The NAMA Show 2019 Delivers an Elevated Experience

What's Brewing in the NAMA Learning Lab

Fly-In & Advocacy Summit Preview
The NAMA Show 2019: An Elevated Experience
The NAMA Show 2019: Exciting & Engaging Features
What’s Brewing in the NAMA Learning Lab
Déjà Vu! U.S. Department of Labor Takes a Second Bite at the Apple to Increase White Collar Salaries
Millennials Present Communication, Engagement Challenges For HR

2019 Fly-In & Advocacy Summit
Fly-In Agenda
Solving the Top 3 Social Media Marketing Problems
How to Convert Customers on Social Media

A Closer Look with Carla Balakgie
News & Views with Greg Sidwell
NAMA Foundation Update
Up Close with WIN: Cathy Aldrich
Welcome to Our Newest Members
Up Close with ELN: Joy Jung
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

SEVA (AL, FL, GA, LA, MS, TN)
August 6-8, 2019
Sandestin Hilton
Destin, FL

SEVA (AL, FL, GA, LA, MS, TN)
August 6-8, 2019
Sandestin Hilton
Destin, FL

SEVA (AL, FL, GA, LA, MS, TN)
August 6-8, 2019
Sandestin Hilton
Destin, FL

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

Please Note: Editorial and contents of this magazine reflect the records of the National Automatic Merchandising Association (NAMA). NAMA has done their best to provide useful and accurate information, but please take into account that some information does change. E&M Consulting, Inc., publishers and NAMA take no responsibility for the accuracy of the information printed, inadvertent omissions, printing errors, nor do they endorse products and services. We take no responsibility regarding representations or warranties concerning the content of advertisements of products/services for a particular use, including all information, graphics, copyrighted materials, and assertions included in the advertisements. The reader is advised to independently check all information before basing decisions on such information.
A Closer Look

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

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.

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). 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.
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.
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.
The NAMA Show 2019

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.
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 21st 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.
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.
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, 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.

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
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. 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.