

SUMMER 2019

# InTouch

*The Official Magazine of NAMA*

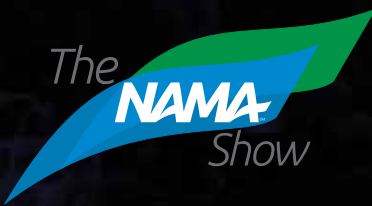


NAMA

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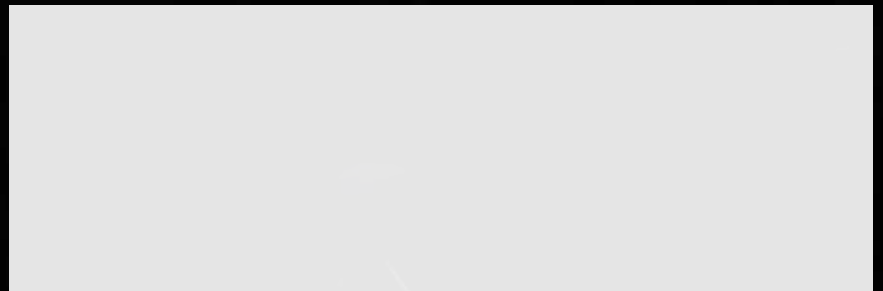


*The NAMA Show 2019 Delivers  
an Elevated Experience*



**What's Brewing in the NAMA  
Learning Lab**

**Fly-In & Advocacy Summit Preview**





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## UPCOMING EVENTS

### 2019 NAMA Events:

#### **Fly-In & Advocacy Summit**

July 15-17, 2019  
Washington, DC

#### **Coffee, Tea and Water (CTW)**

November 18-20, 2019  
Anaheim, CA

### 2019 State Council Annual Meetings

#### **MDVA (Michigan)**

August 2-4, 2019  
Boyne Mountain Resort  
Boyne Falls, MI

#### **CAVC/AAMC**

September 12-14, 2019  
La Quinta Resort  
La Quinta, CA

#### **SEVA (AL, FL, GA, LA, MS, TN)**

August 6-8, 2019  
Sandestin Hilton  
Destin, FL

#### **TMVA (TX)**

September 25-27, 2019  
Hyatt Lost Pines Resort  
Bastrop, TX

#### **NAVA**

August 22-23, 2019  
Skamania Lodge  
Stevenson, WA

### Webinars

#### **Sustainability and Single-Serve Coffee: Optimizing Your Offerings and Profits with Soft Pods**

August 20, 2019 • 2:00 PM ET  
\$39 members • \$79 non-members

#### **REGISTER NOW**

Sponsored by Alliant Coffee Solutions

### 2020 NAMA Events:

#### **The NAMA Show**

May 6-8, 2020  
Nashville, TN

#### **Coffee, Tea and Water (CTW)**

November 9-11, 2020  
Orlando, FL



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## Sustainability, Social Responsibility and Straws: A Cautionary Tale

*Carla Balakgie, President & Chief Executive Officer of NAMA*

Recently, I had the opportunity to present at the Automatic Vending Association's leadership conference and symposium in London. Sustainability – specifically single-use plastics – was an area of focus at the meeting, based on the intense regulatory action being taken in Europe, the U.K. and most recently, Canada. Through a mixture of incentives and significant punitive measures, the governing bodies in those countries are moving purposefully to force the changes they seek. Overall, this serves as an early warning system – not just with plastics, but other societal trends as well.

Let's take a closer look at just how a global movement about plastic straws took shape.

Approximately two years ago, 16-year-old Girl Scout Shelby O'Neil emailed the CEO of Dignity Health that she was concerned about a commercial the hospital ran, showing a plastic straw being used to blow out a birthday candle. Shelby pointed out that plastic straws are not recyclable and are among the biggest ocean polluters. She

learned about ocean pollution as part of a Girl Scout project, and she asked if Dignity Health could stop promoting plastic straws.

Shelby's email struck a chord. According to the **Washington Post**, in an effort to demonstrate their commitment to sustainability, Dignity Health – which has 39 facilities in three states – cut its use of plastic straws, stirrers and lids in half.

Shelby didn't stop there. She spearheaded a campaign called No Straw November to raise awareness about the large number of plastic straws being discarded into the oceans. She continued to reach out to companies to express her concern, and as a result, a number of them reassessed their use of non-recyclable straws.

It didn't take long for state lawmakers to take notice. The California Assembly and Senate recently introduced a pair of bills representing the state's most far-reaching regulation of consumer products and packaging and to expand upon Shelby's initial idea of reducing or eliminating the use of plastic straws. Legislation introduced in the State's Assembly and Senate call for regulations by Jan. 1, 2023 to achieve a 75 percent reduction in waste from single-use packaging by 2030 through recycling, composting and source reduction.

What does that mean for the convenience services industry? Social responsibility is an integral part of doing business today – in any industry. Consumers want to know

that companies share their values about social, environmental and public health issues and will prioritize buying decisions and brand loyalty accordingly. Businesses need to know how consumers think about sustainability, treatment of workers, wellness, inequality, and age, gender and ethnic discrimination, to name a few examples.

The good news is given the high visibility and engagement the convenience services industry has in the communities served by NAMA members, we are uniquely positioned to understand what's important to consumers.

In 2005, NAMA members acted upon this unique positioning, taking a proactive stance in addressing public concern around rising obesity rates by launching FitPick®. This pioneering program, to do well by doing good, has provided operators a platform to deliver nutrition information to consumers right at the point of purchase.

Now, almost 15 years after introducing FitPick, headwinds from private sector health organizations, changing consumer patterns and government regulations are calling us to reevaluate NAMA's position to take an even bolder step in promoting public health and consumer welfare. In an age where people like Shelby feel empowered to speak out, we need to listen. Let's continue to work together on social, environmental and public health issues that matter for all of us while concurrently promoting and protecting the industry. ■



## Thinking Out of the Box

Greg Sidwell, NAMA Chair

At G&J, we try to encourage thinking out of the box from all of our associates. Why? Because mixing left brain and right brain ideas, coupled with a fresh perspective are keys to growth – both in business and in life. Yet many people and organizations stay within the box, where it's comfortable and safe. And I'm sure you've seen the many organizations that stay in their own lane, rewarding conventional thinking only.

A recent *Forbes* story referred to the underlying reasons why it is difficult to think outside the box.

"Our patterns and routines acquired over the course of decades have virtually confined our thinking to the box," according to William Alan Donius, author of *Thought Revolution – Ideation + Innovation Facilitator*.

NAMA is working hard to change that paradigm and to encourage new, innovative ideas, creating

opportunities for our industry and for your company. As I take on the role of Board Chair, many of you have asked how you can help. Join in! We can't make these strides alone.

Take an active role in NAMA. Check out the new features for this year's Fly-In & Advocacy Summit ([www.namaflyin.org](http://www.namaflyin.org)). The event begins Monday evening with a networking event, followed by a day-long advocacy summit featuring speakers from agencies who will "deep dive" into key industry issues.

Wednesday, we'll walk up the steps of the U.S. Capitol where we'll meet our elected officials and ensure our voices are heard. Together, we'll work to collaborate on issues that matter and plant the seeds for thinking out of the box. I look forward to seeing you in D.C. and throughout the year. ■

As your incoming NAMA Chair, I'm honored to carry on the legacy established by the many talented professionals who have preceded me. I extend a special thanks to Immediate Past Chair Jeff Smith for his leadership. While my goal this year is to focus on you, our members, I'd like to start by sharing a little about my mission and why I am so excited about our future as an industry.

Our company, G&J, has a mission I feel very strongly about: "to promote the success of everyone we touch." Our vision is that if our peers, our customers and our colleagues are more successful, we'll grow with you. And that spirit extends to NAMA members as we work together for this coming year.

As successful entrepreneurs, I know many of you share an enormous commitment to our industry. This is the mindset NAMA is embracing as an organization, because industry collaboration and innovation are vital to our collective success going forward.







# *The NAMA Show 2019 Delivers an Elevated Experience*

FEATURING ITS LARGEST SHOW FLOOR TO DATE









The NAMA Show returned to Las Vegas, bringing the convenience services industry together for a week of innovative new features, cutting-edge products and services, customized education and invaluable networking experiences.

"Attendees and exhibitors alike deemed Las Vegas a 'fantastic show,' with booth sales for 2020 kicking into high gear right on the show floor," said Lindsey Nelson, VP of Programs and Services. "The industry showed up in full force, with more than 4,600 attendees and 367 exhibiting companies. This year we

hosted our highest exhibitor count and largest show floor to date, including 132 first-time exhibitors. Attendees came from around the world, representing 28 countries and industry decision-makers explored more than 83,000 square feet of exhibit hall space, featuring 125 new products," she continued.











## EXCITING & ENGAGING FEATURES

### **NEW PRODUCT ZONE –**

Featuring 125 new products, attendees scanned items of greatest interest and, in real time, received a summary listing and show floor locations for those new products.



### **USAT PARTNER PAVILION –**

Attendees explored integrated solutions for vending, micro markets, and OCS related to increased consumer engagement, digital payments acceptance, and back-office management tools.







**CAPTIVATION STATION –**

Situated in a geodesic dome on the trade show floor, this intimate and engaging space hosted nine exhibitor presentations with nearly 200 attendees. Customer engagement, connectivity, networking, and a session focused on increasing sales, targeted specifically for small operators were featured topics.

**BETTER FOR YOU AND VEND THIS! PAVILIONS –**

Expanded for 2019, the Better for You Pavilion featured healthier snacks and beverages, including plant and fruit-based snacks, jerky, protein bars and drinks, tea and more. Vend THIS! was specifically designed for operators seeking new and different products to offer in their sales channels, mainly non-consumables.



**NAMA** @NAMAShowing - Apr 23  
 Our Women in the Industry group is locking off #TheNAMAShow in being the stylishest! #winning



**265 Retail Markets** @265retailmarket - Apr 25  
 "We're seeing a rise in the want for fruits and vegetables - which might not be that easy with vending machines, but it's possible with #vendoMarkets." - @LooferBowler from the Academy of Nutrition and Dietetics #TheNAMAShow #NAMAShowing #265RetailMarket @Las Vegas Convention Center



**Novoco Enterprises** @NovocoCap - Apr 26  
 We found a Fresh-Cup Touch in European Postale's booth! #TheNAMAShow #Novoco #Vegas #222



**Quant Markets Inc.** @quantmarkets - Apr 28  
 Congratulations to our wonderful operators Seth & Jany Grankin at #NovocoServices who won an #QuantMarkets Booth, Yay! 🎉👏👏👏 Thank for joining us. Stop by Booth #231 and D478 for a chance to win more prizes. #QuantMarkets #VegasMarkets #TheNAMAShow #FoodVending



**Tyson Foodservice** @TysonChiefs - May 22  
 We had an amazing time at NAMA this year and we got 10 experience to much! There was a lot of great information so we wanted to share our key takeaways with you in case you didn't make it to the show. #TheNAMAShow #Tyson's



**Apriva** @Apriva - Apr 25  
 Meet Apriva at #TheNAMAShow today and Friday! Stop by Booth #1761, say hello, and talk to us about our vending solutions! @NAMAShowing







**GENERAL SESSION**

Sponsored by PepsiCo Foodservice, the General Session featured futurist and author, Mike Walsh. In this inspiring keynote, Walsh – author of *The Dictionary of Dangerous Ideas* and founder and CEO of Tomorrow, a consumer innovation research lab – presented a vivid portrait of a brave new world orchestrated by machines that think, and shared how tomorrow’s leaders can upgrade their capabilities to survive and thrive in an age of accelerating technology. He challenged the audience to use data to better understand their customers and how they behave, and to use their knowledge and skillsets to reinvent the nature of work processes to elevate the value of their thinking.



The general session also featured remarks by President and CEO Carla Balakgie on how the industry can “do well by doing good” as it formulates a public health commitment, and by Chair Jeff Smith on the importance of company culture, agility and embracing change. Annual industry awards were a special highlight with a ceremony honoring: Industry Person of the Year, Heidi Chico of U-Select-It; Allied Member of the Year, Larry Atnip of Atnip Co., Inc.; and Operator of the Year, Peter Fetherston of Canteen, Compass Group North America.





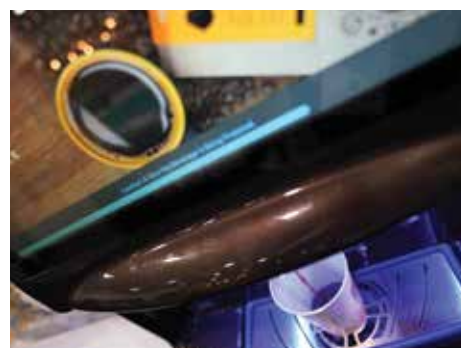
### EDUCATION

The 2019 NAMA Show presented a comprehensive and robust educational line-up. Education kicked off with pre-conference sessions on getting started with artificial intelligence and an introduction to pantry services.

Five highly customized tracks of education – Sales/ Business Development, Technology, Business Operations, Consumer & Industry Trends, and Public Health and Nutrition provided actionable insights that attendees could take back to their businesses.

Included in the line-up was a roundtable discussion for small operators and a session dedicated to technician training in the 21<sup>st</sup> century.

A selection of education downloads are available on the show website beneath the session descriptions: <https://www.namanow.org/events/thenamashow/education-program-agenda/>







### NETWORKING EXPERIENCES

Dynamic networking opportunities and special events included:

- NAMA Jam – A large and enthusiastic crowd attended the first-ever NAMA Jam which kicked off the first evening of the show with cocktails, conversation and a live performance from Clif Bar’s own Grove Valve Orchestra – voted best corporate band by *FORTUNE* magazine. NAMA Jam was sponsored by 365 Retail Markets, Premier Broker Partners & Clif Bar Co.
- International Gathering - International attendees enjoyed an invitation-only event in the New Product Zone, to see the many product innovations happening in the US market and network with industry leaders from around the world.
- WIN and ELN - NAMA’s WIN and ELN groups each held their own growing and ever-popular networking events – WIN at 1923 Bourbon Bar and ELN at Top Golf.
- Executive Forum – Alumni from the Executive Forum Alumni 2016 and 2017 events reunited for networking and breakfast, featuring Stewart Thornhill, Ph.D. discussing positive leadership.
- NAMA Foundation – The NAMA Foundation, in partnership with 365 Retail Markets, hosted its second



annual Charity Basketball Jam. The full-court winning team was the 365 Retail Markets/G&J team and the half-court winning team was Epsom/OptConnect. All proceeds were donated to the NAMA Foundation in support of its mission. The event was sponsored by 365 Retail Markets, Lightspeed, G & J, Newco, Translucent, OptConnect, and Epson.



“Building on the success and momentum of an exciting week, The NAMA Show exhibitor community donated more than 14,500 pounds of food – the equivalent of 12,100 meals - to Three Square, a Nevada food bank. Many thanks to our exhibitors for giving back to the local community,” Nelson said.



“The NAMA team would like to extend a huge thank you to all who helped make The NAMA Show 2019 a success. We look forward to seeing you as we take the show to Nashville next year. Mark your calendars for May 6-8, 2020,” she concluded.





**PEOPLE'S CHOICE AWARDS –**

The People's Choice Awards winners were selected based on the most scanned products in each of the eight categories in the New Product Zone.

**WINNER**  
Technology, Kiosk, Vending/  
Dispensing Equipment  
& Business Services



**SmartE**  
By Avanti Markets





**WINNER**  
Cookies, Crackers,  
Baked & Breakfast Items



**Dible Dough  
Cookie Dough Bars**  
By Neighbors





**WINNER**  
Cold Beverages  
Milk & Water



**Matcha Oxidants**  
By Remedy Organics





**WINNER**  
Coffee, Tea &  
Hot Beverages



**Stok Mocha Protein Single  
Serve Cold Brew Coffee**  
By Danone North America





**WINNER**  
Chips, Salty &  
Meat Snacks



**Jack Link's Snack Bowls**  
By Golden West Food Group





**WINNER**  
Candy, Gum & Mints



**Caffeinated Chocolate  
Peanut Butter Bite**  
By AWAKE Corporation





**WINNER**  
Better for You Products



**Jimmy Dean  
Protein Packs**  
By Tyson Foods



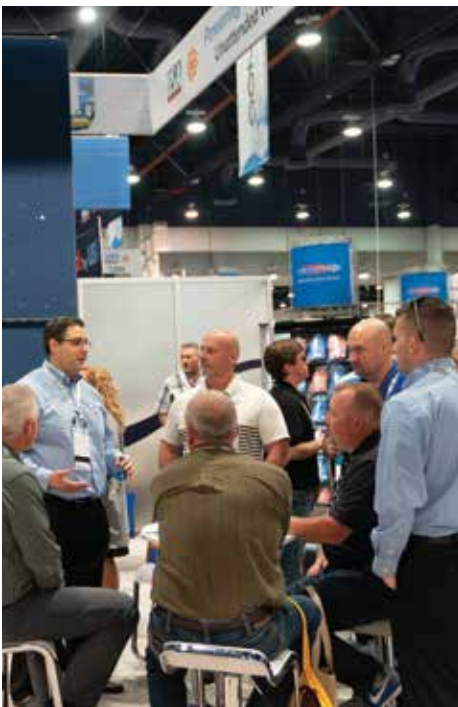


**WINNER**  
Entrees: Sandwich,  
Wrap, Burrito + Frozen  
& Refrigerated Items



**Cheesewich**  
By Cheesewich Factory



## What's Brewing in the **NAMA Learning Lab**

**N**ew this year at The NAMA Show was the NAMA Learning Lab – an area on the show floor dedicated to educational sessions that took a deep dive into several important topic areas. The Learning Lab sessions were at capacity, and we hope you were among the crowd. Not to worry, we have you covered if you missed any of the sessions. Below is a breakdown of the discussions. Additionally, slides from select NAMA Show sessions are available at [www.thenamashow.org](http://www.thenamashow.org), so you can catch up on the information presented.

USAT's Jim Turner and Michigan State University's Dr. Mike McCall of the Eli Broad School of Business kicked things off with the first session, "MSU Research Study on Cashless Payments in the United States." The study analyzed 250,000 machines that newly accepted cashless payments for 18 months post deployment. Trends in overall

sales, payments system usage, and machine volume were examined. With machines that were converted to cashless payments acceptance, the study showed a growth in sales and transactions, especially in low-performing machines. About 75% of vending machines are not cashless, which translates to a huge opportunity for revenue growth in those machines. Jim and Mike expanded upon this study in the webinar of the same name, which was hosted in May. You can find the archived webinar at [www.namanow.org/webinars](http://www.namanow.org/webinars).

Next, Joe Davis of Coca-Cola presented "Forces and Trends: Perspectives on Navigating Change in 2019." Attendees were given direction on seeking sustainable growth in the changing convenience services industry. Key drivers of change were discussed, including the increasingly complex and



uncertain environment of convenience services, the advancement of information and technology, and changing consumer expectations. Understanding the drivers of change in the industry helps you stay ahead of them, and strategize accordingly so you can foster business growth and shape the landscape of the industry.

In “Leveraging AI to Make Better Business Decisions,” Matt Robards and Sharyn Kolstad from Hivery interviewed executives from The Coca-Cola Company and Accent Food Services on the application of artificial intelligence in their businesses. Discussion included starting out with AI, its effect on business growth, and the best practices for using it. AI isn’t some kind of magic that allows your business to get ahead of the curve as soon as it’s acquired, but rather, is a tool much like the internet. Its benefits are amazing, but only if the user properly applies it. And, like the internet, anyone can apply it to their



convenience services business – you just need to know what it’s capable of and what you want from it.

David Henkes of Technomic Advisory Group presented a double-header - “Attacking Snacks and The Importance of the NAMA Industry Census.” David’s presentation was dense with data, and he made Technomic Advisory Group’s studies easy to understand so attendees would be able to use the information right away. Here are a few takeaways from David’s session:

1. Snacking is still growing, but consumer habits and behavior are undergoing major shifts.

2. Indulgence hasn’t disappeared, but other factors are now driving sales.
3. Taste/flavor should be at the top of mind.
4. Businesses must stay on top of industry regulations and legislation.
5. Consumer trends are likely to start with snacking.

Again, in case you missed anything, slides from select NAMA Show sessions are online at [www.thenamashow.org](http://www.thenamashow.org). Thank you to all who attended and to all of the great speakers who shared their expertise at The NAMA Show. We look forward to seeing you at CTW in Anaheim, CA, November 18-20. ■

