

## Our Purpose

To promote and protect the advancement of the convenience services industry.

## Our Community

### CORE MEMBER

Companies that curate and deliver convenience services experiences to businesses and consumers.

### MEMBER

Companies in the CS ecosystem that utilize core members to deliver convenience services experiences.

### CUSTOMER

Professionals involved in the convenience services industry with an affiliation to NAMA member companies and / or to the association's mission and work.

### STAKEHOLDER

Entities interested or involved in the growth, advancement and / or regulation of the convenience services industry including public officials, payment networks, standards-setting organizations and relevant trade and professional associations.

## Our Focus

To inspire and enable a dynamic range of convenience experiences where consumers work, live and play.

## Our Aspiration

Convenience services is a recognized, valued and essential resource to businesses and consumers.

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## Super Strategies

Actions with implications that cut across multiple goal areas and by their scope, duration and / or level of importance, may derive greater attention and resources.

- S.1** Grow NAMA's mission space, embodying sectors from the evolving convenience services industry.
- S.2** Provide thought leadership enabling members to address and benefit from transformative changes shaping the future of business and our industry.
- S.3** Evolve convenience services inspiring industry innovation, engaging new players, enhancing public perception and refining the association's brand.

## Goals & Priorities

### VOICE

NAMA is the universally recognized and influential advocate of the convenience services industry.

- 1.1** Advance the convenience services story, focusing on consumer empathy, channel innovation and an expanded industry context. **S.3**
- 1.2** Increase NAMA's proactive policy agenda at all levels yielding demonstrable, positive results.
- 1.3** Expand the scope, adoption and recognition of industry-led solutions addressing key societal issues. **S.3**

### KNOWLEDGE

NAMA is the premier knowledge source for the convenience services industry.

- 2.1** Equip operators with essential knowledge for the rapidly evolving business landscape in which they currently function.
- 2.2** Expand content and communities which inspire change, new critical competencies and relationships for the evolution of convenience services. **S.2** **S.3**

## Goals & Priorities

### **FORESIGHT & INSIGHT**

NAMA is the expert source of essential information on the convenience services industry.

- 3.1** Be the operator's source of knowledge on key external, business and market trends and best practices. 

### **NETWORK**

NAMA is a dynamic, growth-oriented and essential business forum for the convenience services industry.

- 4.1** Coalesce companies and individuals from the expanding spectrum of conveniences services essential to association and industry growth.  
- 4.2** Foster a community of industry-led innovation that spurs business transformation and mitigates outside disruption.
- 4.3** Diversify and enrich the NAMA member experience and return on investment.

### **EFFECTIVENESS**

NAMA is a leading organization in operational, financial and service performance.

- 5.1** Drive increased membership and non-dues revenue from NAMA's expanded brand, service competencies and value. 
- 5.2** Optimize NAMA's financial and operational potential, ensuring service at current and continually enhanced levels.