



Keeping You at the Forefront



2019 ANNUAL
REPORT



The NAMA Foundation's mission is to advance strategic support of voice, knowledge and research in the convenience services industry.

Today's Action, Tomorrow's Legacy

When people ask me why I support the NAMA Foundation, I give them two reasons.

One: To enable the programs and initiatives that help protect and grow our businesses today

Two: To ensure a strong future for our industry tomorrow

In this report, you'll learn all that the NAMA Foundation did to protect and grow our businesses during 2019. From partnering with the U.S. Department of Energy on a landmark research initiative to giving small operators access to essential education, the Foundation worked to create conditions for industry growth.

The Foundation also ensures that the future looks bright for our industry. This is important not only for us but for the generations that follow.

Like many of yours, my company is family owned and operated. After leaving their hometown for school, my kids didn't think they'd be back. But my two sons and my son-in-law are now helping run the business, and I couldn't be prouder.

It was the NAMA Foundation, through its engagement and scholarship programs, that provided them with a stepping stone from simply working in the business to truly leading it. They represent the future, and they are prepared to innovate to accommodate changing consumer demands and keep our industry at the forefront.

The NAMA Foundation is just that — a foundation for growth and change. When we invest in it, we invest in our collective success.

Thank you for your support!



Jeff Smith, All Star Services
Chair, NAMA Foundation Board of Trustees



Amplifying Your Voice

ON INDUSTRY ISSUES...

In an unprecedented opportunity, the NAMA Foundation and NAMA entered into a cooperative research and development agreement with the Department of Energy (DOE) focused on improving the design and manufacturing of refrigerated vending machines in the United States.

Citing environmental concerns, states across the country are pushing to phase out the use of hydrofluorocarbons, the refrigerant most commonly used in vending machines. While machine manufacturers and operators are eager to adopt new, more energy-efficient technologies, many are restricted in certain areas of public and commercial buildings due to outdated safety standards.

The \$400,000 research agreement between the Foundation and the DOE is an opportunity to explore the use of safer, more efficient refrigerants. It gives the convenience services industry a stake in the process and will ultimately protect the bottom line for equipment manufacturers and operators. The research will be conducted over two years by DOE and engineers at the Oak Ridge National Laboratory in Knoxville, Tennessee.



A LANDMARK RESEARCH AGREEMENT

At the December signing ceremony, NAMA Senior Vice President Eric Dell called the agreement with DOE a “great example of how government and industry can work together to resolve common challenges.”



EARLY EXPOSURE

The Foundation, in conjunction with NAMA's Women of the Industry (WIN), supported four students from the vending technical training program at Philadelphia's A. Philip Randolph Career Academy to attend the NAMA Fly-In. This is the fourth year that students have participated. Pictured from left to right are Jamyrah McKnight, Kirstin Mosley, Ian Meraz-Hernandez and Deameer Anderson.

IN WASHINGTON, DC...

Information and data generated with NAMA Foundation support makes it easier to educate elected officials in Washington and show the far-reaching impact of the convenience services industry. This is particularly important during the annual NAMA Fly-In & Advocacy Summit, where in 2019 industry participants met with more than 170 congressional offices.

The Foundation also made it possible for students bound for careers in convenience services to attend the Fly-In (above). The DC trip significantly enhanced their education by giving them firsthand insights into how government works and the opportunity to network with the leaders of the industry.



"I learned that this industry is connected to a lot of other industries. Vending isn't just filling up vending machines. Like chocolate cake, there are a lot of layers to it!"

—IAN MERAZ-HERNANDEZ, A. PHILIP RANDOLPH CAREER ACADEMY STUDENT





Building Your Knowledge

NAMA Foundation support in the form of curriculum development grants helped update many of NAMA’s educational programs, as well as develop exciting new offerings, such as “Selling Convenience Services.” Created in response to demand from operators, this popular course arms businesses with valuable insights and guidelines for growing sales. The course debuted as a webinar and a CTW session in 2019 and will roll out online in 2020.



The Foundation also continued to give small and emerging operators new opportunities to learn and network, awarding these scholarships in 2019:

- Dan Mathews Scholarship to attend The NAMA Show: Bob Pertzborn Mid-Iowa Vending
- Dan Mathews Scholarship to attend Coffee, Tea & Water: Jennifer Stoddard, Coin-Op Canteen Services



Thanks to receiving the NAMA Foundation scholarship, the opportunity to attend CTW 2019 was the highlight of my year. I was able to speak with different distributors and vendors, learning their best practices.

—JENNIFER STODDARD,
DAN MATHEWS SCHOLARSHIP RECIPIENT





Delivering Critical Data

INDUSTRY CENSUS

For the third time, the NAMA Foundation funded an in-depth evaluation of the convenience services industry, enabling better business planning and aiding in advocacy efforts at all levels of government. Among broad findings in the 2018 Industry Census:

- The convenience services industry grew by more than \$1 billion since the last census in 2016.
- Micro market revenue has nearly doubled since 2016.
- Pantry services emerged as its own business line with \$524 million in sales revenue.



INDUSTRY INSIGHTS

The Foundation-funded Industry Census revealed a variety of meaningful data and trends. To download your copy, go to namanow.org/2018Census.

WHITE PAPERS



The NAMA Foundation also funded two white papers that operators utilized in 2019 to help meet their business goals: “Millennial Food Purchasing Decisions and Trends,” offering insights into the millennial customer, and “Leveraging Pantry Services to Retain Talent,” a toolkit for getting started in the fast-growing pantry services arena.



The Foundation’s support of research initiatives benefits all members. It provides insights and knowledge to build better business practices and also of emerging markets that can lead to new opportunities.

—MIKE KNOWLTON, KELLOGG COMPANY





Building a Strong Future

STRATEGIC PARTNER PROGRAM

The Strategic Partner Program continued to grow in 2019, helping to advance Foundation initiatives and Association advocacy. The program enables companies to provide financial support to both organizations, directing it to the areas of greatest interest, priority and value to them.

NAMA and Foundation staff met with Strategic Partners at The NAMA Show and CTW, as well as a number of member businesses throughout the year. These visits provided valuable insight into members' needs and concerns, and resulted in commitments from 13 companies in 2019. See page 10 for all of the companies that are answering the call to help the Foundation meet its goals and advance the industry.

IN THE FIELD

Site visits to member businesses like Kimble's Food by Design, BUNN and First Class Vending helped deepen relationships that will benefit the NAMA Foundation and the industry overall.



DEVELOPMENT ACTIVITIES

To continue to grow its impact, the NAMA Foundation pursued a multifaceted development plan. Spring and fall appeals were introduced, and a variety of events benefited the Foundation, including:

- The second annual Basketball Jam/fundraiser at The NAMA Show
- A NAMA-branded sock fundraiser at the Fly-In & Advocacy Summit in Washington, DC
- The Anaheim Adventure at CTW, a digitally driven scavenger hunt sponsored by 365 Retail Markets



FUN(D) FACTOR

The Foundation took a lighthearted approach to fundraising in 2019, including debuting colorful socks at the Fly-In and staging an upbeat team activity at CTW — the Anaheim Adventure.

“

My team had a blast doing the NAMA Foundation scavenger hunt at CTW. It was a great event. But the real value to me is the benefits that the Foundation brings to our industry. I am proud to support our Foundation.

—HEIDI CHICO, THE WITTERN GROUP

”

Thank You, Supporters!*

STRATEGIC PARTNERS

Thank you to the following companies that made commitments to NAMA and the NAMA Foundation Strategic Partner program.

\$500,000+

The Coca-Cola Company

\$250,000+

Canteen

\$100,000+

Accent Food Services
Aramark Corporation
Mars Wrigley Confectionery
Vistar

\$50,000+

365 Retail Markets
G & J Marketing and Sales, LLC
Mondelēz International
Royal Cup Coffee & Tea

\$25,000+

Associated Services
Buffalo Rock Company
Sodexo
USA Technologies, Inc.
VENDEGE

\$10,000+

All Star Services, Inc.
Canteen of Coastal California
Dole Packaged Foods
Flowers Foods/Mrs. Freshley's
Kimble's Food by Design
Monumental Vending
Premier Broker Partners
Trolley House Refreshments

\$5,000+

BUNN
Crane Payment Innovations
Foley FoodService
PrairieFire Coffee Roasters
Tomdra, Inc.
Twinings North America, Inc.

2019 ANNUAL SUPPORTERS

Thanks to the support of the following companies, and the dozens of others that contribute annually, the Foundation continues to work toward fulfilling its mission to advance the industry through voice, knowledge and research.

Visionary Circle

\$25,000+

Keurig Dr Pepper
The Coca-Cola Company

Leaders Circle

\$10,000+

GES
Vendors Exchange
International, Inc.
Wittern Group, Inc.

Presidents Circle

\$5,000+

Accent Food Services
Aramark Corporation
A. H. Management Group, Inc.
BUNN
Canteen
Mars Wrigley Confectionery
National Association of
Blind Merchants
Royal Cup Coffee & Tea
Vistar

Friends Circle

\$500+

365 Retail Markets
All Star Services, Inc.
American Food & Vending
Corporation
Associated Service
Buffalo Rock Company
Canteen of Coastal California
Diamond Vending
Dole Packaged Foods
Foley FoodService
Flowers Foods/Mrs. Freshley's

G & J Marketing and Sales, LLC
Imperial, Inc.
Kimble's Food by Design
Mondelēz International
Premier Broker Partners
Sodexo
SR Strategy, LLC
Tomdra, Inc.
Trolley House Refreshments
USA Technologies, Inc.
Vend Natural Holdings, Inc.
VENDEGE

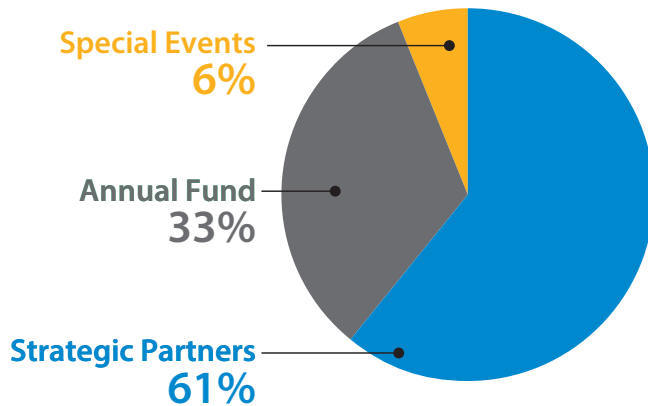


Thank you to all the other donors who support the annual fund.
For a complete list, visit namanow.org.

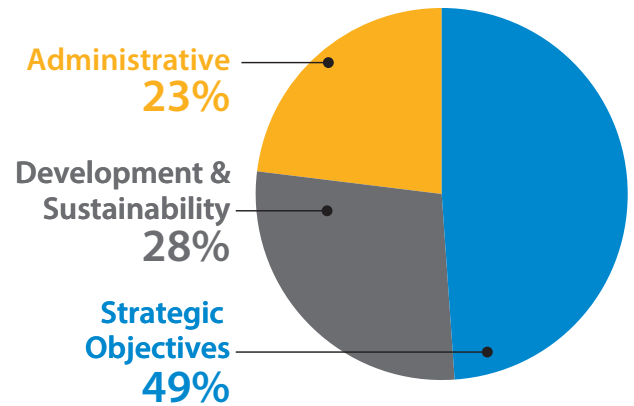
*Reflects commitments as of 12/31/2019

Financial Snapshot

FY2019 REVENUE SUMMARY



FY2019 EXPENSE SUMMARY



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