

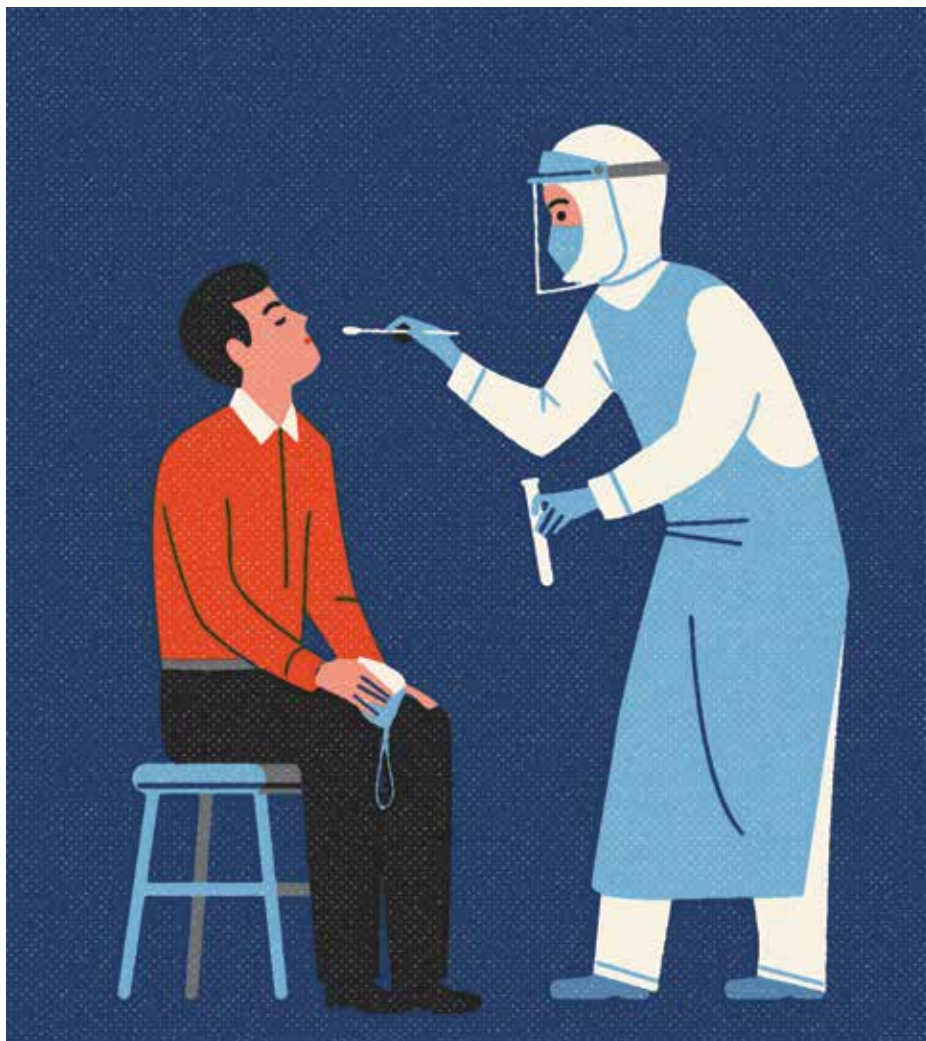
SPRING 2020

InTouch

The Official Magazine of NAMA

ONWARD





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Onward: Redirecting to Serve You Better

Carla Balakgie, President & Chief Executive Officer of NAMA

Unprecedented. Challenging. Game-changing. These words have been used—some say overused—to describe the pandemic and its impact.

One thing upon which we can all agree is that we haven't seen anything like it during our lifetimes. Collectively, we are working toward a "new normal" and one way to do that is to stay connected. Since mid-March, I have personally spoken with many of you and each conversation has left me hopeful for our future. While the challenges you face are daunting and there is, of course, no silver bullet to resolve the situation we find ourselves in, the entrepreneurial spirit of our industry is inspiring.

From sharing resources with one another—operational, management, financial—to using inventory and under-utilized capacity to meet critical needs in your communities, I'm hearing about how you are doing well by doing good. It's been said that the true test of leadership is how well you function in a crisis; it's been humbling to see you tackle these myriad challenges through dynamic leadership.

Yet, with 36 million newly unemployed in the U.S. alone, economic pressures are building. Authorities acknowledge that the risks of reopening may set off new waves of infection. With all of this comes continued uncertainty.

At NAMA, we've worked tirelessly to serve you, our members, throughout this national emergency. We re-directed our resources to deliver critical advocacy, information, knowledge and expert counsel to support the association's nearly 1,000-member companies in addressing the challenges brought forth by the COVID-19 pandemic. We hosted "Listening & Leading" webinars to educate the industry on timely government actions and share data to keep your businesses running. And you have been there, with literally hundreds of members participating in these online sessions. Finally, we launched the myNAMA online community to encourage even more connection and a constant stream of updates among industry participants. Hundreds of our members are already engaging in this platform and we invite you to join us.

Like you, we have learned to pivot and operate as conditions dictate. One prime example is the re-engineered 2020 "Fly-Out & Advocacy Summit."

This annual, in-person advocacy event in Washington, D.C. will take place virtually, featuring interactive meetings with government officials online. Also, instead of asking you to travel to D.C., our team will coordinate meetings with members

of Congress at select locations throughout the country—essentially bringing the value of the Fly-In directly to you, your business and your home district. Where possible, we will "fly out" to join the conversations.

Finally, we are literally on the move: NAMA's headquarters have officially moved from Chicago to Washington, D.C.—check out the photos below. We firmly believe that this move, 84 years in the making, will result in significant, measurable value for the industry, with our team being closer to Capitol Hill, making the advocacy of your interests more efficient, ever-present and impactful.

At the time of this writing, there are signs for restrained optimism: U.S. stocks are rallying (modestly) as hopes for a new vaccine build. States are cautiously reopening for business. And Congress is funding more stimulus for consumers.



NAMA's on the move: new headquarters in Arlington, Virginia.

Moving forward, we know the coronavirus will eventually end. We want to ensure that when it does, our colleagues stand beside us ready and able to navigate the lasting effects on our businesses and our lives. You have my personal commitment that NAMA will do everything possible to help you through that journey.

It was Winston Churchill who said, "When you're going through hell, keep going." In that spirit, I say, "Onward!"

Thank you and stay strong. ■



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First of All: How are You?

Greg Sidwell, NAMA Chair

First things first. How are you? How is your family? How are your colleagues?

When all is said and done, this is what matters and I want you to know that you, my industry colleagues, matter very much to me always, and particularly during this time of COVID-19.

It's been inspiring to learn of the many ways fellow NAMA member companies have stepped up to go above and beyond, hosting food drives, feeding frontline workers and even providing financial assistance.

As I embark on my final "lap" as NAMA Chair, I want to say thank you. I have been proud to serve in this role, and it has been so rewarding to see everything that our organization — and our industry — has accomplished.

Our industry has been preparing for these challenges for some time. We've encountered trials by fire in the past by reinventing core business functions, disrupting business models with industry innovations including micro markets.

That training and adaptability is being put to the test now. As you well know, NAMA's nearly 1,000 member companies provide food and beverages to people at work. According to a recent Forbes report, 58% of America's "knowledge workers" are now working remotely. This is no business "shift" — this is a business tsunami.

It's been said that empathy can drive innovation; and, in order to survive, we've had to expand our thinking, and our businesses. At our company, G and J Marketing, we considered the needs people have and how we could meet those needs. It was clear: businesses needed PPE (personal protective equipment). As I've said recently, I didn't know what PPE was two months ago. But believe me, I do now.

This thinking gave rise to the launch of a new endeavor for our organization. There is such a huge demand, we have produced our own line of wipes called Omega Clean as well as sanitizer, infrared thermometers and 3-ply masks. This new venture is rewarding professionally — there's a definitive business need — and personally too, since these products keep people safe.

At the end of the day, there is no crystal ball; we don't know if this is an opportunity for the long haul.

But during this time, it's expanded the universe of how we can meet consumer needs.

Looking ahead, we don't know — no one does — when this will abate, when we can consider our state of being the "new normal." It's true that as the country returns to work, we're going to learn a lot more in the coming weeks. What we know now is that our industry needs to do whatever it takes to maximize confidence of our clients and their employees. This could include apps to facilitate contactless transactions; individually wrapped cups and cutlery; and even floor labels to indicate appropriate social-distancing measures at work.

Of course, I understand how hard it is to run a successful business — blocking, tackling and just keeping your head above water can be all-consuming, even in normal circumstances. I hope in the midst of these challenges, you take time to congratulate yourself for working through this.

I look forward to a time in the future — maybe at a NAMA Show — when I can congratulate you in person.

In the meantime, please let me know if I can do anything for you.
greg@gandj.com ■



NAMA NAMES A NATIONAL VENDING DAY WINNER!

“NAMA’s second National Vending Day featured a contest promoted on the association’s social media platforms, inviting members and consumers alike to submit a photo with their favorite vending machine. More than 300 entries were received, and Ron Bryant was chosen the winner,” said NAMA’s Vice President of PR, Roni Moore.

Director of Digital Communications Kelly Doherty managed the 300-plus contest entries. “This is our largest contest to date, in terms of social media entries. The high volume of contest submissions as well as members’ own clever business promotions around National Vending Day is a wonderful reflection of our industry’s enthusiasm and pride.”

“We were delighted to celebrate Ron in his role as front line worker at Crane. Employees like Ron throughout the country help the industry serve forty million American consumers each day. His efforts and enthusiasm are worthy of recognition – and the prize of \$100 gift card,” she continued. “We congratulate Ron.”

According to winner Ron Bryant, “I enjoy the work I do at Crane, including learning how the machines are made. Great machines, great people – and I’m passionate about helping others, at home and on the job.”

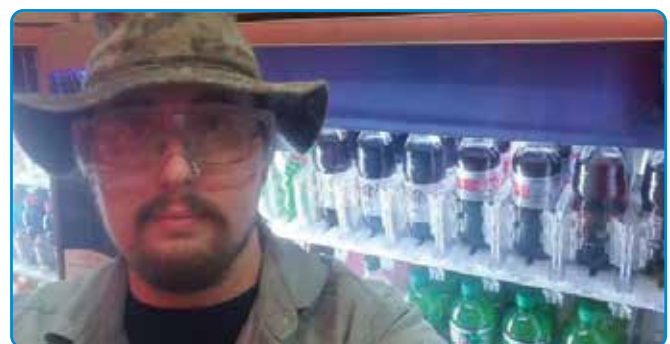
National Vending Day honors people – including Ron Bryant -- who proudly make, sell, and enjoy the products the vending channel delivers to nearly 40 million Americans daily. From multinational brands beloved around the world to multi-generational business owners, route drivers and plant floor employees, vending touches people’s lives in ways large and small.

In addition to Crane, a myriad of other industry organizations and consumers supported #VendingDay by participating in the contest and developing their own social campaigns. On the following pages you’ll find a small selection of the hundreds of social media posts that were shared during the #vendingday campaign.



To mark the second annual National Vending Day, NAMA announced contest winner **Ron Bryant of Crane.**

The Industry Celebrates #VendingDay!





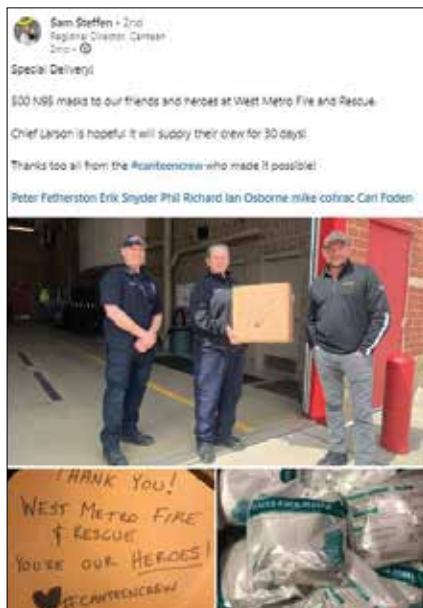
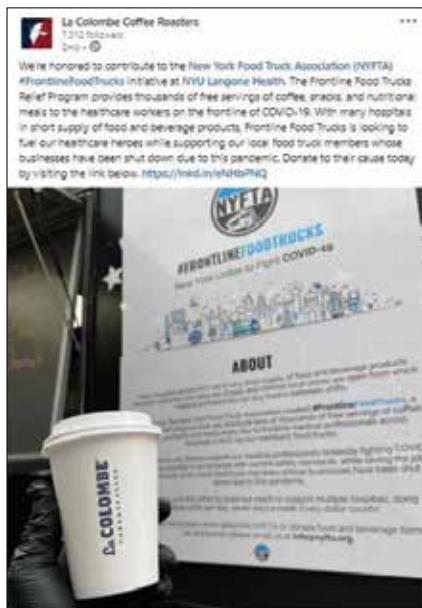


Fueling the Frontlines

Keurig Dr Pepper has a rich history of giving back to the communities where it operates. Through the company's multi-faceted Fueling the Frontline program, Keurig Dr Pepper donated Keurig brewers, coffee and other beverages to thousands of breakrooms in more than 400 hospitals nationwide to say thank you to frontline healthcare workers battling the COVID-19 crisis. The company also sent a mobile coffee truck to make 11 stops at seven local hospitals throughout Dallas, providing nearly 16,000 hot coffee drinks and cold beverages as a special thank you to the nurses, doctors and healthcare workers for their sacrifices, commitment and courage as they care for those who need it most. To date, the company has served over three million cups of coffee to countless healthcare workers.

"We are proud to support the healthcare community tirelessly working on the front line of this pandemic to care for those in need," KDP Chairman and CEO Bob Gamgort said. "This campaign provides an opportunity to share our gratitude for their courage and sacrifice. We are honored to donate coffee and beverages, giving these brave medical workers a moment to relax and recharge before heading back into the fight."





Social Stories: Giving Back



Agora Gives Back

The start of the pandemic took a toll on Agora as they faced the reality of offices being closed for the unforeseeable future. But amid their own challenges, the company decided to do something for the healthcare workers working tirelessly on the frontlines. CEO Andrew Didier developed a video about their mission to support their community.

As word quickly spread to friends, family and clients, Agora raised approximately \$40,000 over the course of three months.

This allowed the company to donate to University of Washington's Foundation, Northwest Hospital and Valley Medical Center, as well as Ronald McDonald House, Backpack Brigade, Union Gospel Mission, and Vision House. They donated snacks, coffee, coffee systems, beverages and more to those who needed it the most. The Agora team says they are truly grateful for the clients, friends, family and strangers who supported their cause. ■

GET PERSONAL WITH YOUR BRAND MARKETING

By Sheilamary Koch

Uncut, vulnerable and camaraderie were words that Ann Handley, Wall Street Journal bestselling author and chief content officer of MarketingProfs, linked to successful brand messaging during these times of COVID-19 and sheltering-in-place. Handley's keynote at this year's Content Marketing Conference (CMC) reached me in my living room after the Boston-scheduled event was quickly pivoted to an online platform.

While I can't claim exclusivity — organizer Byron White notes that the virtual conference hit 14,000 people registered by opening day on April 21 with 8,000 who like me tuned into the live-streamed opening day events — this close-up (and suddenly free) opportunity to connect with top marketing gurus had me feeling like I'd won the lottery.

My front-row experience at the virtual conference parallels the peer-to-peer way Handley says brands should be marketing right now.

"It's just you and me and that's giving us an opportunity to communicate differently," she noted close-up on my screen as she initiated her presentation. "I think the very same thing is true with our marketing."

Now more than ever is time to be building trust and affinity with current customers, she explains. With so much uncertainty and people stretched to their limits, there's a great need for reassurance, compassion and empathy. It's no time for impersonal "brand to target" marketing.

Similarly, influencer marketing agency MediaKix advises brands to work with micro- and mid-tier influencers who typically have a stronger, more authentic and closer connection with their followers than big-name stars.

"We have an opportunity to tell stories and create marketing that has more depth and has more resonance for the people we care the most about connecting with," says Handley.

TIPS FOR MARKETING WITH DEPTH AND RESONANCE

Narrow your scope. Clarify exactly who the people you care most about connecting with are.

Focus on being a resource. Tune into what's keeping the people you care about up at night and figure out how you can ease their burden right now. Through not only words but actions that demonstrate understanding and camaraderie, brands can deepen their relationship with these people. "It's showing up in very specific and tangible ways to help the people who matter most to you," explains Handley.

Show your face, be real and be vulnerable. Handley notes that she's seen lots of letters to customers from CEOs but few instances where executives get on camera to speak — uncut — with customers about difficulties their companies or industries are facing.

Spread some joy. “Find little ways to delight your customers if it makes sense for your brand,” says Alex McPeak, a content strategist at Klaviyo. She notes that with so much heavy and dark news and information out there right now, people are welcoming distractions, so an approach that mixes lightheartedness with compassion is worth exploring.

Be a leader. Ask how you and your brand can lift people up during these chaotic times, says Handley. Why? “Because when this is over — and it will be over,” she assures us, “your brand will be cemented in the minds of your prospects and customers as someone who is there for them long term and really demonstrated long-term leadership not only of their own company, but of an industry.”

Deliver excellent, useful and helpful content. Giving your clients and prospects the hyperspecific information they need most is the perfect way to deepen existing relationships right now, explains Handley. She highly advocates delivering that content via an email newsletter like the one she publishes every other week. “It’s a channel that’s vastly undervalued by so many marketers and the only one where a person, not an algorithm, is in control.”

BRINGING IT ALL TOGETHER TO CREATE CLOSE-UP AND PERSONAL CONTENT

A newsletter from my own inbox demonstrates these points quite well. In the latest issue of ComMusings by Jeff Krasno at Commune, a personal growth community that offers courses in areas like wellness, yoga and spirituality, he writes a 1,000-word plus letter on loss, death and human mortality.

This might not sound like ideal marketing content to most, but Krasno understands Commune readers. His cleverly written and well-researched musings about death and liberty resonate with people actively seeking deeper meaning to their lives.

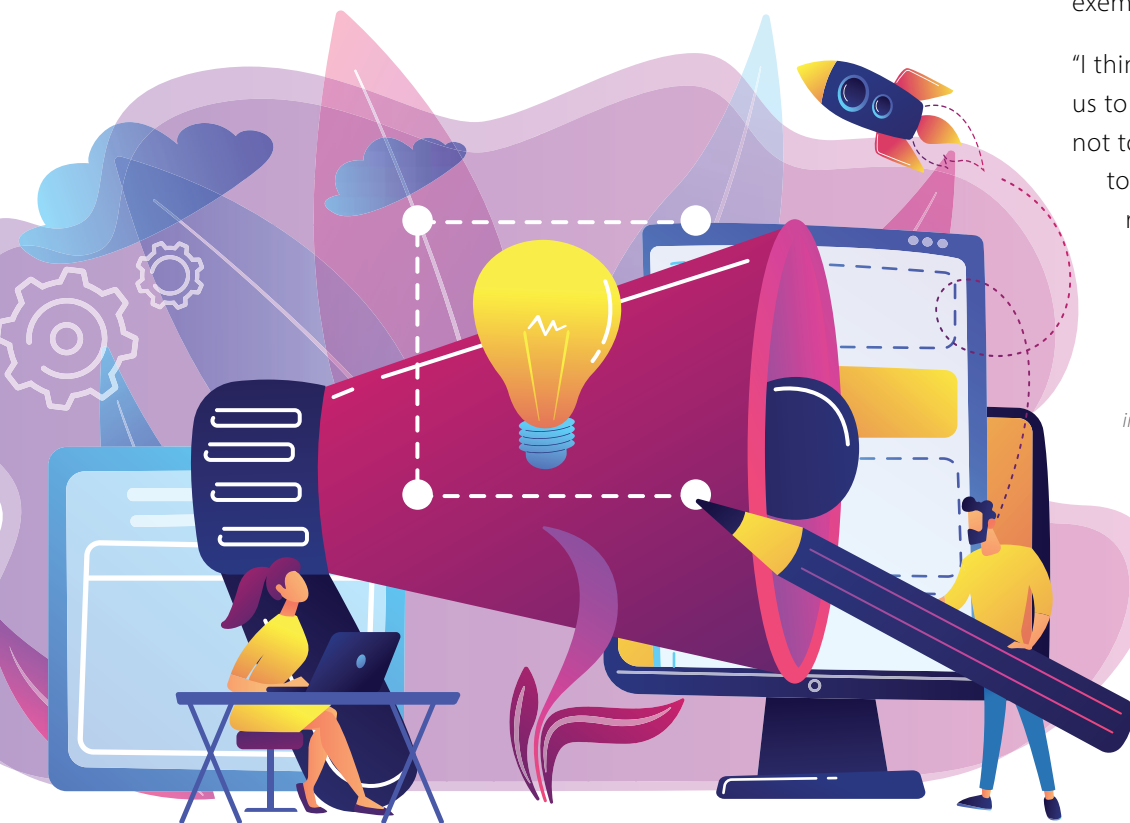
Krasno shows vulnerability and builds camaraderie when he shares his own deep sadness in permanently closing the doors to his Hollywood yoga/wellness center and relates it to the loss so many others are living today. At the end, after pointing to upcoming courses and limited-time trials, he invites people who’ve lost their jobs to email him for a free meditation course.

With communication that’s different Krasno addresses the deep concerns of his audience and reaches out to those with acute financial need — developing loyalty and demonstrating leadership in his community. He exemplifies Handley’s closing words.

“I think that this is an opportunity for us to show up for our communities, not to just sell constantly, but instead to be there for them to act as a resource, to show your empathy, your human side and to be relevant,” she concludes. ■

Sheilamary Koch has written professionally for over 20 years and is increasingly fascinated by the striving and accomplishment of people from diverse walks of life. Through her articles and blogs, she highlights their positive contributions with the intention of connecting and inspiring people from down the hall and around the world.

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Lisa Mattias

West Region Sales Manager, Burdette Beckmann Inc. (BBI)

- Psychology, B.A. California State University, Fullerton
- Board Member, CAVC
- WIN Member

How did you get into the convenience services industry?

I guess you can say I was born into it! My father, Bob Smith with Coin Co, was very involved in this industry and loved being a part of CAVC and NAMA. I proudly followed in his footsteps and accepted a job with Aramark Refreshment Services in 1990 after graduating from CSUF. In 2000, I went to work for Pacific Brokerage Company, currently known as BBI, and discovered I loved working with the customers, distributors and manufacturers as a broker.

Give us an overview of your role and key responsibilities.

I lead the sales team in the West, providing them with the guidance,

"I offer this advice: enjoy what you do, work hard, listen, have a good mentor, always be respectful, pick up the phone if there is a problem and be considerate and caring of others."

support and focus needed to achieve their sales goals. I also act as a liaison between all business facets that we touch as a broker which includes working with manufacturers, distributors and customers to ensure satisfaction for all parties.

What are the skills you use most in your career?

Listening to and really hearing what others are saying and offering solutions for their needs. I help them uncover and define their goals which contributes to success for all.

What do you believe are the biggest challenges you face in your business?

Some of the challenges we face in business are consolidation, customer retention of product offerings and pricing.

What are the greatest opportunities?

Helping our account executives see that their sales appointments can have a bigger impact than originally planned is always fun. They might go into a call to present a few items, but they discover that they

were able to help our customers with other products and concepts. There is always more to explore and promote and that makes it exciting.

Moving forward, what are your personal/professional goals?

To grow personally and professionally; it's important to adapt and embrace change, listen to new ideas and continue to look for new ways to be better.

Tell us about the most memorable work experience you've had.

Working with BBI has offered me so many valuable experiences it is hard to choose just one. I would say managing a sales team is tops. I enjoy mentoring, supporting and strategizing with the team and seeing their growth and success first-hand.

What's one thing—either industry-related or not—you learned in the last month?

To stay true to yourself and offer compassion, care and help for others whether they are friends, family, part of our industry family or a stranger.

What advice would you offer young people starting their careers in this industry?

I offer this advice: enjoy what you do, work hard, listen, have a good mentor, always be respectful, pick up the phone if there is a problem and be considerate and caring of others.

What's a favorite piece of advice you've received that has helped you in your professional career?

My father told me at the beginning of my career to treat everyone you meet with the utmost respect, from the person sweeping the back of the warehouse, to the president of the company.

As a WIN member, in your own words, what is the value of participating in group?

It is impactful to be part of WIN. It is great connecting with others, sharing ideas, challenges and strengths that helps guide us through our careers.

What's something about you (a fun fact) that not many people know?

Growing up we always had a ski boat; carrying on the tradition I persuaded my husband to buy a wakeboard boat. The deal breaker was I would tow, launch and drive the boat. I have enjoyed my role as "captain" for over 10 years now! ■



TO OUR NEWEST MEMBERS

- | | | |
|--|-------------------------------------|---|
| America's Breakroom, LLC | Empire Distributing & Vending, Inc. | Lead Media, Sapi Sapi De CV (Mercado Abierto) |
| American Licorice Company | FEMSA Comercio, S.A. DE C. V. | Michigan State University- The School of Hospitality Business |
| Amy's Candy Kitchen dba Amy's Gourmet Apples | Ferrero USA | Morrison Healthcare/ Compass Group USA |
| Beanfields Snacks | Firstchop | OCS Brands |
| Brownie Brittle | Flexicup Caffitaly | Seventh Wave Refreshment |
| Carolina Clean Wash, LLC | Global Rapid Response Group | Skout Organic |
| Central Kentucky Vending, LLC | Health-Ade | Strategic Natural Sales |
| CoffeeTrucks.ca, Inc. | HealthyChoice2go | Suelware, Inc. |
| Cooper Street Cookies | International H2O, Inc. | Sunshine Vending, LLC |
| CRG, LLC | IVend-Net, LLC | Waterways |
| Dot's Homestyle Pretzels | Knouse Foods, Inc. | |
| ELKAY | | |

Questions? Contact NAMA's Membership Department at 888.337.8363 or members@namanow.org.

* This list includes companies that became members between December 20, 2019 - May 27, 2020

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TEAM SAVERINO

Sales & Marketing Specialists



Melissa Brown

Founder / CEO, Well-Bean Coffee Company

- BS in Health Education/Public Health
- NAMA Member, ELN member and ELN Steering Committee

How did you get into the convenience services industry?

My entrance to the convenience services was somewhat accidental but the best thing that could have happened to me and my company. Knowing nothing about business, the coffee cart I started at a small seminary in Wake Forest, NC failed pretty miserably. It wasn't until I saw a SandD van delivering their coffee to each office that the lightbulb went off. I wanted to be a roaster and deliver MY coffee to the campus. Within a year's time, and relentlessly pursuing the college to gain their account, I secured the contract and transitioned Well-Bean from retail coffee to an office coffee service provider.

Give us an overview of your role and key responsibilities.

As most entrepreneurs do, I have worn every hat in my company. Ultimately, I grew the business realizing where I was a hot mess, and then hiring for that position. Ha! My biggest gift (and curse) is being a "visionary," which basically means I can see opportunity and gaps in the market, but I'm not great at

implementing and gaining traction without a strong team around me. My key role has been finding that team, developing a strong company culture, and marching us toward that vision.

What are the skills you use most in your career?

Growing up without means, and with four other siblings, if I wanted something, I had to go get it. I learned to be a self-starter and how to hustle to accomplish my goals from a young age. These skills, and the ability to "sell my ideas" to those around me, have been very important roles in my career, especially as a young, female entrepreneur trying to succeed in this competitive industry.

What do you believe are the biggest challenges you face in your business?

The biggest challenge I faced in the beginning was trying to make something out of nothing. You know the saying "you have to spend money to make money" but the banks wouldn't give me a business loan until I had been in business 2+ years. It was quite challenging competing

for breakroom contracts without a lot of resources. Now that we have been in business seven years, loans are not a problem. Now, the problem is balancing cashflow with increased opportunity. Cashflow is king and sometimes that means you have to turn down opportunities that could endanger the health of the business.

What are the greatest opportunities?

Recently, the greatest opportunity was having our routes acquired by Canteen so I could focus on my real passions, coffee and philanthropy. This acquisition will allow us to provide specialty coffees to Canteen and other operators in the convenience services. As a previous OCS provider, I understand what it takes to provide great coffee in the breakroom AND how to make it super profitable. I hope to partner with other operators who feel their company could benefit from Well-Bean's breakroom programs. But ultimately, the greatest opportunity is using the exposure and the future of Well-Bean to give back to New Song, and the other wellness non-profits we support.