

SPRING 2017

# InTouch

*The Official Magazine of NAMA*

# Meet

WITH MORE  
CONVENIENCE

## OneShow 2017



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## The Changing Landscape of Convenience Services

Carla Balakgie, President & Chief Executive Officer of NAMA

It's hard to believe it's been a year since we launched the new NAMA brand on the OneShow stage in Chicago! I hope you feel as positive as I do about the progress we've made as a more cohesive and emboldened industry under the convenience services banner. You, NAMA's members, truly "bring convenience to life" every day in countless ways.

Indeed, innovation is happening on all fronts. And we can't stop here, because the industry of tomorrow will not look like it does today.

At NAMA's recent Board of Directors meeting, we worked with Idea Couture, a global strategic innovation and experience design firm, to fully explore the idea of "what's next." Over the course of two days we became futurists, delving into breakthrough questions and challenges: How do we fully define what Convenience Services embodies? What future scenarios could play out for the industry? How do we bridge the gap between the industry's current capabilities and its unimagined possibilities?

We began by looking at **strategic drivers**... aka 'macro forces that will

shape emerging trends and influence shifts in consumer, industry and market behavior,' according to Idea Couture.

Here's a snapshot:

- The **changing competitive landscape**, notably the increase of non-traditional new entrants including Silicon Valley funded foodtech startups, are entering the marketplace. In fact, Venture investment in foodtech startups climbed to more than \$1 billion in 2014, a 272% increase from 2013.
- **Big data** is circulating at unprecedented volumes. According to the *IDC, Worldwide and Regional IoT 2014-2020 Forecast*, the Internet of Things (IoT) market will grow to 28.1 billion installed units in 2020. This relates specifically to the tech innovation, with digital technologies, biotechnologies, nanotechnologies and neuroscience technologies that could drive disruptive social and economic change over the next 10-15 years. In fact, some say 47% of America's occupations will be automated within the next 20 years, along with their buying habits and processes.
- **Emerging economies** will be an engine of growth, with the size of the "global middle class" increasing to 3.2 billion in 2020, with much of this growth coming from Asia. At the same time, income inequality and wealth disparities are impacting social stability and threatening security on a global scale, including the US market.

- **Population growth** results in increased pressure on already stressed natural resources including water, land and biodiversity. To meet the needs of this growing population, as well as shifting diets, the world will need to produce 69% more food calories in 2015 than it did in 2016.
- Cardiovascular disease, diabetes and many cancers are some of the **public health** downstream effects of obesity, putting stress on national healthcare. Today, nearly 30% of the world's population are either obese or overweight. Pressure is increasing on businesses and individuals to be a part of the healthcare solution through changing behaviors and financial incentives or deterrents to support desired behaviors.

We then analyzed **strategic drivers** (food, people, retail and ecosystems) as they're emerging within the **Convenience Services context**.

### Food

The shift toward natural products and transparency in ingredients, changing snacking behaviors—the desire for craft and time to savor—and focus on localization and responsible sourcing are critical components to the sea change taking place related to food and to consumer service, including within the business and industry space.

### Consumers

Today, consumers, and their employers, are more empowered with a focus

on prevention and longevity. As our industry knows well, consumers are driven by mobile solutions, use cashless technology and for discretionary spending, they value robust, convenient experiences over hard goods. Employers are increasingly motivated by employee retention strategies and on promoting wellness and prevention solutions that play well with employees and healthcare providers alike.

### Retail

Digital disruption is shaping the retail experience and is paramount for consumers. New players are leveraging technology (examples: biometrics, IoT functionality, and algorithms) to enhance the physical retail experience, point of sale solutions, and to present better options that deliver “frictionless” transactions. Consumers will vote with their feet at merchandising systems that fall short of current and emerging world norms.

### Ecosystem

The industry’s ecosystem of tomorrow – from big data brokers to purpose-driven food tech startups, fresh “finish on demand” vending, and next generation supply chain – represents a quantum leap from what we have today. As adjacent channels blur the lines and enter the food/beverage arena (think restaurants, convenience stores or online retailers), there will be an increase in the use of predictive analytics, fresh/alternative sources, personalization and functional benefits.

Where do these sea changes leave us? As a first step, industry members must enhance their skillsets around technology, nutrition, product diversity, merchandising and be prepared to deliver on a much more diverse set of stakeholder needs.

This means that our industry will need to:

- Become even more data-driven
- Develop a more empathetic, localized understanding of the consumer
- Pursue more strategic and non-traditional partnerships within the convenience ecosystem
- Optimize the current paradigm of convenience in order to deliver more individualized, custom experiences.

This type of futures work can feel very theoretical and pie-in-the-sky. It’s easy to dismiss the potential of its impact and implications when you have very real world challenges to address every day. So why do we do it? By developing this “foresight,” NAMA’s goal is to provide thought-leadership that helps its members shape their go-forward strategy. It’s our job to think about all the things that could happen, to vet the strategic implications, and provide you with the most important possibilities to consider. Ultimately, it’s your course to chart and we hope, ably assisted by the mapping NAMA has undertaken on your behalf.

Our work together will continue as the food and beverage landscape continues to transform, and new needs and opportunities emerge. Right now you can find a diverse array of new products, technologies and solutions and an incredible education lineup at OneShow, to help you keep adapting for the foreseeable future. And, you can count on us to continue star-gazing toward the next horizon for what’s yet to come.

I look forward to seeing you all in Las Vegas: remember, **your success is our business.** Say hello on the show floor! ■



### DEAR READERS

Throughout 2017, we will enhance InTouch content based on your valued input from our readership survey. One new feature: “Industry Roundup” featuring updates on member milestones, including:

- Career Promotions
- Work Anniversaries
- New Hires
- Awards/Recognition
- Personal Milestones

To be considered for “Industry Roundup,” send a 1-2 sentence update to [intouch@namanow.org](mailto:intouch@namanow.org). Submissions will be reviewed quarterly and included at the editors’ discretion.

Thank you for sharing your news. We hope this addition will truly keep you “in touch” with your fellow members.

Sincerely,

Roni Moore, Managing Editor, InTouch  
Kelly Doherty, Associate Editor, InTouch



## To the Industry: Thank You!

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

### **Dear NAMA Members,**

It is with much gratitude that I share with you my path forward in this great adventure we call life. This June, I will step down from my post as NAMA's Executive Vice President and Chief Operations Officer.

Over these 18 years, I've watched people and businesses grow, change, innovate, collaborate, expand and develop. The lessons I've learned along the way are countless; the relationships I've forged are priceless. NAMA was a perfect capstone for my career which started upon my graduation from Michigan State University.

My early days were with Chrysler Corporation, administering the global employee food service and vending program. I was there during the Lee Iacocca era – wow, was that an experience! Next, Aramark hired me as Midwest Regional Manager, Vending and Food Service, and later, Western Area Vice President, Business Services Group, based in Southern California.

Ten years later, I was transferred to Chicago and served as Area President for Aramark's Uniform Rental service

business – quite a change, one my family has yet to forgive me for making. And that move to Chicago is what ultimately brought me to NAMA.

Rich Geerdes had just taken over as NAMA CEO and asked me to come work for him. He had big plans to change the direction of the organization. It sounded like great fun and it was. Over the next several years, NAMA doubled its financial resources, enabling us to initiate many lasting strategic initiatives.

I remain particularly proud of one of those initiatives: NAMA's 16-year partnership with Michigan State University, including the endowment of a professor, Dr. Michael Kasavana. The centerpiece of this relationship is our Executive Development Program. Through this program, NAMA and Michigan State have provided world-class management education to more than 600 members. Some EDP graduates have called the program a "game changer" – I couldn't agree more.

In 2005, I was part of a team that developed what was then two groundbreaking nutrition programs called Balanced for Life, which later evolved to FitPick. FitPick remains the industry's signature nutrition initiative which continues to grow annually at a rate of 20 percent. Through FitPick, we've been credited with some good work on Capitol Hill and the program and its evolution with new experts and new tools meets the changing needs of a growing industry.

In 2010, the NAMA team combined its spring tradeshow with the National

Show, forming the OneShow without missing a beat. OneShow has grown in scope every year since its inception.

Five years ago, Carla Balakgie took the helm at NAMA. Her leadership has taken the organization to an entirely new professional level and it has been quite a ride. What she and our NAMA team together have accomplished has been remarkable and we are just getting started.

My only regret is I won't be there to experience the rest of the story. Let me tell you, you're in great hands with the NAMA team: they are professional, dedicated, caring and always have our members' and the industry's best interests at heart.

Interacting with our Board of Directors, committees, membership and other stakeholders has been exciting and humbling. Your work ethic, entrepreneurial spirit and commitment to this industry are inspiring.

I've had the opportunity to work with some special people over the years, and to name them all would take much more time than your reading eyes will tolerate. But, I will call out one. Jim Carey was my early mentor at Aramark and he was awesome. His people and customers loved him and he always exceeded "the numbers." He put customers and employees first – great lessons I never forgot. Jim passed on several years ago, but I often think of him.

Many people can't wait to leave the workforce – that's not me. For me, the fun is working with the wonderful people in this great industry to achieve

higher degrees of success and achieve more of their goals more often.

I received great satisfaction coaching, mentoring, consulting, leading teams and engaging with bright business entrepreneurs. I loved the customer service side of the business. I loved the human interaction. I loved negotiating. I loved it all, and will miss doing it.

Notice I haven't used the "R-word" – retirement. Not happening. I plan to stay engaged with this industry where I can continue to deliver value. It goes without saying – I am excited for more time with my family, travel and you guessed it – golf.

My wife Mary and I will visit Ireland and take a train trip through the Canadian Rockies later this year.

To my family – my wife Mary, my children Dan, Bill, Robert, Mike and Carrie – and my grandchildren, thank you for all your support and encouragement through the course of my career. You helped me be my very best. I look forward to what this new era will bring and to spending more time with all of you.

To all my colleagues and friends, thank you for your support over the years and for making me feel so special at the end of a 50+ year career. I have been

blessed knowing and working with you. I shall never forget my time at NAMA.

I would like to share one final thought: "Keep your people informed and involved. Treat them with respect and show them how much you really care about them. You will be amazed at what you receive in return."

Please stop by the NAMA booth at the OneShow so I can personally thank you for the memories. Stay in touch – I am always here if you need me.

God bless and "Go Green"! ■





## The Only Constant is Change

Pat Hagerty, NAMA Chair

### consumers' most pressing demands and turn challenges into opportunities.

Case in point: for an industry like ours, the significance of the evolution of a mobile workforce cannot be overstated. In fact, a mobile workforce is becoming a new standard. A report by software company Citrix indicates that 89 percent of organizations globally will offer "mobile workstyles" by 2020, presenting a challenge for businesses to encourage collaboration and to maintain culture.

A solution to this challenge? Micro kitchens. We all have heard the indisputable research on how breakrooms and refreshments contribute to employee satisfaction, team-building, collaboration and productivity. We are uniquely positioned to meet this challenge with micro kitchens. These free vend environments, found in progressive workplaces — such as Google, Amazon and Jet — are growing exponentially, serving our millennial customers.

According to Forbes, millennials — generally defined as those born between the early 1980s and early 2000s — are the largest generation in U.S. history. They will also receive the greatest inherited wealth ever. That makes them a powerful customer segment — one we can't ignore if we want our businesses to grow and thrive.

To understand this influential group and capture their spending power, I have said we need to start thinking like millennials. This means being more flexible and adaptable, particularly when it comes to technology.

Snapchat, with its wildly successful recent IPO, is a great example. The company's triumphant trajectory was based in part on their ability to leverage the strength of mobile power, and to turn users into storytellers "on-the-go," combining fun and engaging content.

Some say the quantum leap over other platforms like Facebook is having posts disappear. This forces users to visit the platform with a new level of urgency, feeding into a societal "FOMO" — fear of missing out, a driver that hits home with a key demographic, including millennials and the even younger tweens..

The size of the Snapchat universe is staggering: at last count, there are 158 million daily active users sharing 2.5 billion "snaps" each day. Given these stats, are you leveraging Snapchat to communicate with your customers? Are you advertising on Snapchat? Should you be?

Before you consider Snapchat and its application — or not — for your business, I'd like to once again recommend a book: *Better and Faster: The Proven Path to Unstoppable Ideas*, by Jeremy Gutsche. This insightful read examines traps that can hinder our progress and how to more easily adapt to find new opportunities.

Embrace change — and you'll see plenty of it on the show floor in Las Vegas where you can engage with trends and technology to kick start your thinking, once again. Meet with convenience at the OneShow — I look forward to seeing you. ■

According to Socrates, "The secret to change is to focus all your energy; not on fighting the old but on building the new." He may have been on to something.

Eastman Kodak. Blockbuster. Blackberry. Border's. Woolworth's. All examples of good, successful companies that failed to anticipate or adapt to change.

"Today, any company that isn't rethinking its direction at least every few years — as well as constantly adjusting to changing contexts — and then quickly making significant operational changes — is putting itself at risk," John P. Kotter explained in *Harvard Business Review*

As I wrap up my term as NAMA Chair, this is the one big idea I'd like to leave you with. **Embrace change** as we consider the exciting opportunities — opportunities for all of us — inherent in our industry.

As we continue to define Convenience Services — as varied as the horizon may be, from dry cleaning to office supplies — **it's worth repeating that my money is on those companies who anticipate**



# OneShow 2017: April 19–21 at the Venetian

NAMA's OneShow 2017 returns to Las Vegas this year, with lots of exciting elements in store including a powerful education lineup, its first-ever First Lady and a jam-packed show floor.

This year's theme, "Meet with More Convenience," reflects the industry's growth beyond traditional vending and speaks to the ease at which attendees can find the business resources they need. Featuring more than 4,500 industry professionals, OneShow delivers unparalleled education, networking and business-building opportunities with unrivaled access to thousands of products, services and new ideas.

## An Industry First

Wednesday, April 19<sup>th</sup>, NAMA will welcome Former First Lady Laura Bush as the keynote speaker for the general session – an industry first.

"Having former First Lady Laura Bush as our keynote speaker is an unconditional honor. We are delighted to bring this once-in-a-lifetime opportunity to our

NAMA membership and OneShow attendees, continuing our longstanding commitment to feature high-profile, exciting speakers," said LyNae Schleyer, Vice President of Events at NAMA.

Former First Lady Laura Bush will share stories regarding her years in the White House and her current work through the George W. Bush Institute. In addition to the keynote presentation, NAMA CEO Carla Balakgie will lead a one-on-one fireside chat with the former First Lady.

The opening session will also feature remarks by Balakgie and NAMA Chair Pat Hagerty, as well as the 2017 Annual Meeting and the presentation of the Industry Awards.

## Show Floor and Education

An expansive show floor with nearly 300 exhibitors will showcase the latest industry innovations, technology, and creative solutions, helping attendees identify new products to grow their businesses and enhance their competitive edge.

In addition to a bustling exhibit hall, OneShow offers 40+ hours of education and networking, providing attendees with information directly applicable to their businesses and valuable peer-to-peer interaction.

Tuesday, education kicks off with four pre-conference in-depth courses including Mastering Micro Markets and Coffee 101. Wednesday and Thursday, high-impact speakers will lead sessions on topics including Generation C, Nutrition News You Need to Know, the new administration's impact on the workplace, an operator round table, and more.

OneShow in Las Vegas is the one place convenience services industry members gather to be inspired, build a powerful network of industry allies, focus on advancing innovation, discover new products and exchange creative solutions.

We'll see you on the show floor! ■





# Preview & Schedule

## TUESDAY, APRIL 18

+ 7:00 am – 5:30 pm

**Registration Open**  
Level 2

+ 10:00 am – 2:30 pm

### PRE-CONFERENCE EDUCATION



#### Coffee 101:

#### The Elements of Coffee

Speaker: Mike Tompkins  
Sponsored by the JM Smucker Company

\$395 members, \$545 non-members  
Marco Polo 703-704

+ 10:00 am – 5:00 pm

### PRE-CONFERENCE EDUCATION

#### Mastering Micro Markets

Speakers: Jim Brinton, Avanti Markets; Jen Tonio, 365 Retail Markets; Aaron Speagle, Breakroom Provisions; Patrick McMullan, Three Square Market; Mike Lawlor, USAT

\$245 members, \$395 non-members  
Marco Polo 803-804

#### Fanatical Prospecting

Speaker: Jeb Blount, Author and Founder of Sales Gravy

\$245 members, \$395 non-members  
Marco Polo 801-802

+ 1:00 pm – 3:30 pm

### PRE-CONFERENCE EDUCATION



#### Bringing Convenience to Your Life (Vending 101) – Operational Considerations to Building Success

Speaker: Vic Pemberton, NCE5, CCS, The Pepi Companies

\$95 members, \$245 non-members  
Marco Polo 701-702

+ 6:00 pm – 8:00 pm

#### Swing into OneShow with ELN!

Topgolf Las Vegas – MGM Grand Koval Lane – Las Vegas, NV 89109

*\*This event is Free. Limited space available, make sure to register.*

## WEDNESDAY, APRIL 19

+ 6:15 am – 8:15 am

#### Wake Up, Workout and WIN!

Yoga & Breakfast  
Casanova 601 & 602

*\*This event is Free. Limited space available, make sure to register.*

+ 7:00 am – 6:00 pm

#### Registration Open

Level 2

+ 8:30 am – 9:30 am

### EDUCATIONAL SESSIONS

- **Optimize Your Business with a Technology Roadmap**



Moderator: Dr. Michael Kasavana, NAMA Endowed Professor Emeritus

Panelists: Josh Rosenberg, CEO, Accent Food Services; Megan O'Neil, GM, Daniels Vending; Zachary Oliver, CEO, Dependable Vending; Mark Houseknecht, VP, Crickler Vending.

Sponsored by 365 Retail Markets  
Marco Polo 801-803

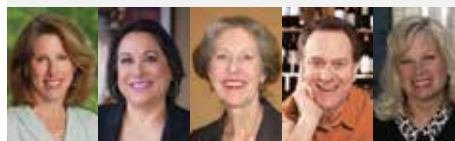
- **Forget Boomers, Xers, and Millennials: It's All About Generation C! (Part 1)**

Speaker: Bonnie Knutson, PhD, Professor, Michigan State University  
Marco Polo 804-806

- **Transform Your Family Business**

Speaker: Don Levitt, PhD, President, Levitt Consulting, Inc  
Marco Polo 701-703

- **Nutrition 2017: News You Need to Know, Featuring NAMA's Nutrition Advisory Council**



Speakers: Deanne Brandstetter, VP Nutrition & Wellness, Compass Group; Lucille Beseler, President of the Academy of Nutrition and Dietetics; Sylvia Rowe, President, SR Strategy, LLC; David Grotto, Senior Nutrition Marketing Manager, Kellogg Company; Roni Moore, NAMA Vice President, Marketing and Public Relations  
Marco Polo 704-706

+ 9:45 am – 10:45 am

### EDUCATIONAL SESSIONS

- **What's Trending in Vending, Coffee Services, and Micro Markets**

Moderator: Dr. Michael Kasavana, NAMA Endowed Professor Emeritus

Panelists: Paresh Patel, CEO, PayRange; Yair Nechmad, CEO, Nayax; Anant Agrawal, President, Cantaloupe Systems; Mike Lawlor, CSO, USA Technologies

Sponsored by Cantaloupe Systems  
Marco Polo 801-803

- **Forget Boomers, Xers, and Millennials: It's All About Generation C! (Part 2)**



Speaker: Bonnie Knutson, PhD, Professor, Michigan State University  
Marco Polo 804-806

- **Workplace Cafes: Design that Elevates the Break Room**

Todd Heiser, Consumer Goods Practice Area Leader, Principal, Gensler  
Marco Polo 704-706

+ 11:00 am – 3:00 pm

#### Break Zone

Outside Expo Hall B

+ 11:00 am – 12:00 pm

### EDUCATIONAL SESSIONS

- **The Art of Workplace Communication: Connecting Effectively to Get Things Done**

Speaker: Erich Kurschat, Founder & Connection Coach, Harmony Insights  
Marco Polo 801-803

- **Applying Category Management to Grow Your Micro Market**

Speaker: Sam Baffes, Kellogg Company  
Sponsored by the Kellogg Company  
Marco Polo 804-806

- **Nutrition: Trends at the Federal, State and Local Levels and How They Impact Your Bottom Line**

Speakers: Joel E. Kimmons, PhD, Nutrition Scientist, Centers for Disease Control and Prevention (CDC); Sandy Larson, NAMA Senior Director & Counsel, Government Affairs; Sheree Edwards, NAMA Regional Legislative Director

Marco Polo 701-703



# Preview & Schedule

- **The Survey Says ... Drive a Culture of Service Quality**

Speaker: TBD  
 Marco Polo 704-706

**+ 12:30 pm - 2:30 pm**  
**OPENING SESSION**



**KEYNOTE - A Conversation with Former First Lady of the United States, Laura Bush**

Presented by PepsiCo Foodservice



**ALSO FEATURING:**  
 NAMA's Annual Meeting  
 NAMA Industry Awards Presentation



**Remarks from NAMA CEO Carla Balakgie and Chair Pat Hagerty**  
 Venetian F-K

**+ 3:00 pm - 6:30 pm**

**Show Floor Open**  
 SECC Hall B

**THURSDAY, APRIL 20**

**+ 7:00 am - 10:00 am**

**Break Zone**  
 Outside Expo Hall B

**+ 7:00 am - 4:30 pm**

**Registration Open**  
 Level 2

**+ 8:00 am - 9:00 am**

**Small Operator Round Table**  
 Come to this roundtable session designed to address the unique challenges of running a small business (vend operators managing no more than 4 routes and fewer than 10 employees). Technology, micro markets, expansion, pre-kitting and general operations are just some of the management questions you consider as you build your company. Connect with your peers and join fellow small operators for open conversation on topics chosen by you!

Location TBD

**State Council Breakfast**

Invitation-only.  
 Casanova 604-605

**+ 9:00 am - 10:00 am**

**EDUCATIONAL SESSIONS**

- **New President, New Cabinet, New Employment Laws: How Does This Impact Your Workplace?**



Speaker: Heather Bailey, Partner, SmithAmundsen, LLC

- **2020, What Will Convenience Services Look - Insights from ELN!**

Moderator: Elyssa Allahyar-Steiner, Marketing Director, Cantaloupe Systems, Inc.

Panelists: Juan Jorquera, Vagabond Vending; Chris Hart, Southern Refreshment Services; Amanda Sulc, Accent Food Services; Ashlynn Sunderman, Smith Vending  
 Marco Polo 804-806

- **Brewing New Business**

Moderator: Karen Webster, CFO, Newco



Panelists: Josh Rosenberg, President/CEO Accent Food Services; Paul Tullio, Gourmet Coffee; Mike Flanagan, President, Canteen; Scott Halloran, Co-Owner Trolley House  
 Marco Polo 701-703

**+ 10:00 am - 5:00 pm**

**Show Floor Open**  
 SECC Hall B

**FRIDAY, APRIL 21**

**+ 8:00 am - 12:30 pm**

**Registration Open**  
 Level 2

**+ 9:00 am - 1:00 pm**

**Show Floor Open**  
 SECC Hall B



**Swing into OneShow with ELN!**

Tuesday, April 18<sup>th</sup>, 6:00pm - 8:00pm

Topgolf Las Vegas:  
 MGM Grand,  
 4627 Koval Lane, Las Vegas, NV 89109

Meet ELN members at the NAMA OneShow in Las Vegas for an exclusive ELN Event! Network, engage, connect and golf with committee and fellow ELN members! This event is FREE, but **space is limited** so make sure to secure your spot today! This event is open to both existing ELN members and those that are interested in joining the Emerging Leaders Network (ELN) membership group! Membership is free

Email [ELNapps@namanow.org](mailto:ELNapps@namanow.org) for Topgolf registration inquiries.



**Wake Up, Workout and WIN!**

Wednesday, April 19<sup>th</sup>, 6:15 - 8:15am

6:15 - 7:00am:

Yoga Class

(all levels welcome, mats and towels provided)

7:00 - 8:15am:

Light Breakfast and

Roundtable Networking Session

WIN welcomes you to start the day in a healthy way! Please join us for yoga, a light breakfast, and roundtable discussions created to connect women in the industry. There is no charge to attend, but **space is limited**. Please RSVP to [pgilbert@namanow.org](mailto:pgilbert@namanow.org).

# Strategic Sponsors

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# OneShow Exhibitors

24-7 Pizza Box LLC .....1200



**365 Retail Markets** .....427  
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 Troy, MI 48084  
 888.365.7382  
 365retailmarkets.com

4 Him Food Group .....1548  
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 Aaeon Electronics, Inc. ....1611  
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 Accelerated Retail Technologies.....161  
 Access Wireless Data Solutions.....1654  
 Adrian Steel Company.....1052  
 Advance Pierre Foods.....207  
 Airtow Trailers .....1162  
 Aladdin Packaging.....1554  
 All State Manufacturing Co., Inc.....129  
 Alliant Coffee Solutions .....652  
 Allied Powers LLC .....118  
 Allied Powers LLC .....1129  
 Alo Drink .....153  
 American Changer Corporation.....1121  
 American Green .....963  
 Apiqe.....1660  
 Apriva.....636  
 Aryzta .....1225  
 Astrosystems, Inc.....1150  
 Atnip Co., Inc.....1422  
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**Automatic Vending**  
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 1233 Janesville Avenue  
 Fort Atkinson, WY 53538  
 262.473.9231  
 vendingmarketwatch.com

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AXEON Water Technologies .....260  
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 Bai Brands, LLC .....154  
 Barcel USA .....1643  
 Barcode Supply.....561  
 Barrie House Coffee Co.....152  
 Baton Lock & Hardware Co., Inc.....149  
 Bay Valley Foods.....858  
 Beijing Fulei Industrial  
 & Commercial Co., Ltd.....1552  
 Betson.....1039  
 Biscomerica Corporation.....1122  
 Blue World Inc.....1013  
 Bodecker Brewed Inc.....1058  
 Bolthouse Farms.....223  
 Bravilor Bonamat LLC.....1255  
 Breakroom Provisions, Inc.....1403  
 Bunn-O-Matic.....1248  
 BuyBackBooth USA.....125  
 Cafection Enterprises, Inc.....449  
 Caffe Bonini.....1063  
 Calbee North America, LLC.....1448

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 1321 Palmetto Street  
 Los Angeles, CA 90013  
 661.259.7823  
 califafarms.com

*Califa Farms is one of the fastest-growing natural beverage companies in the US and makes a variety of innovative, healthy and great-tasting premium Cold Brew Coffee, Citrus, and Almond-milk based beverages. Califa leads the next wave of coffee innovation and is a best-selling cold brew coffee brand.*

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 Campofrio Food Group America .....1457

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Castle Technology Int.....127  
 Celsius.....1128  
 Chameleon Cold Brew Coffee.....1626  
 Cheesewich Factory.....1620  
 China International Vending  
 & OCS Show .....1648  
 CJ Foods.....158  
 Clif Bar & Co.....1319  
 Coffee Parts Plus.....346  
 Coinco/Coin Acceptors.....831  
 Compass Marketing/Ferrero.....113  
 Compass Marketing/Heartland.....220  
 CompX Security Products.....1411  
 ConAgra Foods - Vend & OCS.....1222  
 Cookies United.....1657  
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 545 Lamont Road  
 Elmhurst, IL 60126  
 630.956.9703  
 kelloggscompany.com



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 53 South Avenue  
 Burlington, MA 01803  
 781.418.7615  
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 4710 Pin Oaks Circle  
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 310.460.4647  
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 14 E Chocolate Avenue  
 Hershey, PA 17033  
 717.534.4200  
 hersheys.com




**The JM Smucker Company**.....1009  
 1 Strawberry Lane  
 Orrville, OH 44667  
 330.684.3163  
 jmsmucker.com

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 Rockville Center, NY 11570  
 516.442.1850  
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 12650 E Arapahoe Road, Building D  
 Centennial, CO 80112  
 303.662.6897  
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 11710 Stonegate Circle  
 Omaha, NE 68164  
 800.288.1891  
 waterlogicdealers.com

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## EXHIBITORS

# 6 Tips To Maximize Your OneShow Experience

You're exhibiting at NAMA OneShow in Las Vegas! With nearly 300 exhibitors, it's important to make your booth stand out among the crowd. We have several tools to help you, many which can be found on the Exhibitor section of the OneShow website at: [www.namaoneshow.org](http://www.namaoneshow.org).

**Here are 6 tips to help you maximize your exhibitor experience:**

**TIP #1****Update Your Online Listing**

Operators are now searching the OneShow Exhibitor and Product lists and adding exhibitors to their **"Attendee Planners"** to visit during the show.

**Update your booth profile NOW** to get your company on as many attendee lists as possible!

**Find it:** When your exhibitor space and NAMA Membership are both paid in full, you will receive a link and password via email, allowing you to update your booth profile and badge registration.

**TIP #2****Use Your Custom Invitation Registration Link**

**Drive more traffic to your booth!** A custom registration link can be used to invite clients and prospects to OneShow and your booth.

Send your customers and prospects a unique registration link and earn a complementary registration for every 10 registrations generated.

**Find it:**

- Login to your **Exhibitor Registration** account
- Click on "Invite a Customer" (located under Company Information)
- Create a VIP Code (must be 7 characters)

**TIP #3****Create a Campaign with a Low Cost, High Impact Sponsorship or Marketing Bundle**

With a jam-packed show floor, it's important to get your brand noticed! Get your share of leads and purchases with a customized OneShow sponsorship or marketing bundle.

**Find it:** Visit [www.namaoneshow.org](http://www.namaoneshow.org) and click on "Sponsorship" to learn more.

**TIP #4****Free Exhibitor Marketing Tool Kit**

We have created **free marketing tools** for you to promote your OneShow participation! Find everything from email and new product press release templates to banner ads and social media ideas on our website.

**Find it:**

- Visit [www.namaoneshow.org](http://www.namaoneshow.org) and click on "Exhibit"
- Then scroll to "Promotional Tools"

**TIP #5****Watch the Webinar for Great ROI Boosting Ideas**

Our goal is to make exhibiting easy and profitable for our exhibitors. Check out our exhibitor webinar featuring best practices to maximize

booth traffic and engagement to increase your exhibiting ROI.

**Find it:**

- Visit [www.namaoneshow.org](http://www.namaoneshow.org) and click on "Exhibit"
- On the Exhibitor Information Page, click the button for "Exhibitor ROI Webinar"

**TIP #6****Bring Your Customers out for a Fun Night at Topgolf!**

**Exhibitors**, do you want to host a fun event for your customers, prospects and staff? NAMA put together a simple turnkey option for you!

Come mingle during a fun night of networking at: Topgolf at the MGM Grand Thursday, April 20<sup>th</sup> 6:30-8:30pm

A special rate of \$125 per person includes golf, food & drink.

**Space is limited.**

**Find it:** Exhibitors - Email [glenda.paxton@namanow.org](mailto:glenda.paxton@namanow.org) for more details and to reserve tickets. ■



A blurred photograph of several people walking through a modern, brightly lit hallway with large glass windows. The people are out of focus, creating a sense of motion and activity. The floor is highly reflective, mirroring the people and the light from the windows.

## ATTENDEES

# 5 Tips To Maximize Your Oneshow Experience

You are headed to OneShow 2017 in Las Vegas! Your mission: to find new solutions to grow your business. OneShow has so much to offer and we want to help you get the most out your experience. Lots of helpful information can also be found on the OneShow website at [www.namaoneshow.org](http://www.namaoneshow.org).

**Here are 5 tips to maximize your time at OneShow:**

**TIP #1**  
**Make a Plan**

**Write down your OneShow goals:**

Do you need to meet a new vendor? Find a new product? Learn a new tool to streamline your business? Identify your needs and goals and make a list.

**TIP #2**  
**Create Your Custom OneShow Agenda**

Discover the latest and greatest technology, products and services from nearly 300 exhibitors at OneShow! Use our **Interactive Show Floor Planner** to stay on top of the action.

**Find it:**

- Visit [www.namoneshow.org](http://www.namoneshow.org) and click on "Schedule"
- Scroll and click on **Interactive Show Floor Planner**
- Explore the show floor map and learn about exhibitors
- Click on any exhibitor to visit their profile
- Add your **favorites** by clicking on the star symbol
- Looking for a specific type of exhibitor? Use the **advance search option** to find companies specifically tailored for your needs.

**Start planning your time on the show floor!**

**TIP #3**  
**Join Us Tuesday for Pre-Conference Education**

**Choose from:**

- Coffee 101: The Elements of Coffee
- Mastering Micro Markets
- Fanatical Prospecting
- Bringing Convenience to Your Life (Vending 101) – Operational Considerations to Building Success

**Find it:** Visit [www.namoneshow.org](http://www.namoneshow.org) for details, pricing and to register.

**TIP #4**  
**Attend Keynote, Education and Visit New Pavilions**

**Don't miss this once in a lifetime experience! Keynote, Wednesday April 19:**



A Conversation with Former First Lady Laura Bush  
*Presented by PepsiCo Food Service*

**Stay at the head of the class with valuable education sessions:**

Go to: [www.namoneshow.org](http://www.namoneshow.org)  
 Select "Schedule" for complete session details and agenda.

**OneShow 2017 has exciting new business growth pavilions!**

**Be sure to visit:**

- FitPick Pavilion – Better-For-You Snacks
- VEND THIS! – Non-Consumable Vend Items
- Convenience Services Pavilion

**TIP #5**  
**Download and Use the New OneShow Mobile App**

The **OneShow Mobile 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 for "NAMA 365" within your app store. ■



**Meet**  
 WITH MORE  
 CONVENIENCE

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