NAMA Fly-In & Advocacy Summit participating in 90 advocacy meetings with their members of Congress.





"I came to Washington, D.C., to advocate for Convenience Services. We are meeting with members of Congress about SNAP, catalytic converter theft, and how we serve consumers."

– Linda Saldana

"This is a chance to see lawmakers face to face, to present the story, to speak from the heart, and to express the importance of our industry."

– David Pemberton



2023

Fly-In

108

Convenience Services
Leaders from 25 states

90

Congressional
meetings

1 Goal

Advanced Advocacy for
Convenience Services



NAMA Vice President Matt Bisenius and President & CEO Carla Balakgie joined Texas members Jane and Patrick Moran, Moran Refreshments; Mike Rossi, Keurig Dr. Pepper; and Larry Hieb, SandenVendo America Inc. for a meeting with Congressman Pete Sessions (R-TX) to discuss SNAP access and catalytic converter theft during the 2023 Fly-In.

2023 NAMA Fly-In & Advocacy Summit

■ The 2023 NAMA Fly-In & Advocacy Summit welcomed 108 convenience services leaders from 25 states to introduce Congress to the vital role our businesses play in society. Attendees held a total of 90 Congressional meetings, including 14 member-level meetings.

The Fly-In featured briefings from policy experts, partners, and elected officials on the Supplemental Nutrition Assistance Program (SNAP), catalytic converter theft, state tax reform, and the national political landscape as we head into an election year.

At the Fly-In, New York Congressman Marc Molinaro shared his childhood experience with nutrition assistance highlighting his family "would not have survived if it was not for food stamps." And, former

Congressman Jon Porter highlighted the convenience services industry's unique ability to address food insecurity through our "last foot" distribution competency. Panelist Jason Wilson of the Partnership for a Healthier America offered a message of encouragement to meeting participants on the eve of their visits with lawmakers. "We have the opportunity in the convenience services industry to bring good food the last foot to reach [SNAP beneficiaries]. Good food is the foundation for good health."

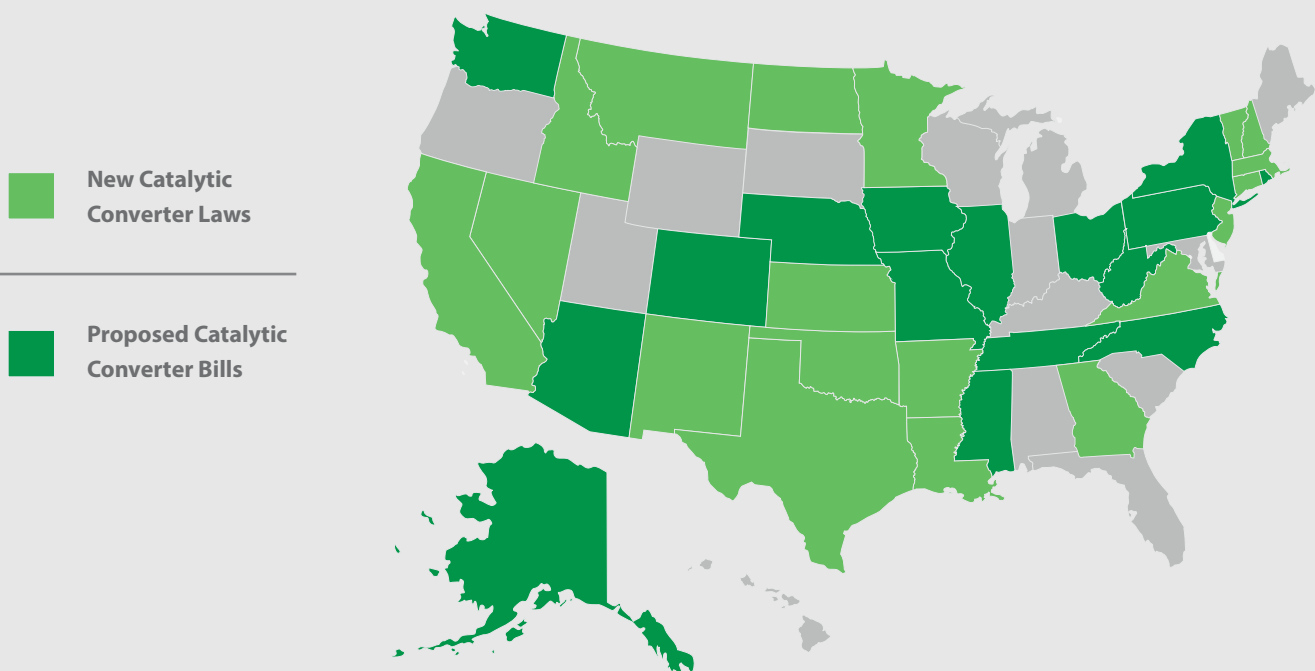
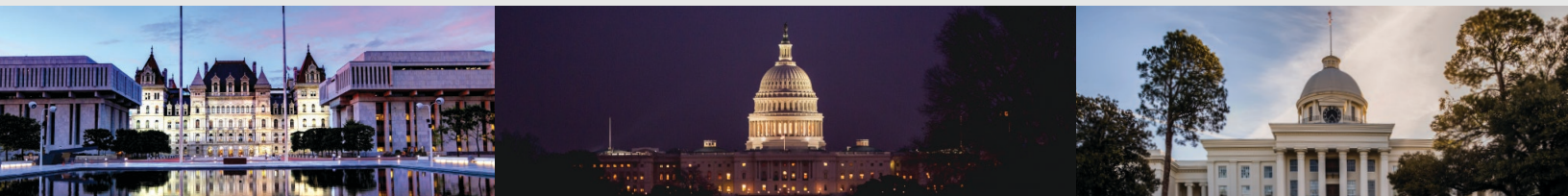
Ongoing NAMA efforts have also generated strong bipartisan support for the PART Act. Fly-In participants recruited four additional sponsors during their day on the Hill, bringing the total number of cosponsors to 66 in the U.S. House of Representatives.

Convenience Services Across the States

Combatting Catalytic Converter Theft:

■ NAMA played a central role in combatting catalytic converter theft across the United States. NAMA's leadership was instrumental in expanding the coalition to include retailers and ensuring the inclusion of provisions aimed at enhancing accountability and addressing catalytic converter theft. One notable achievement was the growing support from additional co-sponsors, with H.R.

621 garnering significant backing, including 66 co-sponsors consisting of 37 Democrats and 29 Republicans. **Moreover, since the NAMA Fly-In event, 26 new co-sponsors were added to the PART Act, H.R. 621, further strengthening its bipartisan appeal.** Across the states, **NAMA supported 25 new laws to deter catalytic converter theft** through stricter penalties and more robust sales reporting. **In total, NAMA supported 96 bills addressing catalytic converter theft across 36 states.**



State Sales Tax Harmonization

■ The trend of balanced state budgets and tax cutting initiatives continued in 2023 as state coffers remained full with pandemic-era federal funding. This state legislative landscape empowered **NAMA to achieve a sales tax reduction in Alabama and once again secure the vending sales tax exemption in New York.**

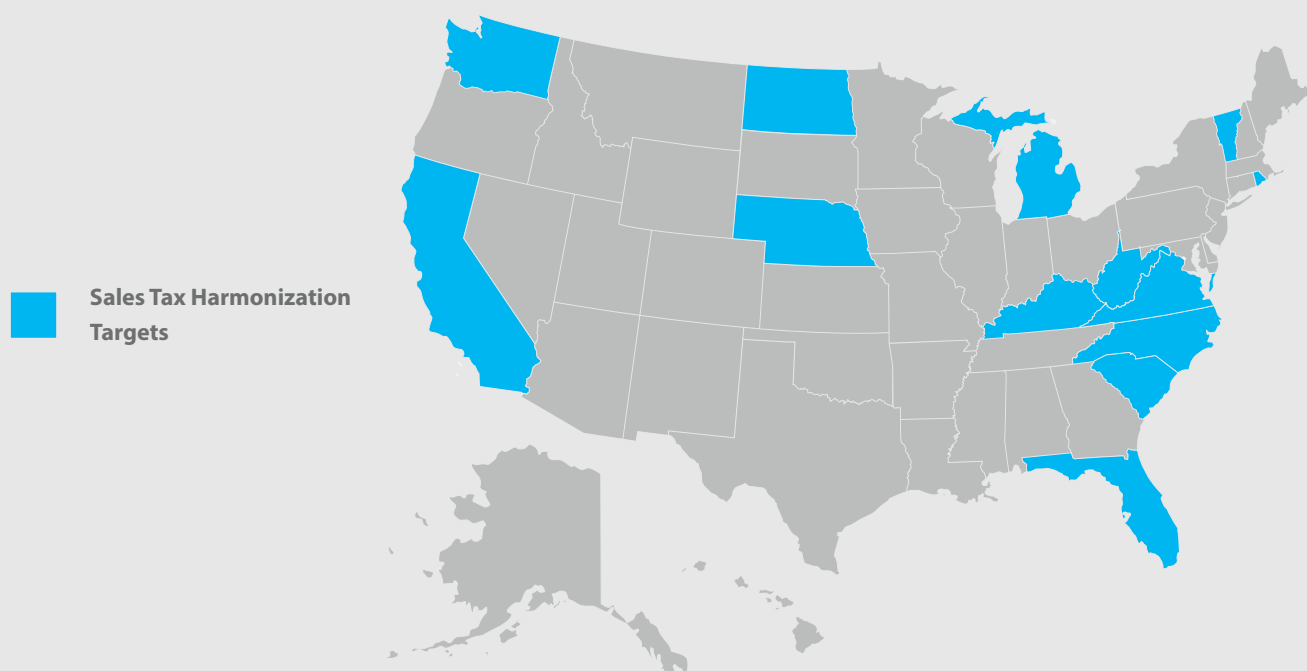
Alabama Sales Tax Reduction: NAMA successfully worked with Alabama Vending Association advocates to include convenience services in the 2023 law decreasing the Alabama food sales taxes from 4% to 2%. Through a graduated stepdown process, the state tax rate was reduced by 1% on September 1, 2023, and will decrease by another 1% on September 1, 2024. The new, NAMA-supported law **slashes the food sales tax for Alabama operators by 50%**, saving Alabamans \$150 million in the first year and \$300 million annually beginning in September 2024.

Slashed the food sales tax for Alabama operators by **50%**

\$22.4 M in sales tax savings for New York operators

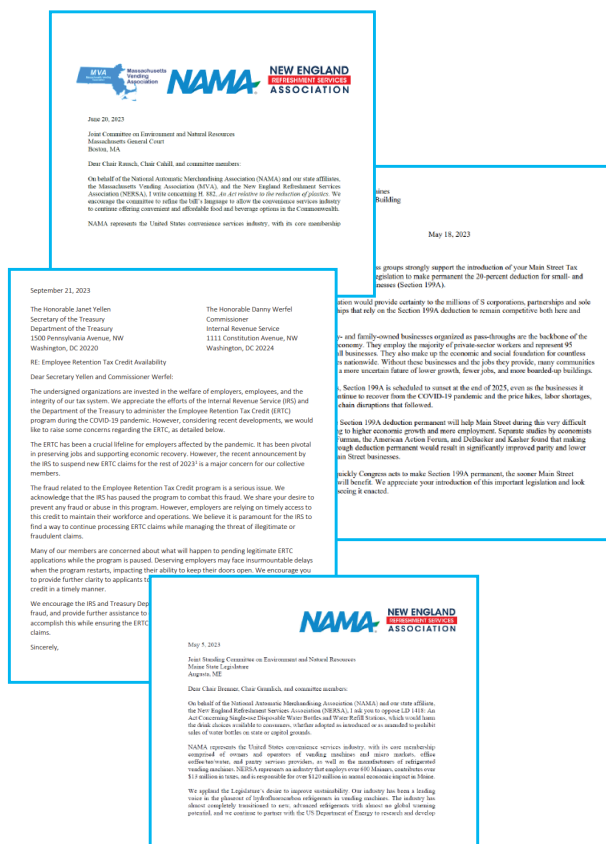
Secured New York Vending Sales Tax Exemption:

NAMA successfully worked with the New York State Automatic Vending Association advocates to extend the vending sales tax exemption for one year. The initial draft of the state budget awarded the tax exemption for items sold through vending for less than \$2.00 only to Business Enterprise Program participants. NAMA partnered with the National Association of Blind Merchants to advocate for applying the exemption to the entire convenience services industry and executed a grassroots advocacy campaign to bolster the state association's efforts in Albany. These combined efforts **saved New York operators \$22.4 million in gross state sales taxes.**



Raising Visibility in the Halls of Government

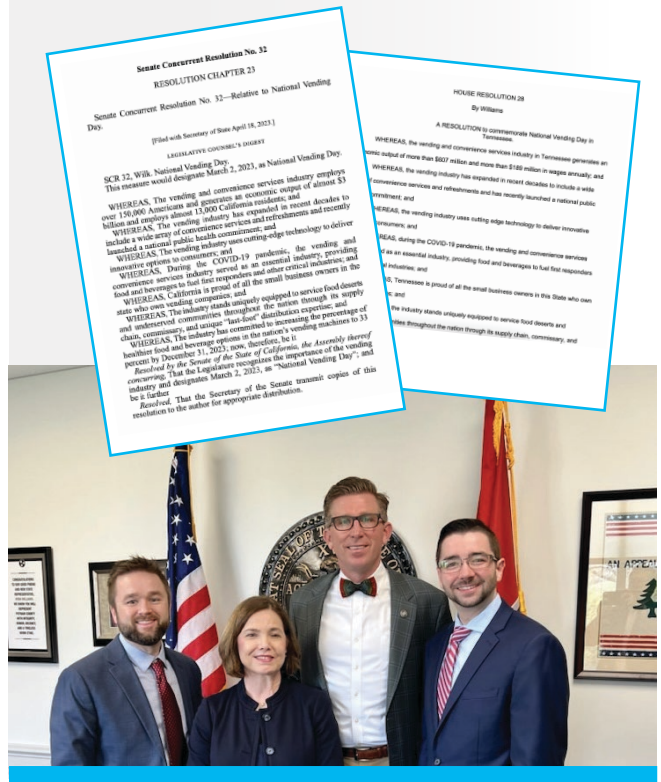
In the realm of advocacy and visibility, NAMA made significant contributions throughout the year, actively participating in various coalition efforts and endorsing several coalition letters. Notable actions included supporting initiatives such as the death tax repeal, the Main Street Certainty Act, and providing essential comments on dietary guidelines. Additionally, NAMA engaged in discussions concerning the Department of Labor's independent contractor rule, reinforcing our commitment to shaping policies that benefit our industry and the broader community.



NATIONAL VENDING DAY: NAMA and industry councils in California and Tennessee secured resolutions honoring and celebrating the convenience services industry and recognizing March 2, 2023, as National Vending Day.



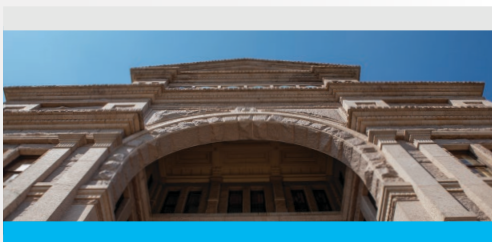
On National Vending Day, March 2, 2023, members of the California Automatic Vending Council traveled to Sacramento to speak with legislators about the industry's most pressing issues. Attendees watched from the gallery as the California Senate adopted a resolution recognizing the convenience services industry.



The Tennessee Automatic Merchandising Association brought a dozen industry advocates to the capitol in February to share with legislators about the economic benefits of the industry. TAMA President CJ Recher and industry advocate Martha Gentry posed with State Rep. Ryan Williams and NAMA State Affairs Manager Michael Hogg. Rep. Williams sponsored a resolution in Tennessee recognizing National Vending Day.



STATE LOBBY DAYS: Industry councils in Arizona, California, Iowa, Tennessee, Texas, and Washington traveled to their state capitols for lobby days in 2023 to educate lawmakers about convenience services and advocate for industry priorities.



PLASTIC BOTTLE RESTRICTIONS: NAMA spearheaded joint testimony with the New England Refreshment Services Association and Massachusetts Vending Association against bills in Maine and Massachusetts that would have restricted sales of single-use plastic bottles on state property. NAMA opposed similar bills in Connecticut and Rhode Island, and all four bills failed. In response, however, the Massachusetts Governor issued an executive order restricting single-use plastic bottles on Massachusetts state property.



WISCONSIN REGULATION: NAMA engaged with Wisconsin's chief retail food regulator to clarify the interpretation of micro market regulations. Previously restricted to "employee-only areas," micro markets should now be allowed in more locations open to both employees and authorized visitors. The Wisconsin Department of Agriculture, Trade, and Consumer Protection will continue collaborating with NAMA to further clarify the definitions of vending machine and micro markets.





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