

SUMMER 2016

# InTouch

*The Official Magazine of NAMA*



*OneShow 2016*

*NAMA Takes the Hill 2016*

*Congressional Commentary*

*Forum Forward*

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# What's in a Name?

Carla Balakgie, President & Chief Executive Officer of NAMA

**W**hat's in a name? As it turns out, quite a lot. Organizations, people, movements and even entire cultures have distinctive brands. Those images may be intentionally cultivated, or implicit and evolved from tradition. Brands also may be aspirational by the owner—the reputation and things they seek to be known for—but are also and always defined by the attributes ascribed to them by their audience.

NAMA has a distinctive brand, weathered and honed over its 80 years of existence. Recently, I had the pleasure to debut the “new NAMA” brand at OneShow 2016, intended to better demonstrate the very best of our long-standing traditions, and to embody the emerging aspects of our future. The reviews were rave.

Looking back, there are critical inflection points that made this the right time to launch a new NAMA.

One: the industry at is a turning point in its **offerings**. As we've evolved, we've expanded our business model beyond vending, coffee or refreshments. We now provide more products and services and we deliver them in a more customized way, whether it be dry cleaning delivery or pantry loading or office supplies.

Two: We're at a turning point in the **customers we serve**. These days, the client and their customers—consumers—are in greater control. Today, more than ever, they want an experience tailored to their business goals and lifestyle needs. And we are responding.

Three: We're at a turning point in the **consumer experience**. Through today's technology and innovations, we provide the products they want, whenever, however and wherever they want them, creating a 21<sup>st</sup> century, consumer-focused relationship.

NAMA has worked hard to prepare for these sea changes. We've amplified our voice and reputation in Washington, DC and built our visibility on the national stage. We've strived to support our increasingly diverse membership and to become the industry's authoritative thought leader.

A recent example of this is the NAMA Executive Forum, featured as the cover story in the last issue. To quote one of the participants: “It was like no other initiative NAMA had ever undertaken.” Focusing on the consumer experience, innovation and corporate culture, attendees heard from Howard Behar of Starbucks; Richard Karlgaard of Forbes Magazine; consumer market expert Jerry Wilson; Robert Stevens of GeekSquad and Growth Guru Cameron Herold. (In fact, you'll see Jerry Wilson's “Forum Forward” column, extending the reach of his valuable branding ideas for this issue of InTouch.)

The group of nearly 100 Forum participants also visited leading Silicon Valley companies: Google, Intel, Salesforce and Visa. These site experiences brought to life the way these companies approach the business marketplace today and in the future.

Having “paid it forward” to create dynamic, new platforms for the industry, it was inevitable that NAMA's image be adjusted to match our reality. This rebranding is a natural conclusion of the work we've been doing over the past four-plus years.

A strong brand identity is critical in being able to convey who you are, what you stand for, and the value you deliver. Given the significant transformations taking place in our industry, NAMA too needed a more expansive, forward-looking image.

Of course, developing a new brand is no small task. It involves the creation of a new visual identity and a brand personality that is clear, powerful and recognizable.

In NAMA's case, the new brand had to appeal to multiple audiences. That consists of you—our valued members—as well as your clients and your clients' customers. It includes the general public and elected officials and encompasses prospective members who may become part of our reality moving forward.

**Current** **Diverse**  
**Collaborative**  
**Optimistic**  
**EMBRACING THE FUTURE**  
*Forward Thinking*  
**High Quality**  
**Professional** *Current*  
**Future**

continued on page 8

Est. 1936  
**NAMA**

As our industry has evolved from vending machines, a new identity was needed to better reflect the new areas of services and products provided by our members.



The growth of market segments such as office coffee services, micro markets and payment technologies requires the new brand to embody the energy and growth within the industry.



The re-branding is also an opportunity to identify the common element of our industry: offering **convenience** at work, school and on the go.

Based on a modern, sans serif typeface, the bold weight and oblique angle of the letters suggest vitality and forward movement. The crossbars of the letter "A" are given a upward, sweeping form that conveys motion and adds energy to the design.

The addition of a gradient that ends with touch of green reinforces growth and is a visual reminder of the industry's commitment to healthy living. The shape of the end crossbar of the logo is also the source of additional graphic elements that help unify the new brand across all types of media.

**NAMA**<sup>SM</sup>  
*Bringing convenience to life.*

Our new tagline focuses on the idea of convenience, emphasizing this selling point to internal audiences and giving external audiences insight into the industry's benefit to daily life.



So how did we go about it?

First, we gathered information. We solicited input from a broad group of NAMA stakeholders, including many of you. We also spent a lot of time focused externally. We went outside, assessing business and consumer trends. We benchmarked with other associations. And most importantly, we focused on our industry's customers. We took a deep dive to understand what's happening with millennials, what's happening in workplaces and what people are looking for in their day-to-day lives.

After processing what the market was telling us, something became crystal clear. NAMA has been evolving and adapting for 80 years. Despite the changes in the industry, one thing has remained constant: convenience. It's our common denominator — giving people what they want, how they want, when they want. In other words, becoming their first choice away from home.

What followed is our brand strategy including a new logo, tagline and messaging. First, there's the new logo. As you know, a logo is more than pretty colors and an edgy design. It is the most visible element of an organization. That's why the new NAMA logo has a fresh, modern look and feel. It combines blue — the color of credibility — with green — the color of growth.

Second, we have a new tagline. "Bringing Convenience to Life" is active. It has energy. It embodies NAMA's core value and defines us in terms that better reflect who we are today: We're more than vending. We're more than coffee, tea and water. We're more than micro markets. We deliver convenience, just like we always have, but in a more dynamic and varied way. We deliver convenience services.

And finally, we have our brand personality. This is the tone, style and voice you'll start to

see reflected in all of NAMA's messaging. It will strengthen our identity and our impact.

**All of this adds up to the new NAMA...**

The **new NAMA** is bold, energetic and authoritative.

The **new NAMA** embraces new ideas and drives innovation.

The **new NAMA** is a trusted expert, influential thought leader and staunch advocate.

The **new NAMA** is poised for future growth and transformation.

The **new NAMA** is all of you!

I am so excited for the future of our industry — and hope you feel the same. Together, we are on a rising tide, full of possibilities and new destinations. We hope to see you at the 2016 Fly-In in July, and that you'll join us in showcasing the "new NAMA" to our elected leaders in Washington, DC. ■

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## Keys to Connecting: How to make your “net” work

Dan Mathews, Jr., NAMA Executive VP & Chief Operating Officer

A core element of NAMA's mission is to deliver premier networking opportunities for you, our members. As an association, we work hard to forge partnerships and coalitions that will benefit the industry overall. But some of the most important networking lies in the conversations, business deals and new connections between our members—on the show floor, in an education session or at social gathering—that help you grow your business.

Businessman Robert Kiyosaki said, “The richest people in the world look for and build networks; everyone else looks for work.” Networking is crucial to NAMA member businesses. It's the fuel that keeps your company running, providing leads for new customers, vendors and staff. Here are some tips for fostering a strong network of industry allies. Make your “net” work for you.

Who you know has become as important as what you know, and more business professionals are attending more networking events than ever before.

So what's it take to get a maximum return for your investment of networking time and money? For starters, it takes the ability to present yourself with pizzazz, communicate with confidence and sell yourself—quickly.

Sarah Michel, a Colorado-based trainer who coaches companies on “perfecting connecting,” says individuals have only 17 seconds to make an initial impact.

“That's how long people take to form a first impression, and once it's formed, good or bad, you can't take it back,” she writes. “The first seven words you use, the first seven steps you take and the first seven inches from your neck up are what people will remember the most about meeting you.”

Your chances of making a hit at a networking function are substantially better if you make a plan ahead of time. Find out who's expected to attend, and what issues they're most interested in.

When you attend a group's regular networking meeting for the first time, recruit an “introducer” to assist you. Often there's one person—perhaps one of the group's officers or the event organizer or the registration receptionist—who knows most

everyone at the meeting. Ask for his or her help in introducing you to those who you would most like to meet.

Think big and aim high in your networking. Focus on meeting “center of influence” people, and strive to make the best possible impact on them. Show your interest in them by asking for their business cards, then focusing on their business and the kinds of leads they're looking for.

Ask open-ended questions, the kind that begin with words like who, what, when, where and how. Those questions, which can't be answered with a simple yes or no, help open up the lines of communication.

”

***Be bold, be brief and be gone.***

When you meet a prospect, plant your feet shoulder length apart, lean forward slightly, gesture naturally, smile and extend a firm, web-to-web handshake.

A sense of timing is a critical skill at networking events, since often so many people attend them and there's so little time to meet them. When it comes to making contacts and getting leads, quality is more effective than quantity. But networking always has been and will be a numbers game.

Those professionals who make their "net" work understand brevity is best at "meet and greet" events. Theirs is a surprisingly simple strategy: Be bold, be brief and be gone.

Recontacting a prospect after meeting him or her is what business author Kelly Robertson considers "the most important part of networking."

Robertson, who wrote the book *Stop, Ask & Listen — How to Welcome Your Customers and Increase Your Sales*, advises sending a handwritten card immediately after the event, and arranging for a coffee or lunch meeting within two weeks thereafter. In this day and age of social

media, email and cutting-edge communication tools, handwritten thank-you notes stand out and get noticed. They are, and always have been, one of the best ways for you to share your attitude of gratitude.

Dan Burrus, the author of *TECHNOTRENDS* and an analyst who predicts future business and technology trends, sees the return of the handwritten thank-you note as the "next big thing" in business communication.

An effective networker devotes most of the initial conversation to his prospect's business, while summarizing his own in seconds rather than minutes.

You can't overestimate the importance of being a good listener in this process. Think of it this way: A prospect isn't really interested in what you have to say until she's had her say. And she'll do things—like invest in your services—for her reasons, not yours.

You need not possess superior interpersonal skills to excel at networking. You need only be a good listener and a good personal promoter who is willing to reach out to and share leads with influential individuals. ■

*About the Author:* Fred Berns coaches, writes promotional copy for and speaks to business professionals worldwide. He's the author of the book "Sell Yourself! 501 Ways to Get Them to Buy from YOU." For more information, visit [WhatsYourOnly.com](http://WhatsYourOnly.com).

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## “Better for You” is Better for the Industry

Pat Hagerty, NAMA Chair

**As I embark on my term as NAMA chair—a role I am honored to have—I’m challenging myself to consider goals for NAMA and for the industry.**

Building on the success of the efforts of my predecessors—Howard Chapman and Pete Tullio among them—I am hopeful that working together we can move forward to build the industry, powered by the strength of the new brand, the new business landscape and the vast opportunities before us.

At Vistar—and at all NAMA member companies, I’m sure—we talk a lot about the customer. How is the customer changing? What are they looking for?

As we all know, the desire for healthier products from our channel is growing—fast. No longer are customers looking for the same taste or the same product at all times. And at Vistar, we’re in a unique position to view this sea change. According to *NEXT: The Natural Products Industry Forecast 2015*, the natural and organic industry is projected to grow to a whopping \$252 billion by 2019.

This presents an enormous opportunity for our industry. Let’s take a closer look at two brands that have grown exponentially in the last few years. Kind Bars and Clif Bars, new players on our turf in the convenience services business, have taken the industry by storm. In just over two years, annual sales of these products has climbed to \$22 million.

Why? It’s very simple, in my view. Both Kind Bars and Clif Bars are meeting a previously un-met consumer demand. I think it’s smart business to look at this example and learn from it.

I believe it’s our time as an industry, in all our verticals, to try to identify and satisfy these un-met needs to realize this kind of growth. And, by the way, it took a while for me to really buy into this. For a long time, I was one who really focused on the way we had always done things. I may have even said new and different snacks would “never sell.” Guess what? Times have changed. Products have changed. Now it’s beyond time for our industry to change.

It’s not just good business. The health and safety of our country depends on this movement. Did you know that the biggest threat to America’s national security may not be nuclear weapons or terrorist organizations, but unhealthy diets of Americans?

Just under three in ten young people are able to join the armed services today,

with obesity being the single biggest disqualifier. Ten percent of them are obese and unfit to the point that they cannot serve. Currently, more than one third of adults in the U.S. are obese, and obesity rates continue to rise.

It’s never been clearer that we need to do our part to be progressive, to recognize this challenge and provide “better for you” choices through vending and micro markets. Moreover, this is a business imperative: we need to lead this charge to preempt even more regulations that will result in burdensome challenges for our industry.

How? Start small. Introduce new items into your mix and build from there. Add to your candy bar selections with a meal replacement bar, an energy bar or a higher protein bar. You may attract a new customer who is looking for something different.

In seeking healthier alternatives, consumers value convenient vending options—over traditional, large-format retail—and they’re willing to pay for it. The bottom line is that the healthier lifestyle is not a fad. It is becoming a way of life for people, and we are positioned to give customers what they want.

Let’s share the stories of our good work—of your good work—with elected officials and federal agencies at the NAMA Fly-In, July 12-13, in Washington, DC. See you then. ■



# Windy City OneShow

**W**ith the stunning Chicago skyline and Lake Michigan as a backdrop, the 2016 NAMA OneShow delivered an electric, high-value, high-impact business growth opportunity for attendees and exhibitors alike.

With more than 4,300 attendees and 288 exhibiting companies—including 67 companies new to the expo—the 2016 NAMA OneShow in Chicago once again united the convenience services industry, bringing together leaders, decision makers, entrepreneurs and business owners.

The General Session—sponsored by PepsiCo—featured stars of ABC-TV's show *Shark Tank*, Lori Greiner and Robert Herjavec, who judged teams of entrepreneurs from Michigan

State University's Spartan Innovation Program, with NAMA's CEO Carla Balakgie moderating the contest. Team Bringitt took home the \$10,000 prize, after pitching their app: a peer-to-peer shipping network that connects students with one another to transport items between campus and home.

The General Session also marked the launch of a widely-heralded new NAMA brand as well as recognition of the association's 80<sup>th</sup> anniversary. Industry awards, hosted by NAMA Chair Howard Chapman, once again proved to be a special highlight with a robust and personal ceremony including acceptance speeches by winners: Industry Person of the Year, Josh Rosenberg; Operator of the Year, Scott Meskin; and Allied Member of the Year, Art Wittern.

Dynamic networking opportunities included Tuesday evening's widely-attended joint reception co-hosted by NAMA's Women of the Industry (WIN) and the Emerging Leaders Network (ELN) at the Hard Rock Hotel. Closing out the week was a fun show floor element, "The Friday Wrap," featuring in-booth entertainment and drawings, attracting strong participation during the final show floor hours Friday morning.

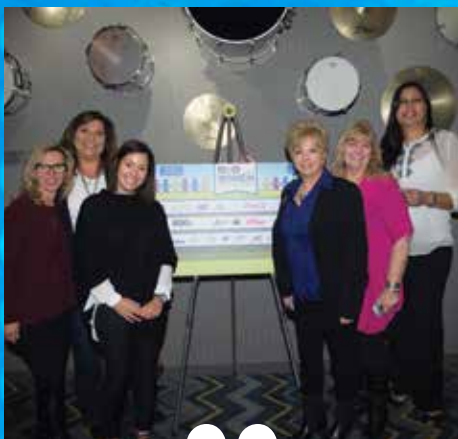
"We thank everyone who helped make OneShow a success, and look forward to seeing you April 19-21, 2017 at the Venetian/Sands Resort in Las Vegas," said LyNae Schleyer, NAMA Vice President of Events. ■



*"The NAMA Show was an eye opening experience to see the latest and greatest in the vending and OCS business. You can talk with suppliers, meet industry leaders, and innovate your business with knowledge gathered at the NAMA Show."*

**Kyle Stricklin**

Automatic Vending & Coffee Service



*"Thanks to everyone who had a hand in the 2016 OneShow! The experience was truly eye opening and extremely informative. For me, the face to face time with respected colleagues and suppliers was most beneficial! I am already looking forward to Vegas next April, thanks again!"*

**Brian Canterbury**  
The Cuyahoga Group



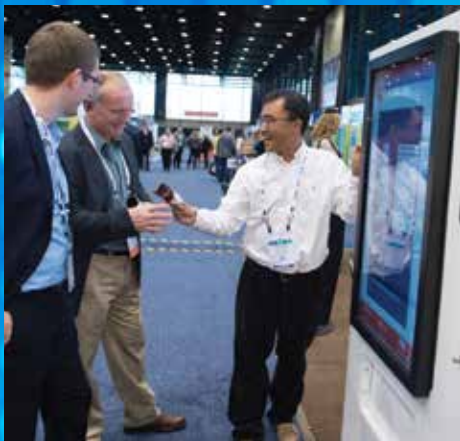


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*“NAMA does a great job putting together a program that is relevant to operators at all levels. The three days spent at the annual OneShow should be considered ‘can’t miss’ for anyone in the industry.”*

**Joe Simonovich**  
Corporate Essentials





”  
*“NAMA OneShow! A refreshing look at what’s new, continued education and relationship building opportunities with manufacturer’s, brokers and sales people alike. Time well spent!”*  
**Jack Brown**  
EAGLE USA, Inc.



# NAMA Takes the Hill

## 2016 FLY-IN PREVIEW



### 2016 Fly-In Agenda

Marriott Marquis | Washington, DC

#### Tuesday, July 12

- 2:30 - 8:00 PM  
*Registration*
- 4:00 - 4:30 PM  
*Education and Training Session - Don't miss this important informational session on 2016 developments and issues*
- 4:30 - 5:15 PM  
*Education Session - Calorie Disclosure – An Update and Compliance Support NAMA and FDA*
- 5:30 - 6:00 PM  
*NAMA PAC Reception (invitation only)*
- 5:30 - 6:45 PM  
*Welcome Reception*
- 7:00 - 9:00 PM  
*Dinner - Speaker, Charlie Cook, The Cook Political Report*
- 9:00 - 11:00 PM  
*Evening Special Event*  
*A new and exciting event only available in D.C.*

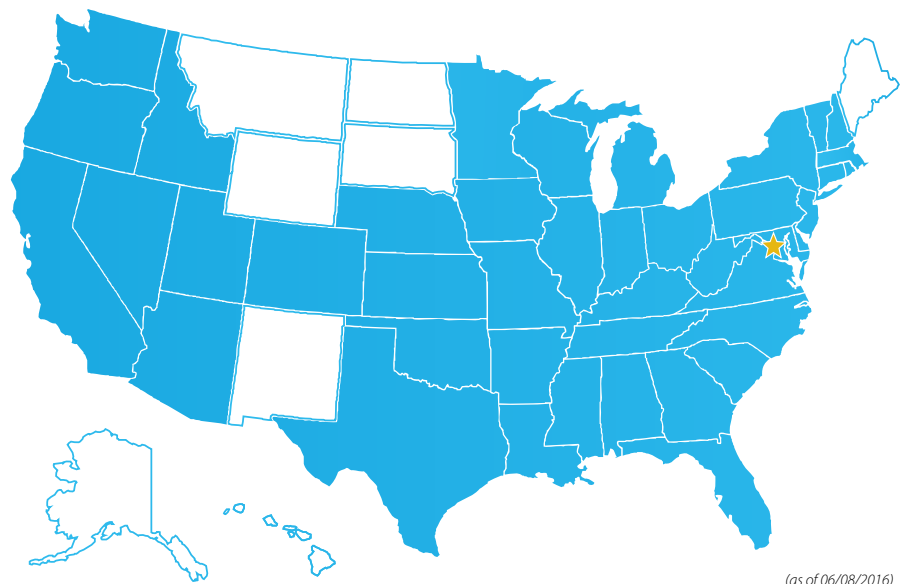


**Wednesday, July 13**

- **6:00 - 8:00 AM**  
*Registration*
- **6:00 - 7:00 AM**  
*Breakfast*
- **7:00 AM**  
*Bus Departure from Hotel to Capitol Hill*
- **9:00 - 2:00 PM**  
*Meetings with Members of Congress*
- **12:00 - 2:00 PM**  
*Convenience Services Industry Event*
- **2:00 - 2:15 PM**  
*Bus Departure from Capitol Hill to Hotel*
- **5:30 - 6:30 PM**  
*Post-Event Happy Hour*  
*Vagabond Vending*  
*(Transportation not included)*

(as of 06/08/2016)

**42 States & Washington, DC Represented at Fly-In**



(as of 06/08/2016)





# NAMA TAKES THE HILL 2016 FLY-IN WASHINGTON, DC



## NAMA's second annual industry-wide Washington, DC Fly-In NAMA Takes the Hill 2016, will take place July 12-13.

Led by event co-chairs and vending operators, Jeff Smith of All Star Services and Todd Elliott of Tomdra, the NAMA Fly-In, brings convenience services industry members together to make their voices heard on Capitol Hill and to educate their legislators on industry issues. As of this writing, 250 industry members representing 42 states and the District of Columbia are expected to participate.

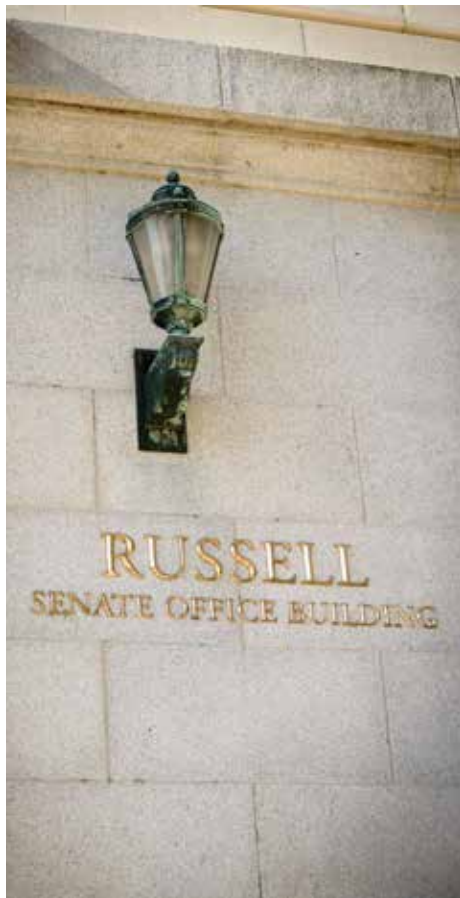
### 2016 Fly-In Captains:

Josh Rosenberg, Accent Food Services  
 Craig Hesch, A.H. Management, Inc.  
 Jeff Smith, All Star Services  
 Larry Atnip, Atnip Brokerage  
 Stu Case, Avanti Markets  
 Elyssa Allayahar, Avanti Markets  
 John Seeberger, BBI  
 Mike Kelley, BBI  
 Kathy O'Brien, Biscomerica  
 Scott Meskin, Black Tie Services  
 Anant Agrawal, Cantaloupe Systems  
 Robert Donohue, Canteen  
 Betsy O'Brien, Canteen  
 Shivani Gupta, Canteen  
 Scott Corley, Coca-Cola  
 Bud Burke, CoffeeMatt  
 Nicky Gacos, Colorado Café  
 John Barnes, Company Kitchen  
 Chip English, Continental Vending  
 Chuck Reed, CPI  
 Kevin Kaid, Crane Merchandising Systems  
 Carla Variglotti, The Cuyahoga Group  
 Steve Richardson, Demitri Chesapeake Brokerage  
 Elliott Teitelbaum, Elliot's Vending Company, Inc.  
 Paul Plante, Florida Fresh Vending  
 Lori Endres, G&J Marketing and Sales  
 Greg Sidwell, G&J Marketing and Sales  
 Mark Kelley, General Mills  
 Cyndi Brodt, General Mills  
 Pete Tullio, Gourmet Coffee Services  
 Paul Tullio, Gourmet Coffee Services  
 Mark Dieffenbach, The Hershey Company

Barbara Russell, Holiday House Distributing  
 Lance Whorton, Imperial Vending  
 Mike Knowlton, Kellogg's  
 CJ Carter, Kimble's Food by Design  
 Gary Nelson, Liberty Enterprises  
 Mark Stein, Mark Vend  
 Steve Van Deusen, Mars Chocolate  
 Patrick Moran, Moran Munchies  
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## CONGRESSIONAL COMMENTARY:

### *Personal Visits with Elected Officials During DC Fly-Ins are Impactful Ways to Advocate for Your Industry*

*By U.S. Senator John Boozman, Arkansas*

Many trade associations and advocacy organizations host annual events known as “fly-ins” or “lobby days” in Washington, DC. These events, coordinated efforts to bring association members and volunteers to Capitol Hill, involve face-to-face meetings with federal-level lawmakers and their professional staff members. These meetings not only provide lawmakers like myself the opportunity to meet with constituents from my home state, but also educate lawmakers and their staff on issues important to constituents and their businesses. In an era of electronic communications, constituent meetings are among the most effective and impactful methods to advocate for issues important to your industry or cause.

As a member of the U.S. Senate, I always enjoy hearing from constituents from my home state of Arkansas to learn more about the matters that are facing them and our country. In fact, when the Senate is in session and legislative business is taking place in Washington, I spend much of my time meeting with constituents. When Arkansans make the effort to come all the way to Washington to meet, I do my best to make sure that I can visit with them, regardless of the hectic Senate schedule. Constituent meetings are my top priority.

Many of these meetings are part of fly-ins organized by trade associations and include folks who have voluntarily traveled the distance from Arkansas to Washington, in order to advocate on behalf of issues that impact their lives. As a small business owner and healthcare practitioner before being elected, I truly understand and appreciate their efforts and the importance of advocating on behalf of one’s profession and industry.

Educating elected officials at the federal government level on one’s livelihood is important to the legislative process and part of an active citizenry. Trade association fly-ins arm elected officials—myself included—with valuable information, creating better-informed policy decisions.

Our office looks forward to visiting with constituents and participants of NAMA’s 2016 DC Fly-In this July. I thank you for being a part of the policymaking process because YOUR efforts in advocating with members of the U.S. Senate and House of Representatives directly helps policymakers create a positive environment for American businesses—both large and small—to succeed, create more jobs, and strengthen our economy. ■

# FORUM FORWARD: JERRY S. WILSON

This series extends the thought-leadership debuted at NAMA's inaugural Executive Forum, held earlier this year in Silicon Valley.

It is a typical day at work until your mobile phone rings. One of your most important clients is calling to inform you of their decision to switch to a competitor. Your week is ruined and now your year is in jeopardy.

The equipment operated well, there were no major service issues, and all invoices were accurate. What went wrong? In this case your company did nothing wrong but your "brand" has just been repositioned in the marketplace by a competitor.

So, what is your brand? This is more than a marketing question. It is a strategic issue that every leadership team should confront before a key client defects. Think of a brand as a simple promise to a target audience and the actual experience that results in either a positive or negative relationship.

## BRAND DEFINITION

PROMISE + EXPERIENCE = RELATIONSHIP

Building a sustainable brand is a disciplined process that drives core strategies. Successful brands do not try to be all things to all people. They focus on a specific target audience and create a compelling point of differentiation. Great brands also recognize communication must be consistent and everything communicates. Ultimately, the goal is to create an emotional bond with the consumer that surpasses functional product or service characteristics. It is no longer enough to be a great B-to-B

(business to business) company. Leaders must bring solutions that resonate all the way to the end consumer. Clients expect great equipment, pricing, delivery, products, etc., but they welcome partners that suggest innovative consumer-centric ideas that are operationally sound.

Demographic trends reflect the diversification of America and a fragmenting consumer base. The impact is being seen in retail shopping behavior, labor pools, consumption preferences, and lifestyles. Clients are faced with more complex issues like worker retention, rising costs, and attitudes of various age groups. Leaders are looking for more than a transactional relationship with their commercial partners. They seek innovative solutions that contribute to their total business success.

This is exactly what happened with this lost client. She was quite content with your company until someone else brought her an innovative package of ideas that exceeded the needs of her end users. Beyond the operational plan she was introduced to a comprehensive program that delivered fresh products and unique services that connected better with her end users. In this case she was exposed to a completely different frame of reference and decided to give this supplier a chance. Now is the time to reposition your brand

from a traditional B-to-B model to a new paradigm of B-to-B-to-C (consumer). Begin with a deep understanding of the ultimate consumer of your offering. Identify the incremental occasions and unmet needs of the end user. Then configure your operational implementation package up stream. This will require new capabilities like consumer insights, data analytics, route-to-market, and client collaboration.

Transforming your business to a consumer-centric model will position your company for greater sustainable success. This approach will also result in stronger client relations.

In the end you have a choice.

Position Your Brand or Others Will Position YOU! ■

*Jerry S. Wilson is CEO of JSW Business Consulting, LLC ([jerryswilson.com](http://jerryswilson.com)) where he collaborates with executives to develop brands, customers, and people. Previously, he served as SVP and global Chief Customer and Commercial Officer for The Coca-Cola Company. He is also co-author of *Managing Brand YOU*, and an inspiring speaker. With over thirty-five years of executive experience he works with leaders who are committed to identifying and implementing innovative growth strategies in diverse industries and organizations.*

