

WINTER 2019

InTouch

The Official Magazine of NAMA



NEW VERTICAL LED LIGHTING

ULTRA-LITE WEIGHT MICRO MARKETS

NO TOOLS REQUIRED



- Ultra-Lite Weight Panels
- Easy Install Pin Systems
- Vertical LED Lighting
- Automatic Delivery System
- Threaded Connections
- 18-inch Deep Shelves
- Changeable Graphics
- NO TOOLS REQUIRED



AUTOMATIC DELIVERY SYSTEM



CONTACT US TODAY: 972.905.3523

WWW.GRAPHICSTHATPOP.COM

1620 E STATE HWY 121 BUSINESS, BLDG A, STE 100, LEWISVILLE, TX 75056

©GRAPHICS THAT POP, INC. 2017. ALL RIGHTS RESERVED



11

*2018 CTW
in Review*



15

*2018 Advocacy Successes:
A Snapshot*



Winter 2019

20

*State Council
Lobby Days*

FEATURES

08 A Closer Look
with Carla Balagie

10 News & Views
with Jeff Smith

11 CTW 2018: Brimming with
Innovation in New Orleans

15 2018 Advocacy Successes:
A Snapshot

17 Giving Back: The
Philanthropy of Crane

18 Dan Mathews
CTW Scholarship Winners

19 Welcome to Our
Newest Members

20 2019 State Council
Lobby Days

22 EDP
Class of 2018

26 Webinar Recap:
Snack Merchandising for
Today's Consumer

27 Global Perspective:
China International Showcase

28 Howard
Chapman Retires

29 New Year's Resolutions for
Operators Should Include
an HR Checklist

30 WIN New
Advisory Council

31 ELN New
Steering Committee

The **NAMA** Show 2019
Meet with Convenience

April 24-26
LAS VEGAS
CONVENTION CENTER



Where
PEOPLE,
PRODUCTS &
POSSIBILITIES
meet!

Learn more and register at
www.thenamashow.org



EDITOR-IN-CHIEF

Roni Moore,
Vice President,
Public Relations



MANAGING EDITOR

Kelly C. Doherty,
Director, Digital Media
& Communication

INTOUCH EDITORIAL BOARD



Jim Brinton,
Chair Emeritus, CEO,
Avanti Markets



Howard Chapman,
Chair Emeritus,
President,
Office Beverage Division,
Royal Cup Coffee



Heidi Chico,
Past Chair, CEO
U-Select-It



Mark Dieffenbach,
Chair Emeritus,
National Sales Director –
Special Trades Channels,
The Hershey Company



Craig Hesch,
Chair Emeritus,
Owner/CFO, A.H.
Management Group, Inc.



Lindsey Nelson,
Vice President,
Programs and Services

PUBLISHED FOR
NAMA

20 North Wacker Drive, Suite #3500
Chicago, IL 60606
p. 312.346.0370
f. 312.704.4140
namanow.org

CONTRIBUTORS

Heather A. Bailey
Carla Balakgie
Devin Smith
Jeff Smith

PUBLISHED BY

E&M Consulting, Inc.
1107 Hazeltine Boulevard,
Suite #350
Chaska, MN 55318
p. 800.572.0011
f. 952.448.9928
emconsultinginc.com

DIRECTOR OF PUBLISHING

Krystie Dovenmuehler

DESIGN MANAGER

Jeremy Davis

LAYOUT & DESIGN

Harrison Robert

SALES MANAGER

Mike Lindsay



To submit editorial or request information —
email: rmoore@namanow.org — p. 312.346.0370

For information regarding advertising please contact Marc
at 800.572.0011 or marc@emconsultinginc.com

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



Strong and Steady Wins the Advocacy Race: Why Your Action Matters

Carla Balakgie, President & Chief Executive Officer of NAMA

It's been said that the only constant is change. And that's certainly true following the recent election cycle. According to the *New York Times*, approximately 114 million Americans voted in the November 2018 midterm election, compared to just 83 million in the 2014 midterms. And many states recorded voter turnout not seen in decades for a non-presidential election. While pundits continue to assess and opine on the election's impact, one outcome is certain: the advocacy landscape for convenience services has changed.

As the 116th Congress convenes, the House is under Democratic control, while Republicans increase their majority in the Senate. Major shifts occurred at the state level as well. With more than 260 incumbent state legislators defeated at the ballot box, new majorities emerged in seven state legislatures.

These changes present both challenges and opportunities for our industry. So our strategy of making our voices heard must continue. Strong, sustained engagement at both the state and federal level is critical in advancing the issues that matter to NAMA member companies.

Fortunately, it's easy for you to get involved and have an impact. In 2019, NAMA will partner with state councils to host Convenience Services Days in 25 states. This year, we've set a goal of meeting with more than 1,000 state officials across the country, introducing many of them to the convenience services industry for the first time. Getting this done is a shared responsibility, requiring action by industry companies, state council leaders and NAMA alike.

How does this grassroots advocacy pay off?

The progress we've made in defining and protecting micro markets in Maryland is a highly relevant and timely example. Through a comprehensive effort led by Steve Boucher, president of the MD-DC Vending Association and Regional Director of Canteen, along with Craig Kushner, president of Monumental

Markets, in partnership with NAMA, favorable micro market legislation has become law in that state. In May, Governor Larry Hogan signed HB 1087, establishing a uniform definition and licensing requirements for micro market operators throughout Maryland. As part of the process, both Boucher and Kushner provided testimony before the Maryland House Economic Matters Committee and Senate Finance Committee.



"Our strategy of making our voices heard must continue. Strong, sustained engagement at both the state and federal level is critical in advancing the issues that matter to NAMA member companies."

"Like many industries, ours is rapidly evolving. To meet consumers' needs for more innovative offerings, our member companies have introduced micro markets to deliver a more diverse product selection. Until this legislation became law, micro markets were undefined by Maryland law," according to Boucher's testimony.

The result is a legal structure that defines and protects micro market operations and establishes reasonable and uniform licensing fees, statewide. Similar work has begun in Oklahoma and elsewhere, building upon prior successes achieved in Georgia, Michigan, Wisconsin and most recently, Maryland.

Positive results at the state level also have a ripple effect at the national level. A prime example comes from the 2018 NAMA Fly-In in Washington, DC: "Hello again! I can set my calendar

based on your July visits," bellowed a friendly U.S. Senator Chuck Grassley, as the delegation of NAMA members from Iowa assembled in his Capitol Hill office. His comment was a small but validating indicator that NAMA members are making a recognizable difference in building relationships that matter and endure.

The more visible and vocal we are as an industry the more favorable legislative and regulatory outcomes tend to be, because elected officials know us—sometimes by name—and

understand the real issues that impact our businesses.

With your help, we'll continue to make great strides on the advocacy front. I hope to see you at the 2019 NAMA Fly-In in Washington July 16-17, and at a Convenience Services Day in your home state (check the calendar on page 20 for dates).

See you on the ground! ■

**Frustrated with Long Lead Times?
We've Got Your Locks Now, Ready to be Assembled!
Lock America Delivers On Time with Huge Savings!**



Also available:
8 Change Camlocks

If you have any of these:

**Ace, Baton, Cobra, ESD, Fort, GEM, Greenwald,
American Lock, Camlock Systems, Master and
Even Abloy, We Can Match Their Key Codes!**



9168 Stellar Court
Corona, CA 92883
www.laigroup.com

LOCK AMERICA
The Definitive Word in Locks
800-422-2866

951-277-5180
Fax: 951-277-5170
sales@laigroup.com



Your Employees: The Ultimate Success Driver

Jeff Smith, NAMA Chair

As he tells it, his #1 job was to inspire his employees and ensure that they were taken care of, so they were best able, in turn, to take care of their customers. While not groundbreaking, this wisdom is deceptively simple and utterly crucial for creating and running a winning organization.

Behar has said that, “In general, the most important thing leaders can do is live, eat and breathe whatever culture they want and then constantly reinforce and communicate their key values with employees. As organizations grow, they have to write things down, because it’s too easy to forget about your values and not live up to them. Culture is a funny thing. If you want to change it, it’s not talking about it; it’s living it.”

Behar’s wisdom is validated by Ron Ashkenas and Brook Manville in a recent issue of **Harvard Business Review**. By interviewing 40 successful

leaders of large corporations, startups and non-profits, Ashkenas and Manville worked to identify the following skills they deemed essential for aspiring leaders:

- Shape a vision that is exciting and challenging for your team (or division/unit/organization).
- Translate that vision into a clear strategy about what actions to take, and what not to do.
- Recruit, develop, and reward a team of great people to carry out the strategy.
- Focus on measurable results.
- Foster innovation and learning to sustain your team (or organization) and grow new leaders.
- Lead yourself—know yourself, improve yourself, and manage the appropriate balance in your own life.

As I look at our senior team at All Star Services, and great teams within our

industry, I see exceptional employees and their equally exceptional mentors.

Continuous improvement, a shared vision and fostering innovation is not groundbreaking—it’s old school. For me, it’s interesting to see that the fundamentals of good business and good leadership practices don’t need to be new to be a proven path for success. ■

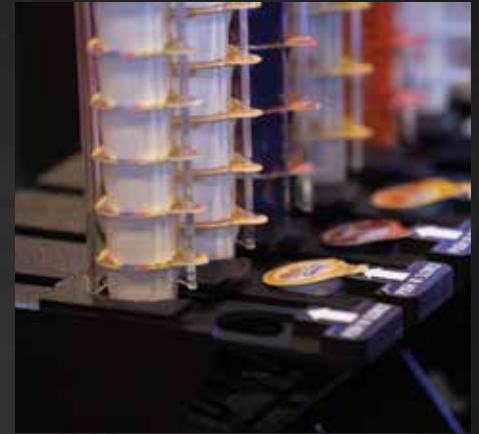
“People are the ultimate driver of success in any organization. They have to grow themselves first as human beings, then as employees. It’s the responsibility of any leader to develop their people. It’s too bad that so many businesses don’t see that.”

– Howard Behar

It was a real privilege to hear Howard Behar, founder of Starbucks International, as he shared his thoughts at CTW in New Orleans this November. I hope you were there to hear for yourself.

Some of his wisdom, specifically on servant leadership, has stuck with me and resonated in a meaningful way for my business—I suspect it would resonate with you as well. As he noted, Howard’s career was built at Starbucks, but he is quick to say he was not in the coffee business, he was in the people business.





CTW 2018:

Brimming with Innovation in New Orleans

NAMA's 11th annual Coffee, Tea, and Water Show in New Orleans was brimming with innovation, new products and education focused on emerging trends and technology, according to Lindsey Nelson, vice president of Programs and Services.

More than 900 industry members from across the country convened at the Hyatt Regency New Orleans to learn, network and grow their businesses. In addition to record attendance, the largest show floor to date boasted 126 exhibiting companies, 45 of which were first-time exhibitors at CTW.

"We are thrilled with the increased engagement at CTW this year," Nelson said. "From the sold-out NAMA Foundation Coffee Crawl to packed education sessions to participation in the New Product Zone and People's Choice Awards, attendee excitement was palpable, relationships were forged, and business got done at the show."



New This Year

Exciting new elements were introduced at CTW this year, including the NAMA Foundation Coffee Crawl, the CTW Café, the New Product Zone and the People's Choice Awards.

The NAMA Foundation hosted its inaugural Coffee Crawl where attendees experienced the finest flavors of New Orleans and learned about its colorful culture and rich coffee history. A sold-out group of 93 participants visited four coffee shops, including the world-famous Café du Monde. Led by professional historians, the crawl took attendees through the French Quarter and included a ride on the city's famous street cars.

People's Choice Award Winners

<p><i>Beverages Winner</i></p>  <p>Nitro Cold Brew Coffee Oat Milk Latte Boylan Bottling Co.</p>	<p><i>Brewing, Dispensing, Filtration Equipment Winner</i></p>  <p>Roundabout Single-Cup Dispenser InOne Technology</p>	<p><i>Creamers, Sweeteners, Syrups Winner</i></p>  <p>Silk Dairy Free Vanilla Creamer Danone North America</p>	<p><i>CTW Related Food/Snacks Winner</i></p>  <p>Vega Protein Snack Bar Danone North America</p>	<p><i>Micro Market/ Pantry Winner</i></p>  <p>The 46 Three Square Market</p>
--	---	--	---	--

Another new feature, the CTW Café, provided a convenient networking space for attendees, where they could try new products and test out new machines and technology. The café was a highly-visited area for breaks between education sessions.



The New Product Zone showcased 20 new products serving the workplace across a variety of categories. Attendees had the opportunity to see, touch and taste the new offerings being introduced into the channel and vote for their favorites.



Education Highlights

This year's education lineup included a new program—The Essence of Coffee—and fresh topics in the areas of consumer trends, sustainability and innovation.

The opening general session featured Howard Behar, former president of Starbucks Coffee, North America, author and renowned business leader, in an interactive dialogue with Liz Williams, president of the National Food & Beverage Foundation. Behar shared his leadership philosophies, focusing on the concept of servant leadership and putting employees and customers first. "It's all about the people," Behar said. "We're not in the coffee business serving people, we're in the people business, serving coffee."

The following session topics were standing room only draws: *Bean2Cup*

Strategies - Where Profitability and Sustainability Meet; Technology Trends in OCS; What's in the Cup: Trends in Flavors and Enhancements; The Bean to Cup Movement: How it Supports a Culture of Sustainability; and Water: The Foundation to a Perfect Cup.

The show closed with an engaging session, led by Jim Watson of Rabobank, on what consumers are looking for in a beverage, changing consumer trends and innovations and how those changes impact the industry, as well as growth opportunities in ready-to-drink coffee and the future of bean to cup.

Education session handouts are available for download here:
<https://www.coffeeteaandwater.org/sessions-and-handouts/>.





Coffee Legend - Mike Tompkins



Mike Tompkins was recognized as the 2018 Coffee Legend during the opening general session. Mike

and Linda Tompkins started Coffee Products Associates in 1995 to support the import, sales and distribution of coffee beverage equipment. When Newco Enterprises bought Cafe 98 in 1998, Mike worked for Newco until 2008. He has since continued to consult with stakeholders in coffee businesses, providing market research and recommendations by contract. Mike participated in curriculum development and training at the SCAA, and he developed the QCCP program for NAMA. He continues to present coffee supply chain training for NAMA at CTW and to individual food service companies as requested. Mike and Linda have five adult children and they live in Bloomingdale, Illinois.



WIN & ELN

NAMA's Women in the Industry (WIN) hosted "NAMaste – Power Yoga with Powerful Women." The early morning event featured a yoga class, yogurt breakfast and roundtable discussions to foster peer-to-peer networking.

Coffee Legend Award Recipients

(as of Oct. 2018)

- 2018** • Mike Tompkins, *Coffee Products Associates*
- 2017** • Ken Shea, *Ken Shea & Associates*
- 2016** • Dean Gilliland, *NAMA*
- 2015** • Lowell Shindler, *U.S. Coffee*
- 2014** • John Conti, *John Conti Coffee Company*
- 2013** • Joe Webster, *Newco*
- 2012** • Fred Steiner, *Imperial Coffee*
- 2011** • Hal Steuber, *Associated Services*
- 2010** • Stuart Daw, *Heritage Coffee*

The Emerging Leaders Network (ELN) hosted a networking evening at Saints and Sinners to bring together current members from around the country and meet potential new members.



"We thank our Coffee Services Committee, sponsors, exhibitors, attendees, speakers and volunteers for your support, participation and leadership – we couldn't do it without you," Nelson said.

"Make plans to attend CTW 2019, November 18-20, in Anaheim, CA at the Anaheim Marriott," she concluded. ■

NAMA Coffee Services Hall of Fame

- Dick Atnip
- Robert Berliner
- Pat Birmingham
- Jerry Blum*
- Ted Borak*
- Charles Brinkman, Sr.*
- Stu Case
- Howard Chapman
- Tim Cleland
- John Conti
- Jeff Dale
- Jerry Dale
- Kevin Daw
- Stuart Daw*
- Jeff Deitchler
- Jean Dominik
- Leo Fante
- Howard Fischer
- Robert Friedman
- David Gellman
- Dean Gilland
- Ben Ginsberg*
- Irv Greif*
- Con Foley
- Al Hacker*
- Susan Hartley
- Richard Hazlett
- David Henchel
- Steve Hyde
- Marc Israel
- Ralph Kiser
- Mark Kelley
- Sid Lindholm
- Jay McMnamin
- Joe Manning
- Robert Maurer
- Gene Monte
- Jack Millender
- Mary Millender
- Maurice Moss*
- Brian Murphy
- Jim Nelson
- Michael Nugent
- Randy Parks
- Geoffrey Paul
- Rick Pavlic
- Edwin Phelps
- David Pulsifer
- Len Rashkin
- Jeff Rawlins
- Bryan Real
- Paulette Rigolli
- Roger Rigolli
- Robert D. San Filippo*
- Tim Sanford
- Julius L. Shaw
- Ken Shea
- Lowell Shindler*
- Elliott Slutzky
- Patti Sorkin
- Fred Steiner
- Hal Steuber
- Diane Steuber
- Tom Steuber
- Robert Louis Stephenson
- Don Stoulil
- Ollie Thomas
- Mike Tompkins
- Phil Tilley
- Pete Tullio
- Tim Wayne
- Edward Weber
- Joe Webster
- Jack West
- Anthony Westcott
- Tom Williams
- Butch Winkler
- James M. Zirakian
- James P. Zirakian, Jr.

*Deceased





2018 ADVOCACY SUCCESSES: A SNAPSHOT

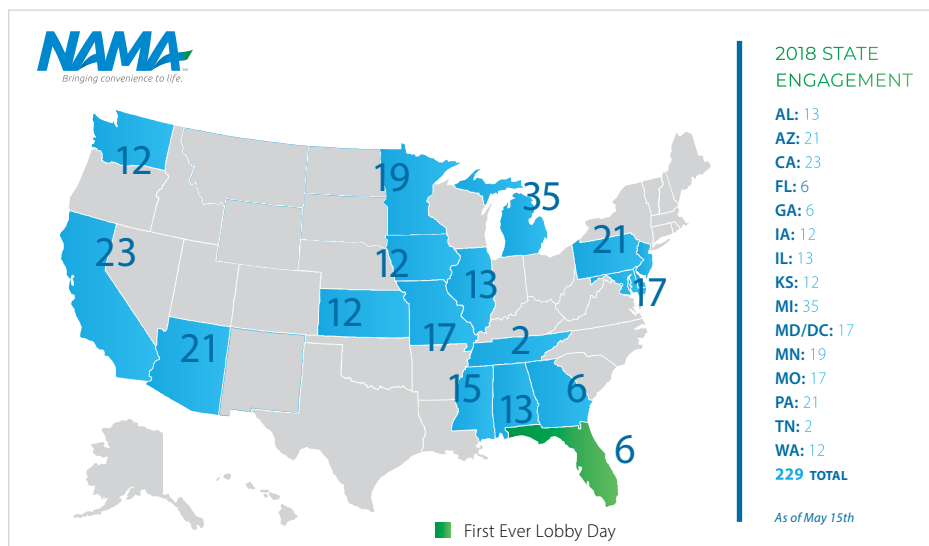
2018's advocacy efforts continued the trend of increased support and engagement by NAMA members. Here's an update on the outstanding advocacy successes NAMA members' participation created at the state, local and federal government levels.

State Convenience Services Days -

NAMA state councils hosted 15 State Convenience Services Days across the United States, where more than 240 NAMA members met face to face with leaders in their State Capitols. These events along with other NAMA advocacy efforts throughout the

year resulted in multiple victories for the industry. NAMA Micro Market Model Legislation was adopted in several states, the proposed tethered

bottle cap legislation in California was defeated, and many burdensome state regulations were defeated or delayed.







DC Fly-In - In July, NAMA hosted its Annual Fly-in where NAMA members descended on Washington D.C. to engage Members of Congress on the economic impact of the industry, calorie disclosure, and commercialization of rest areas. More than 250 NAMA members from thirty-six states attended the Fly-in, which consisted of 230 meetings with Congressional offices. Among many successes NAMA enjoyed at the federal level were the delay of the EPA refrigerant transition date, extension of the nutrition facts panel revision, and federal tax reform.


Public Policy Conference: 2018 culminated in the completion of NAMA's arguably most successful ever Public Policy Conference, where members of the NAMA Board of Directors engaged with high ranking officials at six federal agencies during five meetings, all of which have a significant impact on the convenience services industry. Synopsis of results from each meeting to follow.




FDA *Food and Drug Administration:* Indicated a desire to assist in finalizing micro market definition in the U.S. Food Code in the near future, helping streamline micro market regulations in all fifty states and protecting the industry from over-regulation. FDA also indicated a willingness to continue efforts to provide clarity and flexibility for calorie disclosure for food sold from vending machines.

 *Department of Transportation:* Outlined priorities to assist in truck driver shortage that include recruiting more CDL drivers through a pilot project for military members ages 18-21 as well as pro-active outreach to female truck drivers. These efforts could relieve the driver shortage many NAMA members face. Hours of Service rules impacting NAMA members were also discussed.

 *U.S. Mint:* Attendees met with the new director of the Mint as well as senior level staff members. The Mint is still interested in finding solutions to create coins at a lower cost and wants to continue the positive working relationship with NAMA to ensure there is no disruption caused to the industry with any changes made to the metallic content of coins.

 *Department of Labor:* Members of the agency updated NAMA on the process of the overtime regulations which was suspended in 2016, as well as updated guidelines allowing workplace safety incentives and drug testing.

 *Environmental Protection Agency and the Department of Energy:* ENERGY STAR program and refrigerant transition program leadership, as well as the Deputy Assistant Secretary for Energy Efficiency at the Department of Energy were updated on challenges presented by the California refrigerant transition as well as newly proposed ENERGY STAR guidelines.

These advocacy successes wouldn't be possible without your steadfast support. Members who took time from their daily lives to attend their State Convenience Services Day, the DC Fly-in, or the Public Policy Conference, are the reason that NAMA has been able to make a positive difference for thousands of businesses and hundreds of thousands of working Americans. Thank you for your continued support of NAMA's advocacy efforts. ■

NAMA STATE COUNCIL LOBBY DAYS

More than 244 state council members traveled to their state houses in 16 states during the 2018 legislative session. State council members, in coordination with the NAMA State Affairs team, strive to maximize their exposure at the capitol during Convenience Services state lobby days, with each state having its own unique approach. With more issues at the local level related to sugar-sweetened beverages and restrictions on vending sales and micro markets, advocacy at the state level has become increasingly important.

Working with the state council lobbyist and the NAMA state affairs team, each state council structures their lobby day to have the most impact. In many states meetings are set up with individual legislators and leadership to discuss issues of concern to the industry. In addition to meeting with their legislators, state council members meet with their Governors, Lieutenant Governors and House and Senate

Leadership. Some state councils host events that enable them to interact with legislators and their staff. Sample bags and boxes are often distributed if allowed by state lobbying laws.

In 2019 we hope to increase attendance at Convenience Services state lobby days and expand exposure by adding states that have not had lobby days in the past. We are asking NAMA members across the country to consider participating in their state's lobby day this year. It is key to the industry's advocacy efforts to get to know our legislators. The 2018 mid-term election resulted in more than 1,200 new legislators in state houses across the country, who will need to be educated about the Convenience Services industry. Your participation can make a huge impact for our industry!

Please review the following list and make plans to attend your state advocacy day in 2019:

2019 STATE COUNCIL CONVENIENCE SERVICES LOBBY DAYS

Jan. 29th • **MD/DC**, Annapolis, MD

Feb. 6th • **GAMC**, Atlanta, GA

Feb. 13th • **IAMA**, Des Moines, IA

Mar. 13th • **AVA**, Montgomery, AL

Mar. 20th • **TMVA**, Austin, TX

Mar. 26th • **NAVA**, Olympia, WA

Apr. 3rd • **AAMC**, Phoenix, AZ

Apr. 16th • **NAVA**, Salem, OR

May 7th • **Tri-State**, Harrisburg, PA

May 14-15th • **CAVC**, Sacramento, CA

THE FOLLOWING ARE IN THE PLANNING STAGES, DATES HAVE NOT BEEN CONFIRMED

MAMC • St. Paul, MN

MAMA • Topeka, KS

MAMA • Jefferson City, MO

OVA • Oklahoma City, OK

AVC • Little Rock, AR

AMAF • Tallahassee, FL

VMOL • Baton Rouge, LA

Tri-State • Trenton, NJ

NYSAVA • Albany, NY

TAMA • Nashville, TN

MAMA • Jackson, MS



"Our visits to the State Capital to meet the legislators are so important because it gives us the opportunity to build relationships and share information with legislators about key issues that impact our business. Sharing an understanding of who we are and what we do keeps us top of mind when ideas are introduced that could impact our business directly."

**John Barnes, Company Kitchen,
Merriam, KS**



"Heading into our Lobby Day for the fifth year in a row it has been a huge success in my eyes. One day a year we make our way to the State Capital to share our industry story with State Representatives, Senators, and Governors. When you can talk about the great hard-working Americans that bring food, snack, and beverages to millions of people across this country lets them know what we represent to them. You know it's working when year after year they remember our story that we tell. Often the message we hear back is if we need their help on any issues they are there to work for us."

**Dan Harris, Company Kitchen
St. Louis, MO**



"Our Convenience Services Day in Maryland has always been a great success. Sometimes we are fighting for support on our position regarding a bill and sometimes we are proposing legislation, but we are always making our Industry relevant to our political leaders and getting important face to face time with them. This allows us to establish relationships that we can leverage when needed and provide them an education on who we are, what we represent to them in a specific district, our economic value to them and the State along with our purpose, how we are primarily made up of small business operators and suppliers that deserve their support and attention. A little time goes a long way in supporting our industry's and State Associations Interest."

**Steve Boucher, Canteen
Suitland, MD**



"Our CAVC Lobby days allow us to meet and establish relationships with our legislators in Sacramento. We invite our legislators to visit our businesses and meet their constituents which helps to forge an even stronger connection. When legislators know you and your business as well as the issues you face, you have a much better chance to be a part of shaping legislation versus being controlled by it."

**Paul Tullio, Gourmet Food Service,
LA/Orange County, CA**

