

NAMA NEWS RELEASE

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CONTACT:

RONI MOORE
rmoore@vending.org

Emerging Leader Jennifer Skidmore Advocates for Industry At Berkeley City Council Meeting

(CHICAGO) July 8, 2014 – NAMA Emerging Leader Jennifer Skidmore, of J&J Vending, testified before the Berkeley (CA) City Council last week. She shared her views, strongly opposing the inclusion of a soda tax measure being placed on the November ballot.

The proposal calls for a one-cent –per-ounce tax on sugary beverages, including sodas and sports drinks. If passed, the measure would be the first of its kind passed in the country.

Skidmore, a board member of the California Automatic Vendors Council (CAVC), argued that while the industry is very aware of the effect of sugar consumption on growing rates of diabetes and childhood obesity, the taxation of sugary beverages is not an effective way of dealing with such issues.

According to news coverage of the meeting, Skidmore said that statistics show a decline in the purchase of sugary beverages already, without a tax. “I think you’re making soda a scapegoat for a much larger issue,” she stated.

“We applaud Jennifer’s involvement. Participation like hers is essential to NAMA’s Advocacy efforts to protect the best interests of our members, consumers and the refreshment services industry at large,” said Sandy Larson, NAMA’s Senior Director of Government Affairs. “We welcome the participation of NAMA’s Emerging Leaders in our advocacy efforts and the important role that Jennifer is providing on behalf of the vending community.”

Founded in 1936, NAMA is the association representing the \$42 billion U.S. vending and refreshment service industry. With more than 1800 member companies – including many of the world’s most recognized brands – NAMA provides advocacy, education and research for its membership. Visit NAMA on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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The National Automatic Merchandising Association www.vending.org

HEADQUARTERS: 20 N. Wacker Drive, Suite 3500, Chicago, IL 60606-3102, Voice: 312/ 346-0370, Fax: 312/ 704-4140
EASTERN OFFICE: 1600 Wilson Blvd, Suite 650, Arlington, VA 22209, Voice: 571/346-1900, Fax: 703/836-8262
SOUTHERN OFFICE: 2300 Lakeview Parkway, Suite 700, Alpharetta, GA 30009, Voice: 678/916-3852, Fax: 678/916-3853
WESTERN OFFICE: 80 South Lake Avenue, Suite 538, Pasadena, CA 91101, Voice: 626/229-0900, Fax: 626/229-0777

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