

FALL 2017

InTouch

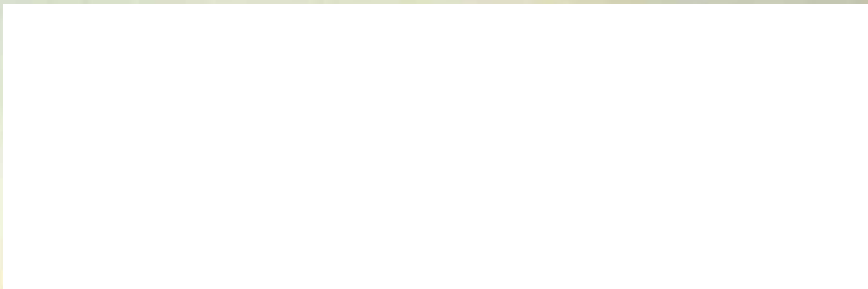
The Official Magazine of NAMA



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EDUCATION • NETWORKING • GROWTH
10th ANNUAL

NAMA Fly-In 2017

Department of Labor Update



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10th Annual CTW



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NAMA's Third Annual Fly-In Soars to New Heights



Fall 2017

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Executive Forum 2017: Cheryl Bachelder Dares to Serve

Carla Balakgie, President & Chief Executive Officer of NAMA

As I write this, the catastrophic devastation caused by Hurricane Harvey is yet to be fully tallied. Our industry has shown support to the people of Texas and Louisiana through many magnanimous acts and in ways that continue to unfold. For that, we thank you.

The responsibilities of business owners – as you well know – are broad and varied, from the routine of addressing customer demands and performance problems, to the unthinkable crisis management in the face of natural disasters. In this landscape, clarity on personal and organizational core values can serve as a helpful foundation and a guidepost for leaders.

According to *Harvard Business Review's* Carol A. Walker, very few people take the time to establish their own personal leadership philosophy. The idea of “servant leadership,” first coined by leadership guru Robert Greenleaf, is a relevant and empowering concept.

Walker argues that when you have a servant mentality, it's not about you.

Removing self-interest and personal glory from your motivation on the job is the single most important thing you can do to inspire trust in your team. When you focus first on the success of your organization and your people, it comes through clearly. You ask more questions, listen more carefully, and actively value others' needs and contributions.

The result: more thoughtful, balanced decisions that are better for business. People who practice inclusiveness tend to have greater influence than those who believe they have all the answers.

Servant leadership is the guiding philosophy for Cheryl Bachelder who will deliver the fireside chat at NAMA's Executive Forum this December. Bachelder, the former CEO of Popeye's Louisiana Kitchen, has a career encompassing more than 35 years of experience in brand building, leadership development, operations, and public company management at Yum Brands, Domino's Pizza, RJR Nabisco, The Gillette Company, and The Procter & Gamble Company.

Bachelder believes that highly caring, collaborative leaders with big ambitions for the enterprise, not themselves, generate optimal conditions for people to perform their best work.

Her highly acclaimed book *Dare to Serve: How to Drive Superior Results by Serving Others* helps leaders implement servant leadership in the marketplace.

As the leader of an organization whose sole reason for existing is to serve you, our members, and the full convenience services industry, I take to heart the principles of servant leadership with every personal action and in services that NAMA undertakes on your behalf.

I hope you'll join us this December to learn more about servant leadership. You'll have an opportunity to meet and interact with Cheryl Bachelder, along with other business luminaries, as you are taken on a transformative journey around three critical competencies: individual leadership, marketplace leadership, and organizational leadership.

Executive Forum '17 also will feature an insider's look at the business practices of business titan Disney, Inc., whose proven experts will describe their leadership chain of excellence and challenge your thinking around successful behaviors of transformation.

Just do it. Challenge yourself in this supportive, unique environment filled with the top 100 of your industry peers, and take a front row seat to both a legacy of excellence and a one-of-a-kind immersive learning experience. The dividends will yield for years to come. Spots are limited, so act fast and register at www.namaexecforum.org. ■

Learn more about NAMA's Executive Forum at www.namaexecforum.org, an event designed to foster foresight, growth and success for your business. Join us!



Giving Back: Good for People and for Business

Heidi Chico, NAMA Chair

Right now, lawmakers on Capitol Hill are working to approve an emergency aid package for flood-ravaged Texas after Hurricane Harvey as Hurricane Irma is bearing down on Puerto Rico and threatening the Florida coast.

The \$8 billion in initial relief and rebuilding funds for victims of Harvey, which tore into Texas August 25, is expected to cover just a fraction of the insurance claims and rebuilding costs.

Initial estimates place expected damage at tens of billions of dollars in insured losses. But an estimated four out of five homeowners who suffered catastrophic damage were not covered by federal flood insurance.

Adding on, with the Federal Emergency Management Agency (FEMA) facing a fiscal crisis, perhaps now as never before, businesses – including yours and mine – have an important role to play in providing support for victims.

I am humbled — though not surprised — by the way our industry has stepped up, using its sizable resources to help

It makes us all proud to be part of the convenience services industry and I personally applaud the many NAMA member companies who have answered the call to provide donations, food, manpower, even assisting peer companies during this time of crisis. Having literally grown up in this industry, this is a heart-warming legacy started many years ago — I remain very gratified by this.

One could say it's hard to argue against supporting victims in times of crisis. In my view, there is no "season" for giving back. Furthermore, what we've seen at Wittern is that giving back is good for people and good for business.

Through The Wittern Group Foundation, we have a robust corporate social responsibility program that encompasses corporate philanthropy as well as environmental issues and employee engagement. The Foundation contributes to a vast number of causes and types of organizations ranging from local educational institutions to industry foundations to national non-profit organizations.

Wittern also promotes workplace giving benefitting the West Des Moines Human Services to support local families. Our employees participate in seasonal giving programs such as a 'School Supplies' drive, 'Adopt-a-Family' during the holidays, and a 'Clothes Closet' initiative. These activities are especially rewarding for both the

company and our employees, as they foster employee engagement and teamwork while helping neighbors in need and improving the quality of life in our community.

Simply stated, philanthropy or social responsibility pays off — for those helped, for your employees and for your business.

According to Harvard Business Review's Michael E. Porter and Mark R. Kramer, corporations can use their charitable efforts to improve their competitive context — the quality of the business environment in the location or locations where they operate.

Porter and Kramer argue that using philanthropy to enhance context brings social and economic goals into alignment and improves a company's long-term business prospects.

In addition, addressing context enables a company not only to give money but also to leverage its capabilities and relationships in support of charitable causes, resulting in social benefits far exceeding those provided by individual donors, foundations, or even governments.

As Porter and Kramer state, it's important to note that not every act of philanthropy can, or should, meet a corporate objective or serve as a competitive advantage. In my view, there is a much bigger, more simple reason to give: it's the right thing to do. ■



JOIN THE Round-Up!

CTW Turns 10!

Innovation, disruption and sustainability are just a few of the hot topics brewing at NAMA's 2017 Coffee Tea & Water (CTW), taking place November 6-8 at the Gaylord Texan Resort and Convention Center in Grapevine, TX.

Celebrating its 10th year and brimming with fresh ideas, CTW will deliver exclusive networking opportunities and an engaging education lineup with a spectrum of sessions relevant to seasoned operators, blended operators and those new to the coffee service industry.

"Education has been the key focus of CTW since its inception, and this year is no

different," said Rori Ferensic, NAMA Director of Education. "Monday will kick off with an advance-paid session, Coffee 101, a fast-paced, deep-dive into coffee fundamentals and brewing techniques, which puts participants on the path to NAMA's Certified Coffee Specialist designation."

Additional education sessions will cover coffee service and business trends including:

- Workplace Café design and technology
- Sustainability best practices
- Bean-to-Cup
- Cybersecurity
- 2016 NAMA Census results
- Industry and consumer trends

Jim Carroll, futurist and innovation expert will kick off CTW 2017 as the keynote speaker at the Opening Session, Monday, November 6 at 12:45pm.

Other exciting elements of CTW 2017 include a welcome reception and a bustling tradeshow floor with more than 100 exhibiting companies expected. Attendees can continue to forge connections at a networking event hosted by NAMA's Emerging Leaders Network (ELN) and refresh and rejuvenate with "WIN in Doubt, Workout!" - a fitness walk and boot camp class hosted by NAMA's Women of the Industry (WIN). ■



KEYNOTE SPEAKER
Jim Carroll

Jim Carroll inspires organizations to reframe the opportunity for innovation in the context of significant, transformative change. He is a worldwide authority on global trends, rapid business model change, business model disruption in a period of economic uncertainty and the necessity for fast-paced innovation.

“Jim’s keynote address will help CTW attendees understand the impact of innovation and disruption on their businesses and explore the possibilities the Internet of Things brings for growth,” said Rori Ferencic, NAMA’s Director of Education. “Audience members will gain the tools required to stay relevant in today’s changing business landscape. We’re delighted to welcome Jim to CTW.”

Carroll offers deep insight into the cutting edge trends of our time including:

- Autonomous vehicle technology
- Sensors and the Internet of Things (IoT)
- Virtual reality
- Artificial intelligence
- Block chain and virtual cash
- Machine learning and robotics
- Crowd-thinking
- Next generation R&D

Carroll is also an author, with books including *Surviving the Information Age*; *The Future Belongs To Those Who Are Fast*; *Ready, Set, Done: How to Innovate When Faster is the New Fast* and *What I Learned From Frogs in Texas: Saving Your Skin with Forward Thinking Innovation*.



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PLATINUM



GOLD



SILVER

BRONZE





Become an expert on that cup of coffee you're selling!

Coffee 101 Monday, 11/6, 8:00AM - 12:30PM

Members: \$395 for the session • \$495 for the session & CCS Exam* • Non-Members: \$545

Immerse yourself in THE coffee education experience of the year. This fast paced, intense, four-hour session delivers the perfect blend of coffee fundamentals and brewing techniques. Participants explore the diverse characteristics of coffee and engage in a series of tasting exercises to appreciate the full sensory aspects of a great cup of coffee. Topics include coffee farming, production, manufacturing and brewing as well as an overview of different brewing technologies. This is the quintessential program for coffee sales and marketing professionals, as well as those responsible for the development and production of any coffee products or equipment. By attending this session at CTW 2017, you will meet the prerequisites to attain NAMA's Certified Coffee Specialist (CCS) designation.

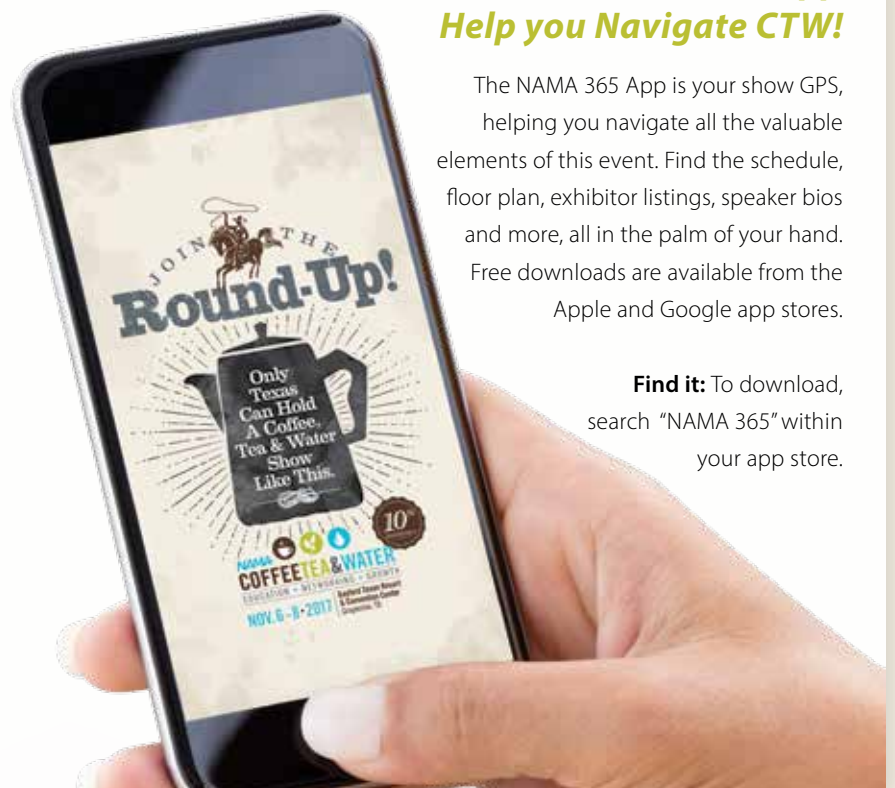
**The CCS Exam must be completed online within 90 days.*

Sitting for the exam is not part of the Coffee 101 course.

Let the NAMA 365 App Help you Navigate CTW!

The NAMA 365 App is your show GPS, helping you navigate all the valuable elements of this event. Find the schedule, floor plan, exhibitor listings, speaker bios and more, all in the palm of your hand. Free downloads are available from the Apple and Google app stores.

Find it: To download, search "NAMA 365" within your app store.





Boot Camp 6:15AM Check-In • 6:30AM–7:00AM Boot Camp
 \$25 registration fee includes bottled water, workout mat and t-shirt.

This 30-minute class is open to all CTW attendees. It's a fast-paced, calorie-blasting workout, designed to accommodate all levels of fitness and will leave you feeling strong and accomplished!

All participants must sign a liability waiver at check-in. A percentage of the proceeds from this event will be contributed to the NAMA Foundation to benefit the FitPick program.

WIN IN DOUBT...WORK OUT!

Tuesday, November 7th, 2017

Gaylord Texan Resort • Longhorn Hall F

Nature Trail Walk 7:15AM–7:45 AM

Free to all CTW attendees. Participants will receive a trail map, bottled water, and t-shirt.

Join industry friends and colleagues on a rejuvenating 1.3 mile walk through woodland views around the southern tip of Lake Grapevine, adjacent to the Gaylord Texan Hotel and Convention Center.

Meet outside the Gaylord's Convention Center entrance. A WIN member will distribute maps and bottled water and will lead the group throughout the trail walk.

Check-in for Boot Camp and the Fitness Walk will be available on Monday, Nov 6th, from 1-5pm in the CTW Registration area, and again Tuesday morning, Nov 7th, beginning at 6:15am outside the Longhorn Hall F.



ELN CTW NETWORKING EVENT

NAMA'S Emerging Leaders Network will host a networking event for current and prospective ELN members on **Tuesday, November 7, from 6-8pm at the Texan Station Sports Bar and Grill** in the Gaylord Resort. There is no cost to attend. Appetizers and drink tickets will be provided.



Get Social & Join the Conversation!

Follow us on social media for all the latest updates and join in the CTW conversation!



Twitter
 @namavending



Instagram
 @nama_now



Facebook
 facebook.com/NAMANow

Coffee Tea and Water Show Hashtag: **#NAMACTW**



Schedule Preview

MONDAY, NOV. 6

7:00am - 6:00pm

Registration Open

GRAPEVINE FOYER

8:00am - 12:30pm

Pre-Conference Education

Coffee 101 (separate fee)

– MIKE TOMPKINS, *Principal, Coffee Products Associates*

AUSTIN 1 & 2

SPONSORED BY EVERPURE

9:00am - 1:00pm

Coffee's On!

GRAPEVINE FOYER

SPONSORED BY NESPRESSO

1:00pm - 2:30pm

Opening Session

Keynote: Jim Carroll

The 2017 Coffee Legend Award and NAMA Coffee Services Hall of Fame honorees will be presented.

GRAPEVINE C

3:00pm - 4:00pm

Educational Sessions

Protecting Your Business from a Cyberthreat

– MICHAEL KASAVANA, *Ph.D, MSU/NAMA Endowed*

Professor Emeritus, Moderator

– JOHN HICKEY, *Co-Founder, Tech2Success*

– CHRIS BUCOLO, *MBA, PCIP Director, Market Strategy at ControlScan, Inc.*

– JON HARRIS, *VP, Cybersecurity, Compass Group North America*

– JOHN REILLY, *President, Avanti*

GRAPEVINE A

The Evolving Bean-to-Cup Market

– JON SNYDER, *Vice President, Snyder Food Services, Inc., Moderator*

– JEFF KNAPP, *Division General Manager, Electronic Devices, Fuji Electric Corp. of America*

– KARALYNN McDERMOTT, *Senior Vice President, Market Development, BUNN*

– PAUL TULLIO, *General Manager, Gourmet Coffee Service*

– TONY LAUDAZIO, *Key Account Manager, OCS/Vend/Distributor, Cadillac Coffee Company*

GRAPEVINE D

4:15pm - 5:15pm

Educational Sessions

Is Your Workplace Café Socially Savvy?

– GREG MCCALL, *Senior VP of Sales & Marketing, Five Star Food Service, Moderator*

– JOHN HEALY, *Co-Founder, The Vending Marketer*

– HEATHER BAILEY, *Attorney, SmithAmundsen*

– STEVE ORLANDO, *Co-Founder, Fixturelite*

GRAPEVINE D

5:30pm - 7:00pm

CTW/IBWA Welcome Reception

GRAPEVINE FOYER

TUESDAY, NOV. 7

6:15am - 7:00am

WIN Boot Camp (separate fee)

LONGHORN HALL F

7:15am - 7:45am

WIN Fitness Walk

CONVENTION CENTER ENTRANCE

7:00am - 8:30am

Continental Breakfast

LOCATION TBD

7:00am - 11:00pm

Coffee's On!

GRAPEVINE FOYER



7:30am - 5:30pm
Registration Open
 GRAPEVINE FOYER

8:30am - 9:30am
Educational Sessions
Millennials Prioritizing Coffee Over Retirement
– How to Get in on the Action!

- AMANDA SULC, *Director of Category Insights and Strategy, Accent Food Services, Moderator*
- C.J. RECHER, *Director of Marketing, Five Star Food Service, Inc.*
- JEN TONIO, *Marketing Manager, 365 Retail Markets*
- JON SNYDER, *Vice President, Snyder Food Services*
- SARAH MILLER, *Sales and Marketing Specialist, Vistar*

GRAPEVINE A

The Changing Workplace

- MARY DUSENBURY, *Sr. Director Planning & Strategy, Peet's Coffee*
- SUSAN LEVY, *SR. Manager, Strategic Workplace, Peet's Coffee*

GRAPEVINE D

9:30am - 9:45am
Nespresso Central
Experience firsthand the fresh brewed Nespresso taste from their revolutionary machines.
 OUTSIDE OF EDUCATIONAL ROOMS
 SPONSORED BY NESPRESSO

9:45am - 10:45am
Educational Sessions
Sustainability Insights for Coffee and Packaging

- TINA BOSCH LADD, *Sr. Manager, Sustainability, Keurig Green Mountain*
- NINA GOODRICH, *Director, Sustainable Packaging Coalition*

GRAPEVINE A

Fueling Employee Engagement, One Snack at a Time

- TOM STEUBER, *President/Owner, Associated Services, Moderator*
- KIMBERLY LENZ, *Director of Sales Development, Associated Services*

GRAPEVINE D

10:45am - 11:00am
Nespresso Central
 OUTSIDE OF EDUCATIONAL ROOMS

11:00am - 12:00pm
Educational Sessions
DATA – What Is It and What Can It Do for Your Business?

- ANANT AGRAWAL, *Co-Founder & President of Cantaloupe Systems*

GRAPEVINE D
 SPONSORED BY CANTALOUPE SYSTEMS

Government Affairs Update – Federal, State and Local Government Activities and their Impact on Your Business

- ERIC DELL, *Senior Vice President, External Affairs, NAMA*
- CORY MARTIN, *VP, Government Relations, IBWA*

GRAPEVINE A

12:15pm - 2pm
Attendee Lunch
 EXHIBIT HALL

12:15pm - 5:30pm
CTW and IBWA Tradeshow Open
 EXHIBIT HALL

WEDNESDAY, NOV. 8

7:00am - 11:00am
Coffee's On!
 LOCATION TBD

8:00am - 11:00am
Registration Open
 GRAPEVINE FOYER

9:00am - 10:00am
Educational Session
2016 NAMA Census Results

- ERIC DELL, *Senior Vice President, External Affairs, NAMA*

GRAPEVINE A

11:00am - 12:30pm
Closing Session
 GRAPEVINE A



*Schedule as of 10/2/17 - times are subject to change.

List of Exhibitors

Exhibitor	Booth #		
10 th Avenue Tea	315	DS Services of America, Inc	521
365 Retail Markets	500	Eastsign Trading (Shenzhen) Co. Ltd.	213
5 Hour Energy	716	Eldorado Coffee Roasters	308
Advantage Route Systems, Inc	826	Ellis Coffee Co.	506
Alliant Coffee Solutions/ Wolfgang Puck Coffee	423	Feniks, Inc.	822
Alpine Coolers	414	Follett LLC	712
Automated Merchandising Systems, Inc.	706	FORTO Coffee	421
Automatic Merchandiser	419	Fuji Electric Corp. of America	620
Avanti Markets	513	G.A. Murdock Inc	527
AWAKE Energy Snacks	728	Gavina Gourmet Coffee	501
AXEON Water Technologies	307	Graphics That Pop	731
Barrie House Coffee Co.	407	Harney & Sons Fine Teas	309
BBES Corp.	415	Holiday House Distributing, Inc.	700
Bevi	622	IMS	517
Bluewater USA, Inc.	629	ITOEN (North America)	618
Bodecker Brewed Inc.	609	Jofemar USA	719
Boston's Best Coffee Roasters	304	Keurig® Green Mountain Inc.	418
Bravilor Bonamat LLC	512	Kraft Foods Group, Inc.	406
Bunn-O-Matic	705	La Colombe	614
Cadillac Coffee Company	729	Lacas Coffee	723
Cafection	402	Lavazza	209
Califa Farms	313	Life in Green	619
Cantaloupe Systems, Inc.	616	Lotus Bakeries North America	516
Celsius	207	Massimo Zanetti Beverage Group	713
Chameleon Cold Brew Coffee	818	Merisant/Equal	426
Chris' Coffee Service, Inc.	816	Mid America Roasterie	715
CoffeeTalk	602	Moe's Kombucha	721
Compass Marketing/Heartland	301	Moe's Kombucha	820
Cooper Tea Company	727	NAMA Foundation	417
Copper Moon Coffee Co.	720	National Coffee/Mother Parkers	806
Courtesy Brands	303	National Coffee/Mother Parkers	812
Crane Merchandising Systems	408	Nespresso USA	212
Custom Beverage Concepts	427	Nestle Professional	504
Danone Wave	714	New Age Beverage	319
de Jong DUKE	405	Newco Enterprises, Inc.	604
Diamond Crystal Sales	401	Niagara Bottling, LLC	320
Diedrich Roasters, LLC	627	Nonni's	804
		NuZee Inc. DBA Coffee Blenders	623
		OptConnect	518
		OptiPure, a division of Aquion	722
		Paramount Coffee Company	312
		Parlevel Systems Inc.	718
		Peet's Coffee and Tea	612
		Pentair Everpure	601
		Pod Pack International, Ltd.	830
		Precidio Designs	305
		Prism Visual Software, Inc.	526
		Pure Leaf Tea	323
		Red River Tea Company/Teazzers	726
		S&D Coffee and Tea	626
		Scholle IPN	828
		Service Ideas, Inc.	613
		Shasta Sales, Inc.	300
		Social Feedia	502
		Starbucks Coffee Company	800
		teaBOT	314
		Teaja	507
		The JM Smucker Company	701
		Torke Family Coffee Roasters	428
		Twinings North America	708
		Unified Strategies Group, Inc.	522
		United Food Group, Inc.	505
		UPAC2 Inc	306
		U-Select-It	321
		Validata	413
		Vending Times	317
		Vendors Exchange International, Inc.	605
		VendSys	327
		Verizon Telematics	422
		Vertex Water Products	600
		Vistar	709
		Waterlogic	409
		Welch's	515
		White Bear Coffee Company	328
		Yoke Payments	326
		Zest Tea	617

*Exhibitors as of 10/2/17





NAMA'S THIRD ANNUAL FLY-IN

SOARS TO NEW HEIGHTS

Nearly 300 NAMA members and guests gathered in Washington, DC July 25 and 26 for NAMA Takes the Hill, the association's third annual Fly-In, according to Eric Dell, NAMA's SVP of External Affairs.

"We are inspired by the breadth and scope of participation this year and so proud of all that was accomplished in our two days in DC. From first-time attendees getting their feet wet, to important networking and newly-forged relationships with legislators and staff, the Fly-In was an incredible success," Dell said.

"We could not accomplish our goals here in Washington without the tremendous support of our members, sponsors, and elected officials – collaboration is essential in an undertaking like this. Participants met

with lawmakers from across the US, broadening the impact and value of relationships forged as we work to grow our industry's presence at the federal level," he concluded.

Attendees representing 40 states and Washington, DC took part in 241 scheduled meetings with elected officials and their staffs from both the Senate and the House, meeting with 45 percent of congressional offices overall. Meeting discussions focused on three main issues: Calorie Disclosure, the Death Tax, and the Small Business Regulatory Flexibility Improvements Act.

A survey of attendees underscored the Fly-In's positive impact, with more than three-quarters of attendees saying they would recommend the Fly-In to a friend or colleague.

About 400 people, including Fly-In participants and congressional staffers, attended a NAMA-hosted reception on Capitol Hill, showcasing coffee, tea, water, and high-tech vending machines and micro market setups stocked with a selection of the industry's better-for-you and FitPick-compliant products, along with traditional favorites and beverages.

For the second year, NAMA partnered with Operation Homefront, a non-profit supporting military families. NAMA members donated more than 90 backpacks and various school supplies. Members of Congress, their staff, and Fly-In attendees filled the backpacks during the Capitol Hill Industry event.

On the Tuesday evening preceding the Capitol Hill meetings, NAMA hosted a two-part advocacy education session



featuring advocacy consultant Amy Showalter of the Showalter Group. Sessions for new and returning attendees included tips for Capitol Hill meetings, conversation guidance, and a role-play scenario featuring members of NAMA's PR committee.

Tuesday's dinner program featured remarks from Rob Engstrom, Senior Vice President of the US Chamber of Commerce, on current legislative issues facing the convenience services industry at the federal and state levels. The Maryland state delegation was recognized with an award for being the state with the highest attendance. The evening's events concluded with the choice of two networking events: a Monuments at Night boat tour and a "Connections and Craft Beer" gathering. ■











A DAY IN THE LIFE OF A FLY-IN ATTENDEE

My NAMA Fly-In Diary By Jen Tonio, 365 Retail Markets

I had the opportunity to attend the NAMA Fly-In for the second year in a row. Many people ask what the experience is like and if it is worth going. I can't express how great of an experience it is and how much of an impact it has on our industry.

Here is a recap of my experience this year:

.....

MONDAY, JULY 24, 2017

We decided to fly in a day early this year to get a jump on everything. After we checked into the Fairmont hotel and got settled in, we met back in the lobby where we ran into quite a few

other Fly-In attendees. This gave us an opportunity to touch base with some key people and give us a little extra networking time before the next day's events.

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TUESDAY, JULY 25, 2017 – Day 1 of Fly-In

8:00AM: Breakfast & Run

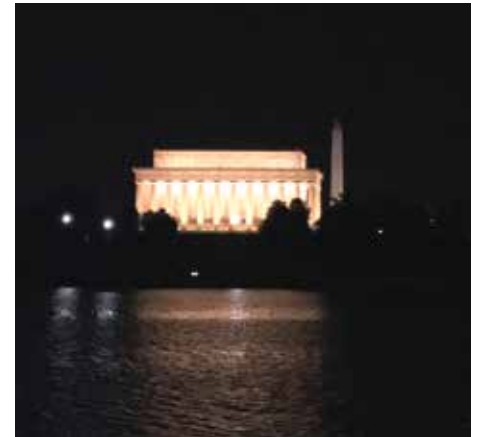
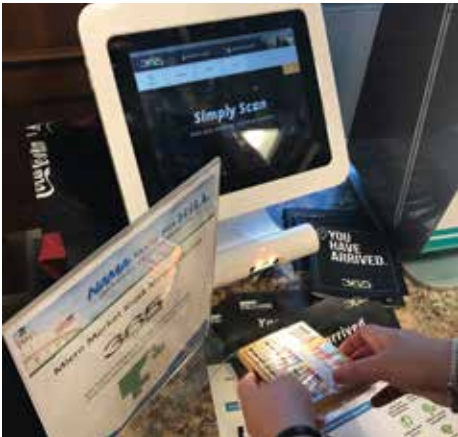
After breakfast, I took advantage of the weather and extra time I had and went for a run down by the Potomac River and through the National Mall. This was probably one of the best runs I've had in a while. You can't beat those sights! There are some great trails around DC

and I would love to try and organize a group run for next year's Fly-In.

3:00PM: Educational Session for Advanced Advocates

I joined other Fly-In veterans aka "Advanced Advocates" for our educational session with Amy Showalter from the Showalter Group, Inc. Amy specializes in helping organizations advance their cause in the legislative process. She gave a great presentation on how we should tell our story for max impact. One key take-away or "Amyism" is...

- Amyism #47 - Government Relations and Narrative: "As influence agents, we must learn to think in story, talk



in story, and present our arguments in a narrative form. Because story can persuade and inspire where reason and logic and argument fall flat.”

What does she mean by this? It is important to tell the story about your company and how you got started, the struggles you overcame, and where you are today. Your story will help build an emotional response from those listening to you.

4:45PM: Welcome Reception

The welcome reception opened with remarks from George Sifakis, Director of the Office of Public Liaison for the Whitehouse. Following his speech, we had the opportunity to network with attendees before sitting down for dinner. I was happy to get together with fellow ELN members to chat and get a group pic. I was impressed by the

amount of ELN members present at the Fly-In and am excited to see what the future of our industry has in store for us.

6:00PM: Dinner

Dinner began with a trophy presentation to the state with the most attendees, which was...Maryland. Congrats Maryland! I'm pushing for more attendees from Michigan next year! Following the trophy presentation, Carla Balakgie, NAMA, President & CEO and Eric Dell, Senior Vice President of Government Affairs for NAMA, took the stage to thank everyone and go over a few key statistics surrounding advocacy in our industry and the NAMA Fly-In. We were pleased to see that Michigan has lead the way with advocacy days this year with 35!

Rob Engstrom, Senior Vice President, Political Affairs and Federal Relations

and National Political Director, US Chamber of Commerce, was our dinner speaker. He took the time to give the 300+ NAMA attendees some great political insight.

8:30PM: Boat Tour

It was a perfect night for the boat tour along the Potomac River where we had spectacular views of the Lincoln Memorial, Washington Monument and Kennedy Center.

.....
WEDNESDAY, JULY 26, 2017

Day 2 of the Fly In

7:00AM: Buses depart

There were 5 buses that took the 300+ NAMA members to Capitol Hill. Once everyone arrived, we took a group picture and then pictures of each State group.



8:00AM–3:30PM: Meetings with members of the Senate and House

We had seven meetings lined up with Senators and House Representatives from Michigan, but the first meeting wasn't until 10:00 am, so our group headed over to the Hart building to have breakfast in the cafeteria there.

Since there was a lot going on in DC that week, we were honored to still get to meet with staff from the offices of Sen. Debbie Stabenow, Rep. Fred Upton, Rep. Dave Trott, Rep. Justin Amash, Rep. Brenda Lawrence, and Rep. Bill Huizenga. We were very pleased to get to meet with Rep. Paul Mitchell himself and had a great meeting discussing the issues while he was on recess from House meetings.

Our group representing NAMA from Michigan was very diverse, which gave

us an advantage while talking with members of Congress. Beyond the six of us from 365, we had father and son team, Jeff & Devin Smith from All Star Services, Inc., who had a great story to tell for small business tax reform and the estate tax. Also part of our team was Mike Knowlton from Kellogg's who could speak directly about front of package labeling. This is one of the great things about the Fly-In, coming together with fellow NAMA members to lobby for issues related to our industry and build relationships with Operators, Manufacturers, and Suppliers.

12:00PM: Convenience Service Industry Event

Inbetween meetings, we joined fellow industry advocates, Congressmen/ Congresswomen, and staff for lunch, networking and packing backpacks for military families with Operation Homefront.

3:30PM: Bus ride back to hotel

At this time, I loaded up on the bus with the last group and headed back to the hotel before catching my flight. Since I had an earlier flight I wasn't able to make the post event happy hour, but I will be sure to make it next year. Each of the networking events was a great opportunity to get to know everyone who was there. It's a completely different feel than tradeshow networking events since everyone is there for the same purpose, so all of the conversations we have are very beneficial.

The NAMA team did an amazing job putting everything together, from the education sessions, to the networking events, and of course, scheduling all of the meetings with our state representatives. This is a great experience, and I highly recommend it to everyone in our industry. Let's fly in a larger group next year! ■



ADVOCACY IN ACTION: ELN TAKES THE HILL

By Stephanie Kull, Vendors Exchange

NAMA's Emerging Leaders Network took part in the 2017 Fly-In with 23 active members in attendance. The group represented seven different states and had the pleasure of meeting with Members of Congress and Senators on three issues important to the convenience services industry.

As an industry, we are made up of many hard-working family owned businesses, and issues, including repealing the death tax, would erase a burden that these operations may have to face. Jon Snyder, of Snyder Foods, represents one of the businesses that is family owned and operated. His story brought on various discussions with Indiana representatives. He commented, "It was great to meet members of Congress, and with the continued efforts of NAMA, I believe Indiana will be having a Senator visit our facility this fall!" After their meeting with Senator Jim Banks, Jon extended an invitation for him to come out and meet some hard working vending people and are planning a visit soon.

Stephanie Kull from Vendors Exchange received a back stage tour of the House of Representatives with Steve Stivers's (Ohio) legislative staff. She and Bill Dennis from Kar's nuts were brought underground to the floor of the House by a staffer. Then, the pair was escorted to a room in the back of the hall to meet with Representative Stivers. "Congressman Stivers was very gracious with his time, even excusing himself to vote on an issue and

came back to talk with us about what is most important to the convenience services industry. His entire staff was attentive to our issues and even squeezed in a photo shoot," Kull said.

Many other ELN members got their photos taken with elected officials, including Amanda Sulc from Accent Foods, who met with Texas Representative Pete Sessions. "We were thrilled to have one-on-one time with Congressman Pete Sessions, who represents the 32nd district in Texas. He was generous with his time and provided his firm commitment to support our industry's legislation regarding the estate tax, small business regulation, and calorie disclosure," Sulc said. Similar messages rang true as conversation recaps flowed in. The #NAMAFlyIn could be seen tweeted from many ELN and NAMA members alike, creating a worthy buzz for such a grand event.

For the Emerging Leaders Network, this forum offered opportunity to demonstrate leadership skills in a way that was most personal to each individual business. The advocacy efforts were succinct in specific messaging and allowed for candid feedback on the three issues discussed. From all of ELN, we extend a 'thank you' to NAMA for allowing us the opportunity to "Take the Hill" and educate Congress on our industry's most pressing issues! This is our time to make a real impact on the future of vending and the convenience services industry. ■