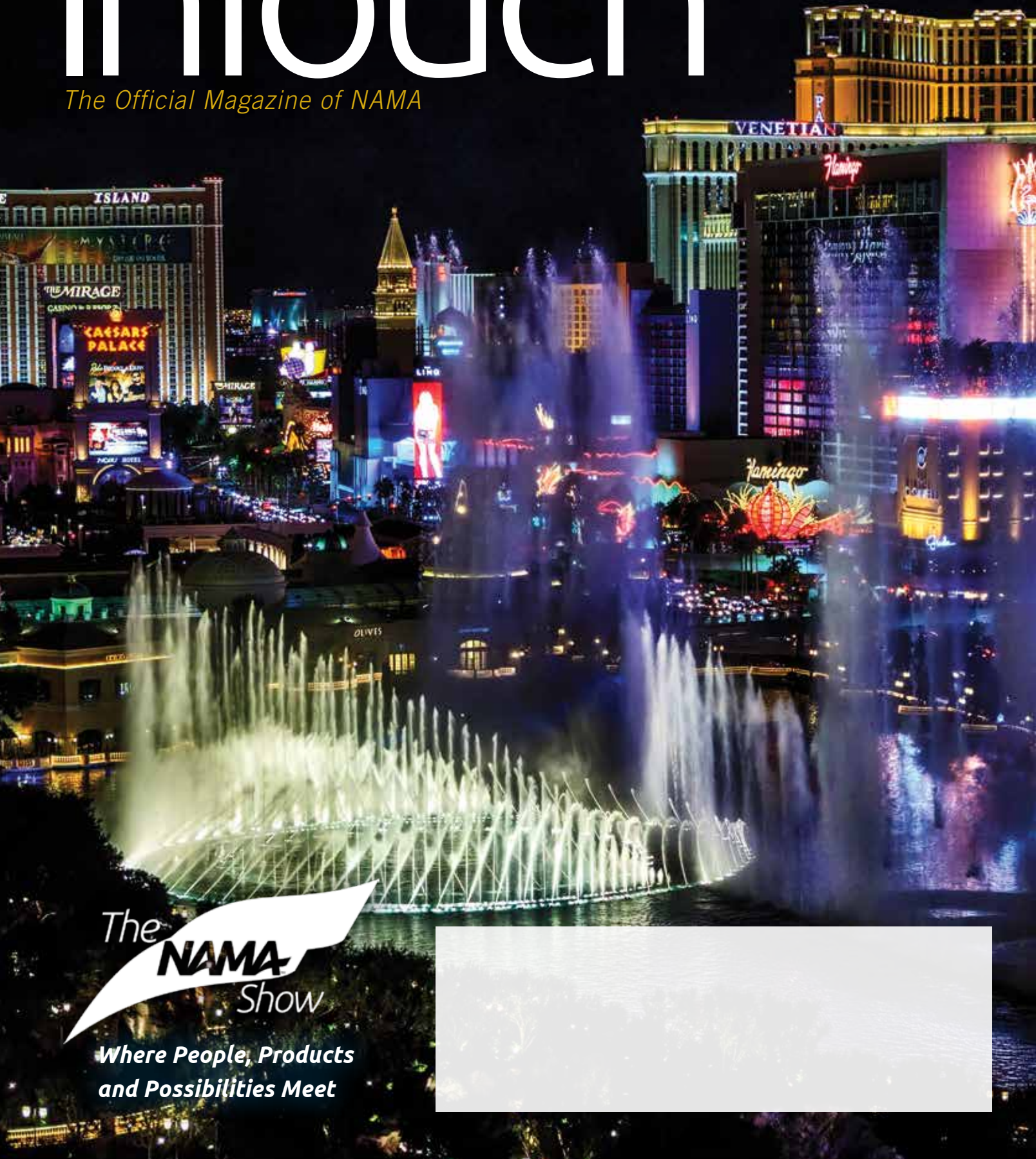


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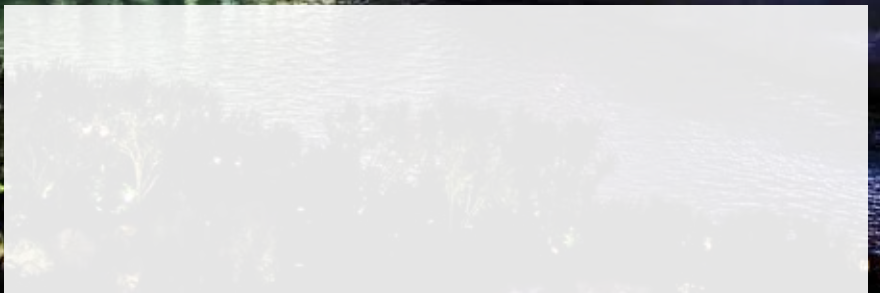
# InTouch

*The Official Magazine of NAMA*



The **NAMA** Show

*Where People, Products  
and Possibilities Meet*





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**FEATURES**

- 08** A Closer Look with Carla Balakgie
- 18** The NAMA Show 2018: Strategic Sponsors
- 35** NAMA Foundation: Tax Reform & Charitable Giving
- 10** News & Views with Heidi Chico
- 20** The NAMA Show 2018: Exhibitor List
- 38** Sexual Harassment in the Workplace — Are You Protecting Your Employees?
- 13** The NAMA Show 2018: Where People, Products and Possibilities Meet
- 25** Exhibitors: 5 Tips to Maximize Your Experience at The NAMA Show
- 41** Advocacy Round Up
- 14** The NAMA Show 2018: Schedule-at-a-Glance
- 26** Attendees: 4 Tips to Maximize Your Experience at The NAMA Show
- 44** Up Close with Joe Simonovich
- 14** The NAMA Show 2018: Pre-conference Sessions
- 29** The Best Way to Improve Your Email Marketing
- 45** Welcome to Our Newest Members
- 15** The NAMA Show 2018: Education Sessions By Track
- 32** PR & Marketing: Create A Concept & Content Ecosystem
- 46** Up Close with Michelle Eberlin

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## In Disruptive Times, a Case for Optimism

Carla Balakgie, President & Chief Executive Officer of NAMA

**“Optimists see opportunity  
in every difficulty.”**

— Winston Churchill

In a recent Forbes column, Carmine Gallo cited brain science showing that cultivating a positive attitude not only helps our health, it also makes us better leaders. He quoted Intel co-founder Robert Noyce, who said, “Optimism is an essential ingredient of innovation. How else can the individual welcome change over security, adventure over staying in safe places?”

Noyce and his partners started Intel in 1968, a year when the U.S. economy faced the biggest crisis since the Great Depression and tumultuous events shook the foundation of American society: riots and protests, the Vietnam war, and the assassinations of Martin Luther King, Jr. and Robert Kennedy. It was a tough year to launch a business, but Noyce embraced the challenge and went on to build a brand that changed the world. (At NAMA's inaugural Executive Forum

in 2016, we visited Intel's innovation center and saw firsthand how the company has remained relevant and valuable.)

In many ways, parallels can be drawn to today's business climate. Experts say this is a watershed moment from a political, social and technical perspective — one that brings special challenges for business owners, particularly small businesses.

That's why we'll be exploring this more intently at The NAMA Show in March. We've invited two leading thinkers to share their views on how this moment in time is grounds for optimism and how it can be leveraged by business leaders. Political analyst Matthew Dowd and futurist Brian Solis will deliver side-by-side keynote talks during our general session in Las Vegas.

Dowd is a political consultant and chief political analyst for ABC News. For 30 years, he has helped shape strategies for CEOs, corporations, governments, presidents and candidates, including serving as chief strategist for the Bush-Cheney campaign in 2004.

In his new book *A New Way: Embracing the Paradox as We Lead and Serve*, Dowd examines the role of leadership in disruptive times. He draws on his wealth of political experience, historical milestones and

personal life challenges to offer up a more effective model of leadership, including specific paradoxes that innovative leaders must embrace.

Solis is a leading digital strategist and author of *What's the Future of Business? Changing the Way Businesses Create Experiences*. In his book, he argues that the future of business comes down to shared experiences and engagement of people—albeit consumers, employees or customers. He shows how experience design drives better customer relationships and, ultimately, more successful businesses.

At The NAMA Show, these two respected thought leaders will bring us distinct but interrelated perspectives on how to make sense of and adapt to today's rapidly changing environment. The session will conclude with a fireside chat, to take a deeper dive into these concepts and their relevance for the industry. There's something for everyone in this unique, double-header presentation and a message of hope and confidence for the future.

You'll experience this thought-provoking session only at The NAMA Show in March in Las Vegas. I know you'll leave feeling inspired and empowered.

See you there! ■



## Be Here Now: Better for Us, Better for Business

Heidi Chico, NAMA Chair

The first quarter of the year is the ideal time to take stock of our leadership skills and habits as we work to meet our goals, both professional and personal.

During my years at U-Select-It and serving in leadership roles outside our company, I have come to recognize that there's measurable value in the act of simplifying. Former U.S. Secretary of State Colin Powell — someone I have long admired — has said that "Great leaders are almost always great simplifiers, who can cut through argument, debate and doubt, to offer a solution everybody can understand."

In my view, this is more important than ever in the BYOD (bring your own device) environment we are operating in. While most of us can't imagine life without smartphones or laptops, it is well documented that these devices can lead to distraction resulting in significant cost in terms of time and efficiency in the workplace.

It's ironic that our devices can impede the very productivity they're intended to facilitate.

As you step into your next meeting, count the number of devices. If your workplace is like ours — and I bet there are some similarities — you'll find that the devices outnumber the people by at least 2 to 1. This environment can make leading teams difficult, but it can also be a catalyst for change.

A simple yet powerful mantra that has resonated with me lately is "Be Here Now." This term is used by leaders at Senn Delaney, founded in 1978 as the first company to focus exclusively on transforming organizational cultures.

According to Senn Delaney, the consequences of not being fully present are numerous and far reaching:

- "Busy" minds don't allow us to tap into our wisdom, our common sense or the intuitive part of the brain that drives creativity.
- We don't listen well to others when our minds are distracted and unfocused.
- Meetings are less productive and result in less meaningful collaboration.

On the other hand, being more focused and in the moment leads to more meaningful interactions and higher

quality work. As Senn Delaney leaders point out, "When people feel heard and appreciated, they feel better about you and about themselves and are more likely to produce their best efforts."

”

***"Great leaders are almost always great simplifiers, who can cut through argument, debate and doubt, to offer a solution everybody can understand."***

***– Colin Powell***

Thus, the "Be Here Now" philosophy can markedly improve satisfaction among our employees. Employees who feel valued and engaged because someone really listened to them will go the extra mile and listen to their customers and focus on their needs — and that leads to business growth.

You'll be able to explore this concept and others designed to breathe new life into your business at The NAMA Show in March in Las Vegas. Join me and colleagues across the industry for an eye-opening and inspiring learning experience. Together we can practice the art of "Be Here Now". ■



**T**he NAMA Show is the only place with all the resources you need to achieve your business goals and network with decision makers, influencers and innovators from across the convenience services industry.

From March 21-23 at the Las Vegas Convention Center, 4,500 industry members will convene to discover new products and technology, learn about industry trends and best practices, and grow their networks and their businesses. With a packed show floor featuring 300 exhibitors, the possibilities are endless.

### Education

Our powerful education lineup kicks off Tuesday, including an updated Mastering micro markets workshop, an all-new sales program, and a Fundamentals of Building and Running a Successful Convenience Services Business workshop.

**New this year:** Five distinct conference tracks! Attendees can customize their professional development with this new education track format. Select a single track to follow or move around to attend the sessions that interest you most.

### Tracks include:

- Business Development
- Technology
- Business Operations
- Consumer/Marketplace Trends
- Policy and Advocacy

### General Session –

#### Two Impactful Keynote Speakers

NAMA is excited to welcome futurist Brian Solis and political analyst Matthew Dowd to share the general session stage, delivering two impactful keynote talks. In this new, dynamic, side-by-side format, Solis and Dowd will challenge conventional thinking

and provide attendees with two distinct, but interrelated perspectives on how to navigate this period of uncertainty and accelerated change.

Using insights and lessons from key moments in history, as well as the current social landscape, Solis and Dowd will make sense of political, societal and consumer trends, providing a broader context for interpreting current reality and inspiring a renewed sense of hope and empowerment for businesses and individuals alike. The General Session is sponsored by PepsiCo Foodservice.

The opening general session will also feature remarks by NAMA CEO Carla Balakgie and Chair Heidi Chico, the 2018 Annual Meeting and the presentation of the Industry Awards.

**We'll see you on the show floor!**

# Preview & Schedule

## SCHEDULE-AT-A-GLANCE

### TUESDAY MARCH 20

**7:00am – 5:30pm**  
Registration Open

**8:30am – 5:00pm**  
Pre-Conference Education  
(seperate registration)

**5:00pm – 7:00pm**  
WIN Networking Event  
(ticketed event) Minus5

**6:30pm – 8:00pm**  
ELN Networking Lunch  
(ticketed event) High Roller Wheel

### WEDNESDAY MARCH 21

**7:00am – 6:00pm**  
Registration Open

**8:30am – 12:30pm**  
Educational Sessions

**1:00pm – 2:30pm**  
Opening General Session  
*Sponsored by PepsiCo Foodservice*

**3:00pm – 6:30pm**  
Show Floor Open

### THURSDAY MARCH 22

**7:00am – 4:30pm**  
Registration Open

**7:30am – 9:00am**  
State Council Officers Breakfast  
(by invitation only) LVCC Room S326  
*Sponsored by The Coca-Cola Company*

**9:00am – 10:00am**  
Educational Sessions

**10:00am – 5:00pm**  
Show Floor Open

### FRIDAY MARCH 23

**8:00am – 12:30pm**  
Registration Open

**9:00am – 1:00pm**  
Show Floor Open

## Pre-conference Sessions

### TUESDAY MARCH 20

**8:30am – 12:00pm**

#### **Mastering Micro Markets**

This newly designed half-day course is a must attend session for anyone interested in advancing their micro market(s). Attendees will get an insider's view of the best practices for transforming a static breakroom into a dynamic workplace destination through micro market conversions and augmentations. Industry leaders will discuss the current state as well as the future of the industry, trends in marketing strategies, social media applications, cash and cashless payments systems and operating strategies to outline a path to successful micro market implementation.

**Speaker:** Mike Kasavana, NAMA Endowed Professor Emeritus; Jim Brinton, CEO Avanti Markets; Mike Lawlor, Chief Services Officer, USA Technologies; Sandy Schoenthaler, Three Square Market; Jen Tonio, Marketing Manager, 365 Retail Markets

#### **Unlock Your Company's Growth Potential**

During this half-day session, the mystery of the sales process will be solved! This presentation will provide you with the fundamentals necessary to build an easy to understand, easy to execute sales program that provides new growth to your business and your bottom line. Industry experts will discuss the importance of creating your story, determining your USP, and connecting with prospects on an

emotional level. You will also gain an understanding of how much to pay a sales person, the key metrics to monitor, and most importantly, the single most effective sales tool any operator has at their disposal. You will walk away from this session with clear and concise takeaways to ensure positive results!

**Speaker:** David Marler, Vice President, Sales and Marketing, LightSpeed Automation; Maeve Duska, Senior Vice President of Sales and Marketing, USA Technologies

**12:00pm – 1:30pm**

#### **Networking lunch for pre-conference session attendees**

**1:30pm – 5:00pm**

#### **Fundamentals of Building and Running a Successful Convenience Services Business**

This half day workshop, led by industry veteran Vic Pemberton, will provide you with the information and inspiration to help you make sense of all the "new" industry opportunities, technologies and trends that abound. You will gain valuable insight into streamlining operations, enhancing employee engagement and growing revenue. This not to be missed session is your opportunity to ask questions, challenge new and exciting ideas, and take away solutions.

**Speaker:** Vic Pemberton, Certified Executive Coach & CEO The Pepi Companies

## KEYNOTE SPEAKERS



**BRIAN SOLIS** is a Principal Analyst at Altimeter Group, a Prophet company where he is studying digital transformation

and how businesses are investing in new models and strategies to design the new digital customer experience (DCX). Additionally, he studies corporate and startup innovation to learn how to disrupt markets before being disrupted. A digital analyst, anthropologist, and futurist, Solis has studied and influenced the effects of emerging technology on business, marketing, and culture. His research and his books help executives, and everyday people understand the relationship between the evolution of technology and its impact on business and society.



**MATTHEW DOWD** is a well-known and respected political consultant, commentator, and strategist. For the

past 30 years, he has helped shape strategies and campaigns for CEOs, corporations, foundations, governments, candidates, and presidents. He is currently an analyst with Bloomberg, ABC News, and ABC's This Week, and a columnist for National Journal. With triumphant political campaigns under his belt, he uses his wealth of experience to provide audiences with an insider's view of the processes and players in American politics today and dishes out shrewd, tried, and true guidance for a better business and a better political brand.



# Preview & Schedule

## Education Sessions by Topic Track

### Technology Track

All sessions in this track will be held in S231-232

This track will help you understand the new landscape and the technologies being put in place to create smooth transitions around payment technologies, update machines, and increase ease of use for customers.

\*This track will be live-streamed on Wednesday

### WEDNESDAY MARCH 21

8:30am – 9:20am

#### Technology Thought Leadership Session

Sponsored by Vistar

9:30am – 10:20am

#### Next Gen Technology

Today's convenience world is changing, allowing operators to connect with their customers in new, unique and dynamic ways. This panel will examine how the different generations of clientele purchase and consume products, how their behaviors are redefining how we accommodate them, and the technology that allows operators to better engage with their customers to bolster sales, customer satisfaction and loyalty.

10:30am – 11:20am

#### Demystifying Mobile Payments

Sponsored by Visa

This session will provide a detailed overview of the ease-of-use, security and safety of cashless payments, including full explanations of various payments technologies, developed specifically to ensure security at the point-of-sale. Discussion will also include strategies and tactics to help with the decision-making process to equip your machines with cashless payment options.

**Speaker:** Evan Jarecki, Co-founder and VP of Sales, Gimme Vending



### WIN Networking Event

(TICKETED EVENT, BY INVITATION ONLY)

TUESDAY MARCH 20

5-7 PM  
MINUSS  
MANDALAY BAY HOTEL

11:30am – 12:20pm

#### What's Trending in Convenience Services Technology

Gaining a competitive advantage in the marketplace almost always revolves around implementing an innovative, efficient and effective technology application. While there are many established basic industry applications, there are also many emerging and innovative technologies. In this session, a panel of industry experts will provide an overview of the technologies trending in various industry channels and those they perceive as relevant applications.

#### Speakers:

Mike Kasavana, NAMA Endowed Professor Emeritus, Moderator; Mike Lawlor, Chief Services Officer, USA Technologies; Yair Nechmad, CEO of Nayax; Paresh Patel, CEO, PayRange

### Business Operations Track

All sessions in this track will be held in S229-230

This track will provide you with best business practices to increase both the bottom line and customer loyalty.

### WEDNESDAY MARCH 21

8:30am – 9:20am

#### Family Business Next Gens - What Everyone in the Business Needs to Know

Family-owned businesses face special challenges, and the "Next Gens" in a family business need to know how to successfully navigate these challenges in order for the family business -- and the family -- to reach their goals. From a business perspective, the Next Gens need to develop their leadership and management skills, as well as earn the confidence of their co-workers and their family. From a family perspective, the Next Gens need to maintain loving and trusting family relationships, while operating successfully in the business world. From an ownership perspective, Next Gens have to demonstrate their ability to be a responsible owner. In this session, next gens will discuss real world examples and provide best practices to ensure family business success.

#### Speakers:

Donald Levitt, President, Levitt Consulting, Inc., Moderator; Chris Hart, Director of Micro Markets, Southern Refreshment Service; Mickal McMath, New Business Development, M&M Sales Company; Duncan Smith, VP, COO, All Star Services; Ashilyn Sunderman, VP, Smith Vending

9:30am – 10:20am

#### A Holistic View of Loss Prevention

Sponsored by Avanti Markets

As this industry starts to look more and more like retail operations, operators must take a holistic look at their business as it relates to loss prevention. This session will provide insights, best practices and use cases on key areas to consider, such as employee safety, internal and external theft, maintenance of critical equipment and rolling fleets, and emergency response planning, in order to preserve profit and prevent or limit any type of interruption to your business.

**Speaker:** Jim Brinton, CEO, Avanti Markets

10:30am – 11:20am

#### From Theft to Cyber Attacks: How to Keep your Business Secure

During this session, you will gain an understanding of the best practices necessary to keep your micro market, vending and dining locations safe from both cyber and physical theft. Discussion will include information on development of actionable plans to leverage the technology already in place to deter theft as well as how to implement security best practices.

**Speaker:** Krishna Vedula, CTO, 365 Retail Markets

11:30am – 12:20pm

#### Understanding and Simplifying PCI Compliance

PCI compliance is no easy task but without it, your business is much more likely to experience a data breach. This session will take a deep dive into the latest technologies and trends for PCI compliance and payment security, to guide you in understanding your specific obligations under the PCI Data Security Standard. You will walk away from this session with an understanding of how to create an action plan to simplify the PCI Compliance process for your business.

**Speaker:** Chris Bucolo, Director, Market Strategy, ControlScan



### ELN Networking Event

(TICKETED EVENT, BY INVITATION ONLY)

TUESDAY MARCH 20

6:30-8 PM  
HIGH ROLLER WHEEL  
LINQ HOTEL

# Preview & Schedule

## Consumer/Workplace Trends Track

All sessions in this track will be held in S224-225

This track will provide you with a thorough understanding of the up-to-the moment trends driving customer loyalty, enhancing employee engagement and retention, and increasing your bottom line.

\*This track will be live-streamed on Wednesday

### WEDNESDAY MARCH 21

8:30am – 9:20am

#### A Tea-Riffic Talk with Twinings

Sponsored by Twinings

Join Twinings for a “Tea-Riffic” chat on the growing segment of hot brewed tea for office breakrooms, pantry and micro-markets. This interactive session will provide you with an in-depth overview of the segment, along with consumer trends and best practices, and will answer your questions about the untapped potential of hot brewed tea.

**Speaker:** Kristin Overstreet, National Account Manager, Eastern Region, Twinings

9:30am – 10:20am

#### Unmasking the Consumer

Vending operators have traditionally run machine-centered businesses, focusing their attention on machines serviced by a route, sales per machine, service calls per machine, items filled/sold per machine, etc. However, we are in the midst of a radical transformation in the industry, and consumer expectations are increasing as technology in commerce rapidly advances. Automated retail businesses must start understanding consumer’s buying behaviors, creating 1:1 relationships that are relevant, personal, and engaging, to drive increased usage, satisfaction and loyalty. In this session, Dr. Paresh Patel will discuss how operators can begin implementing small changes to better position their businesses competitively for the future. These evolutionary changes will inevitably shift how operators think about tomorrow’s growth opportunity.

**Speaker:** Paresh Patel, Ph.D., MBA, Founder and CEO, PayRange

10:30am – 11:20am

#### Moving Past Markets: Connecting the Campus of the Future

Sponsored by 365 Retail Markets

Join industry leader 365 Retail Markets as they help you tap into emerging consumer trends and

demonstrate how to optimize your location to increase your revenue and end user satisfaction. This session will provide an overview of new technologies, the future of the industry, and key best practices.

**Speakers:** Joe Hessling, CEO, 365 Retail Markets; Ryan McWhirter, Director of Product, 365 Retail Markets

11:30am – 12:20pm

#### Absolutely Everything Healthy for Your Micro Market

Sponsored by Kellogg’s

Hear the experts talk about trends in the Health & Wellness category, what it means to consumers, and how you can shelve your Micro Market to increase sales in this premium category.

**Speakers:** David Grotto, MD, RDN, LDN, Senior Nutrition Activation Business Partner, Specialty Channels and Frozen Foods, Kellogg’s; John Hostetler, Director of Category Management and Business Analytics, Kellogg’s

### THURSDAY MARCH 22

9:00am – 9:50am

#### Nutrition and Wellness Trends

Join industry leader 365 Retail Markets as they help you tap into emerging consumer trends and demonstrate how to optimize your location to increase your revenue and end user satisfaction. This session will provide an overview of new technologies, the future of the industry, and key best practices.

Join this panel of health and wellness experts, as they discuss the important trends on the horizon and best practices to ensure your business is on target. Discussion topics will include:

- Defining ‘Better for You’: Does ‘Better for You’ mean ‘Better for Your Business’
- How Wellness Trends Align with Science – ‘Trendy trends’ vs. ‘Science-based trends’
- The Intersection of Wellness and Sustainability - ‘Better for You’ vs ‘Better for the Environment’
- Striking the Balance: The Polarization of Consumption - Clean vs. Indulgence
- Starting a Wellness Program - First Steps and Best Practices

**Speakers:** Lucille Beseler, MS, RDN, LDN, CDE, President, Family Nutrition Center of S. Florida; David Grotto, MD, RDN, LDN, Senior Nutrition Activation Business Partner, Specialty Channels and Frozen Foods, Kellogg’s; Sylvia Rowe, SR Strategy; Diane Striegel, Corporate Planning Manager – Mondelez International

## Policy and Advocacy Track

All sessions in this track will be held in S226-227

The rate of change in the convenience services space is faster and more innovative than it has ever been. With innovation comes acceptance, new exposure to regulation, and policy makers watching us with renewed interest. This track will help you understand what the policy makers are thinking and what you can do to help mold the future of policy and regulation.

### WEDNESDAY MARCH 21

8:30am – 9:20am

#### NAMA Industry Census Results

Sponsored by the NAMA Foundation

This session will provide an in-depth review of the NAMA Industry Census results. Understand the top-line outcomes as well as detail around the industry trends that will provide growth potential for your business. You will gain valuable insight into understanding consumer and industry trends related to better-for-you offerings, coffee and allied products, pantry, micro-markets and technology. This important session will assist attendees in better preparing and adapting for the future to ensure maximum business success and consumer happiness.

**Speakers:** Eric Dell, SVP, External Relations, NAMA, Moderator; Howard Chapman, President, Office Beverage Division, Royal Cup Coffee; Chuck Reed, VP & GM, Vending, Crane Payment Innovations

9:30am – 10:20am

#### CYA - Covering your Assets

In this presentation, operators will gain valuable insight into the three steps of servicing profitable accounts - closing, servicing and growing. Industry experts will discuss the art of closing the deal, and how to properly service the account to maximize revenues, customer satisfaction, and referrals. The discussion will conclude with strategies, tactics and best practices on how to grow accounts overall and create customer loyalty.

**Speaker:** Larry Oxenham, Author, Senior Advisor, American Society for Asset Protection

### International Networking Event

(BY INVITATION ONLY)

WEDNESDAY MARCH 21

5-6 PM  
NEW PRODUCTZONE  
ON THE SHOW FLOOR

\*Schedule as of 2/15/18, subject to change.



# Preview & Schedule

10:30am – 11:20am

## **A Capital View**

Join the NAMA Government Affairs Team as they provide a national and state level legislative and regulatory overview.

**Speakers:** Jason Eberstein, Director, State and Federal Affairs; Sheree Edwards, Regional Legislative Director; Sandy Larson, Senior Director and Counsel, Government Affairs

11:30am – 12:20pm

## **Sexual Harassment in the Workplace - It Doesn't Just Happen in Hollywood!**

Thanks to the recent Hollywood scandal and social media frenzy, awareness of sexual harassment in the workplace has never been higher. Employers must know how to not only be reactive, but be proactive as well, when dealing with sexual harassment complaints, conduct, and discipline in their workforce. This session will provide an overview of pertinent employee training, best practices for warding off offenders, how to properly investigate a complaint, and appropriate disciplinary actions for offenders. Ensure you and your employees are protected against harassing behavior and harassment litigation that follows when employees act inappropriately.

**Speaker:** Heather Bailey, L&E Partner, SmithAmundsen, LLC

## Business Development Track

All sessions in this track will be held in S226-227

This track will showcase best practices and provide information around increasing same account sales to impact your bottom line.

WEDNESDAY MARCH 21

8:30am – 9:20am

## **Artificial Intelligence (AI) for Business Growth: How the Coca-Cola Company is Leveraging A New Species of Thinking**

*Sponsored by Coca-Cola*

Join this in-depth session to hear about how traditional companies like Coca-Cola are leveraging AI to drive revenue and growth. Discussion will focus on how they have used AI to create new operational competitive advantage and real business results through augmenting business decision making and removing biases. The session will showcase best practices and real life examples of AI application.

**Speakers:** Scott Corley, Vice President, Coca-Cola North America; Ed DeFraine, Vice President Customer Care & Vending, The Coca-Cola Company; Matthew Robards, Co-Founder and Data Scientist, Hivery

9:30am – 10:20am

## **OCS Profits Beyond the Cup**

The times have never been better for operators to take advantage of the opportunity to increase same account sales at their office accounts. The demand for snack and drink products, driven largely by Millennial office workers, is expanding well beyond traditional Coffee Service. Additionally, there is a willingness for businesses to subsidize these new products! This session will explore these expanding menus as well as share insights and best practices as to how to enhance route operations to efficiently serve the customer and grow your bottom line.

**Speakers:** Dan Kozlak, Vice President Marketing, G&J Marketing and Sales, Moderator; Dave Carroll, Vice President, OCS and Micro Markets, Southern Refreshments; Melinda Grandell, Channel Director of Coffee, Tea, and Water, Accent Food Services; Tom Steuber, President/Owner, Associated Services

10:30am – 11:20am

## **Give Me Three Steps - Sales, Service and Growth**

In this presentation, operators will gain valuable insight into the three steps of servicing profitable accounts - closing, servicing and growing. Industry experts will discuss the art of closing the deal, and how to properly service the account to maximize revenues, customer satisfaction, and referrals. The discussion will conclude with strategies, tactics and best practices on how to grow accounts overall and create customer loyalty.

**Speakers:** Alan Munson, Chief Commercial Officer, Parlevel Systems, Moderator; Cory Lamb, IT Director, Mahaska; Anton Cary Novak, Owner and Operator, The Sterling Group NV; Zachary A. Oliver, Vice President, Dependable Vending

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 888.365.7382  
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 3200 Hackberg Road  
 Irving, TX 75063  
 972-828-2837

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 .....1560  
 Aaeon Electronics, Inc.....1615  
 AAT - ORANFRESH.....139  
 Albanese Confectionery Group, Inc.....1630  
 Alliant Coffee Solutions/Single Cup Coffee 640  
 Almark Foods .....1426  
 American Changer Corporation .....1128  
 Anderson Metal Corp Inc.....1603  
 Astor Chocolate.....1457  
 Astrosystems, Inc. ....1061  
 Atnip Co., Inc.....1039  
 Automated Merchandising Systems, Inc. ...839



**Automatic Merchandiser**.....1612  
 1233 Janesville Avenue  
 Fort Atkinson, WI 53538  
 262.473.9231  
 vendingmarketwatch.com



**Avanti Markets** .....1211  
 1217 SW 7th Street  
 Renton, WA 98057  
 888.937.2826  
 avantimarkets.com

AWAKE Chocolate .....1429  
 Axis Micro-Market Fixtures.....1150  
 Azkoyen .....435  
 B&G Foods.....1535  
 Bai Brands, LLC .....1443  
 Barcel USA.....1609  
 Barrie House Coffee Co. ....537  
 Bay Valley Foods.....449  
 Beijing FULEI Tech Co., Ltd .....1460  
 Betson .....1047  
 Bevi .....1254  
 Biscamerica Corporation .....1005  
 Bizerba USA.....963  
 Blue World Inc. ....1020  
 Bobo's.....1621  
 Bodecker Brewed Inc. ....554  
 Bodega .....249  
 Boston's Best Coffee Roasters .....148  
 Brands Within Reach.....1541  
 Bravilor Bonamat LLC.....463  
 Breakroom Provisions, Inc.....1053  
 Bruetta .....369  
 Bunn-O-Matic.....1024  
 Cablevey Conveyors .....1628



**Cafection (Evoca Group)** .....263  
 2355 avenue Dalton  
 Québec, QC G1P 3S3  
 800.561.6162  
 cafection.com

Calbee North America, LLC.....1431  
 Camlock Systems, Inc. ....104  
 Campofrio Food Group America .....107

Castles Technology International Corp.....1235  
 Celsius.....1525  
 Chameleon Cold Brew Coffee.....338  
 Cheesewich Factory .....1543  
 China International Vending  
 & OCS Show.....1058  
 Chobani .....1654  
 Chungho Nais Co., Ltd.....152  
 Cibo Vita Inc .....1059  
 Clif Bar & Co .....119  
 CoffeeTalk .....1629  
 Coinco/Coin Acceptors .....825  
 Comhear .....1060  
 CompX Security Products.....1511  
 ConAgra Foods - Vend & OCS.....1022  
 Cookies United .....1622  
 Copper Moon Coffee Co.....1159  
 Country Prime Meats USA Inc. ....1651



**CPI / Crane Payment Innovations** .....207  
 3222 Phoenixville Pike, Suite #200  
 Malvern, PA 19355  
 610.430.2500  
 cranepi.com



**Crane Merchandising Systems** .....200  
 11685 Main Street  
 Williston, SC 29853  
 803.266.5000  
 cranems.com

Crunchy Rollers.....1259  
 Crystal Mountain Products, Inc.....466  
 Cummins Allison .....314  
 Custom Beverage Concepts .....149  
 CytoSport, Inc. (Muscle Milk).....1401  
 Danone Wave .....944  
 Darlington .....1258  
 de Jong DUKE .....252

Deep River Snacks .....1528  
 Del Monte Foods .....1160  
 Deli Express.....1321  
 Delivery Concepts Inc. ....569  
 Dellfrio-Liebherr .....124  
 Diamond Crystal Sales .....538  
 Dole Packaged Foods Co. ....1220  
 Domino Foods, Inc.....145  
 Dr Pepper Snapple Group.....830  
 DRINKSTATION.....438  
 Drop Water .....1253  
 DS Services of America, Inc .....346  
 Eagle Family Foods.....1640  
 Eastsign Trading (Shenzhen) Co. Ltd .....246  
 Eat Your Coffee .....1647  
 Eldorado Coffee Roasters .....259  
 Elicious Inc.....126,656  
 Ellis Coffee Co. ....452  
 Emerald Transportation Solutions .....1656  
 Equipment Innovators .....853  
 Fastcorp, LLC.....1400  
 Feniks, Inc.....440



**Ferrara Candy Company**.....1526  
 One Tower Lane, Suite #2700  
 Oakbrook Terrace, IL 60181  
 770.231.2691

Ferrero/Compass Marketing .....212  
 Field Trip Jerky .....1561  
 FixtureLite.....230



**Flowers Foods/Mrs. Freshley's**.....627  
 230 South Madison Street  
 Thomasville, GA 31792  
 229.227.2001  
 mrsfreshleys.com

Follett LLC .....556  
 Forto Coffee (Dyla LLC) .....1328

FoShan ShunDe Stelang Electric  
 Appliance Co., Ltd.....861  
 Fresh Brew Group USA.....105  
 Fruit For Thought .....1539  
 Fuji Electric Corp. of America.....146  
 Future Bake Australia.....1531  
 G.A. Murdock Inc .....437  
 Gavina Gourmet Coffee .....650  
 General Mills .....421  
 Genesis Decor .....1625  
 GFSC, SA .....135  
 Gimme Vending, LLC .....100  
 Give & Go .....764  
 Glanbia Performance Nutrition.....256  
 GLK Foods .....1442  
 Golden Krust .....958  
 Goodson Bros. Coffee Co. ....456  
 Gourmet Coffee Solutions.....163  
 Graphics That Pop .....1435  
 Graze.....1639  
 Great American Deli .....956  
 Green Nature Marketing.....1553  
 Guangzhou Jetinno Intelligent  
 Equipment Co., Ltd.....260  
 Hamilton Beach Commercial.....138  
 Harney & Sons Fine Teas.....1222



**Heartland/Compass Marketing**.....214  
 222 Severn Avenue, Suite #200  
 Annapolis, MD 21403  
 410.268.0030 ext255  
 compassmarketinginc.com

Herr's Foods Inc. ....1228  
 HiBall Inc/Alta Palla .....1652  
 High Brew Coffee .....942  
 Hint Inc .....1042  
 Holiday House Distributing, Inc. ....629  
 Hostess Brands LLC .....1017  
 Hydro Life Water Filtration .....845  
 IMS .....335  
 Ingenico Group .....1158  
 InHand Networks.....109

Innovative Technology Americas, LLC .....1619  
 Innovolt .....1413  
 InOne Technology LLC .....605  
 Integral Vending.....1636  
 International Currency  
 Technologies, Corp. ....1403  
 Invendiv French Fry Company LLC .....1354  
 Inventure Foods.....1411  
 ITOEN (North America) .....1456  
 Jack Link's Protein Snacks .....1600  
 Jofemar USA .....1204  
 Johnsonville, LLC.....1056  
 Jonny Almond Nut Co.....1501  
 Jura Inc .....439  
 Kaffe Magnum Opus .....1653  
 Kar's Nuts .....312



**Kellogg Company**.....413  
 545 Lamont Road  
 Elmhurst, IL 60126  
 630.956.9892  
 kelloggsspecialtychannels.com



**Keurig® Green Mountain Inc.**.....243  
 53 South Avenue  
 Burlington, MA 01803  
 781.418.7615  
 KeurigGreenMountain.com

Kind LLC.....1522  
 Klement Sausage Co. ....863  
 Kodiak Cakes .....1649  
 Kraft Foods Group, Inc. ....817  
 La Colombe .....658  
 Laqtia .....235  
 Lavazza .....237  
 Lavit LLC .....257  
 LEADROP.....1350  
 Leer, Inc. ....1604  
 Life in Green.....663




# Exhibitor List

Lifestyle Foods.....1645  
 Lightspeed Automation LLC.....647  
 Lock America.....953  
 Luvo, Inc. ....1439  
 Magner Corporation of America.....131  
 MagTek, Inc. ....1250  
 MarketReach Inc.....657  
 Mars .....812  
 Massimo Zanetti Beverage Group .....446  
 McKee Foods Corporation.....1029  
 Medeco Security Locks .....939  
 Merisant/Equal .....339  
 Mid America Roasterie.....127  
 Minus Forty Technologies.....1415



**Mondelez International** .....804  
 100 DeForest Avenue  
 East Hanover, NJ 07936  
 973.503.2667  
 mondelezinternational.com

Monogram Food Solutions.....1139  
 Mr. Nature .....1131  
 National Coffee/Mother Parkers .....1216  
 Natural Choice Corp.....756  
 Natural Source Sales .....1351  
 Nature's Bounty Co./Compass Marketing...213



**Nayax/VendSys**.....217  
 Executive Plaza 1, 11350 McCormick Road  
 Hunt Valley, MD 21031  
 410.666.3800  
 nayax.com


Nespresso USA.....240  
 NestFresh .....1650  
 Nestle Professional .....856  
 Newco Enterprises, Inc. ....443  
 Niagara Bottling, LLC .....847  
 Ningbo Turando Electrical  
 Appliances Co., Ltd.....156

Nippon Primex Inc. ....1623  
 Nonni's.....1129  
 OptConnect .....122  
 OptiPure, a division of Aquion .....557  
 Panasonic .....951  
 Paramount Coffee Company.....1422  
 Parlevel Systems Inc. ....635  
 Payment Alliance International.....940  
 PayRange.....128,430  
 Payter B.V. ....1537  
 Pentair Everpure.....535



**PepsiCo Foodservice** .....800  
 15 Warren Street  
 Somers, NY 10589  
 914.263.6683  
 pepsi.com

Picnic Cup Company.....1617  
 Piranha, LLC .....1031  
 Pita Pal Foods .....1620  
 Pod Pack International, Ltd.....340  
 Popchips.....1453  
 PopCom .....1141  
 PopCorners .....1616  
 Popz USA, LLC.....123  
 Procter & Gamble/Compass Marketing.....844  
 Pure Leaf Tea.....1450  
 Pyramid Technologies Inc. ....1360  
 Quest Nutrition .....1261  
 QUICKICE.....1547  
 Rainmaker Sales Support.....1459  
 RCN Technologies.....553  
 Real Food Sales.....1648



**Red Bull North America** .....835  
 4710 Pin Oaks Circle  
 Rockwall, TX 75032  
 972.672.4939  
 redbull.com/us/en

Red River Tea Company/Teazzers.....1635  
 Regilait .....141  
 Reichel Foods, Inc.....1130  
 Rhythm Superfoods .....1542  
 Rip Van Wafels.....117  
 Royal Vendors .....825  
 Rudolph Foods Company Inc.....1044  
 RXBAR.....1260  
 SandenVendo America, Inc.....1207  
 Saputo Cheese USA Inc.....1358  
 Seaga .....416  
 Service Ideas, Inc. ....653  
 Sharp Commercial .....1430  
 Shasta Sales, Inc.....1419, 1530  
 Shenzhen Chulux Electric  
 Appliance Co. Ltd.....457  
 Shin Shyu Enterprise .....1618  
 SMART (Service Management And  
 Route Tracking).....1329  
 Snak King.....1136  
 Snyder's - Lance Inc. ....424  
 Social Feedia .....108  
 Sonoco Thermo Safe .....1605  
 Sonoma Creamery.....961  
 Sparkling Ice/Talking Rain  
 Beverage Company .....1512  
 Starbucks Coffee Company .....1011  
 STiR (coffee and tea magazine) .....136  
 Sugar Foods Corporation.....552  
 SUNNIVA Super Coffee .....1454  
 Sunny Delight Beverages Co. ....1427  
 Survey Studio.....1151  
 Swyft, Inc.....1243  
 Tea Aroma Inc. ....1540  
 Teaja.....566  
 That's it Nutrition .....1221  
 The Avalon Group.....1641



**The Coca-Cola Company**.....821  
 1 Coca Cola Plaza  
 Atlanta, GA 30313  
 678.654.1089  
 cokesolutions.com



The Hershey Company.....807  
 19 E Chocolate Avenue  
 Hershey, PA 17033  
 856.220.9116  
 hersheys.com



The J.M. Smucker Company.....612  
 1 Strawberry Lane  
 Orrville, OH 44667  
 330.684.3163

The Promotion in Motion  
 Companies, Inc. ....1036  
 The-Venders.....1447  
 thinkThin .....1353  
 Three Square Market .....112  
 TMI Trading Corp. ....1556  
 Treo Brands LLC.....1627  
 TriTeq Lock & Security, LLC.....1320  
 Truffoire Las Vegas .....1529



Twinings North America.....226  
 777 Passaic Ave - Ste 230  
 Clifton, NJ 07012  
 973.919.2061  
 twiningsusa.com



**Tyson**

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 9990 Princeton-Glendale Road  
 Cincinnati, OH 45246  
 513.582.0359  
 advancepierre.com

UNFI .....1445  
 Unified Strategies Group, Inc.....427  
 Uniserve .....239



USA Technologies .....608  
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 Malvern, PA 19355  
 484.359.2159  
 usatech.com



U-Select-It .....1000  
 8040 University Boulevard  
 Clive, IA 50325  
 515.271.8451  
 uselectit.com

UTZ Quality Food, Inc.....1256  
 Vagabond .....1239  
 Validata.....1331  
 Van Lock Company .....1223

## Vending Times

Vending Times.....1458  
 55 Maple Avenue, Suite #304  
 Rockville Center, NY 11570  
 vendingtimes.com

Vendors Exchange International, Inc.....617  
 Vendwatch Telematics.....1607,1608  
 Verizon Telematics .....1247  
 Vertex Water Products .....540  
 Via Touch Media .....959  
 Vienna Coffee .....147



Vistar .....623  
 12650 E Arapahoe Road, Building D  
 Centennial, CO 80112  
 303.662.6897  
 vistar.com

VT Hackney.....1143  
 Wandering Bear Inc. ....469  
 Waterlogic.....660  
 Welch's .....1231  
 White Castle Food Products, LLC.....644  
 Wilbur Curtis .....758  
 Wilcox Farms.....1425  
 Wizzan Mobility LLC .....419  
 WMF Americas, Inc. ....143  
 Wonderful Pistachios & Almonds .....666  
 X2 All Natural Energy .....1323  
 Xiamen Make Security  
 Technology Co., Ltd.....1041  
 Xyience Beverages Inc .....1544  
 Yoke Payments.....851  
 You Love Fruit.....860  
 Zavida Coffee Company.....454

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Here are 5 tips to help you maximize your exhibitor experience:

**TIP #1**

**Update Your Online Listing**

Operators are now searching The NAMA Show Exhibitor and Product lists and adding exhibitors to their **"Attendee Planners"** to visit during the show.

**Update your booth profile NOW** to get your company on as many attendee lists as possible!

**Find it:** When your exhibitor space and NAMA Membership are both paid in full, you will receive a link and password via email, allowing you to update your booth profile and badge registration.

**TIP #2**

**Use Your Custom Invitation Registration Link**

Drive more traffic to your booth! A custom registration link can be used to invite clients and prospects to The NAMA Show and your booth.

Send your customers and prospects a unique registration link and earn a complimentary registration for every 10 registrations generated.

**Find it:**

- Login to your Exhibitor Registration account
- Click on "Invite a Customer" (located under Company Information)
- Create a VIP Code (must be 7 characters)

**TIP #3**

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With a jam-packed show floor, it's important to get your brand noticed! Get your share of leads and purchases with a customized sponsorship or marketing bundle.

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2. Request information on products they desire
3. Get an instant "road map" on where to find those products on the exhibit floor.

For questions, please reach out to Anthony O'Shea at 770.432.8410 x109.

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- Captivation Station
- FitPick Pavilion – Better-for-you snacks
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- Click on any exhibitor to visit their profile
- Add your favorites by clicking on the star symbol
- Looking for a specific type of exhibitor? Use the advance search option to find companies specifically tailored for your needs.

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