

# NAMA NEWS RELEASE

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## ADVOCACY IN ACTION 2014: NAMA'S PUBLIC POLICY CONFERENCE SEPTEMBER 29 – OCTOBER 1

(CHICAGO) August 15, 2014 -- NAMA's Board of Directors and Government Affairs Division are finalizing NAMA's *Advocacy in Action 2014*, the association's Public Policy Conference in Washington, D.C. taking place September 29 – October 1.

Led by NAMA Chair Pete Tullio and NAMA CEO Carla Balakgie, participants include the association's Board of Directors, Government Affairs Committee and Emerging Leaders Network (ELN), with the addition this year of state council leaders from Maryland, D.C. and Virginia as well as representatives from allied industry associations and advocacy organizations.

*Advocacy in Action 2014* is designed to focus on NAMA's top legislative priorities, including calorie disclosure, metallic content of coins, and health and nutrition.

"The overall goal of the event is clear: building an understanding of key issues and enhancing relationships with congressional and agency leaders and advocacy groups. Accomplishing this goal is part of our strategic mission to deliver value to our members," said Eric Dell, NAMA's SVP of Government Affairs.

"This year's conference provides the opportunity for NAMA participants to be involved in the advocacy process in Washington, DC in a significant way and expand the association's position as the industry leader on legislative and regulatory priorities. It is important that we build upon the success of the 2013 Conference," said Jeff Smith, NAMA's Government Affairs Committee Chair and Board Member.

Confirmed meetings include U.S. Department of Agriculture (USDA); Government Services Administration (GSA); Department of Defense (DOD); the Bureau of Engraving and Printing (BEP) and the U.S. Mint. Discussions will feature issues including Smart Snacks in Schools Regulations; FitPick; Micro Markets and Office Coffee Service and coin and currency.

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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