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## Trainer Doug Lipp to keynote National Automatic Merchandising Association Expo

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This year's attendees to the National Automatic Merchandising Association (NAMA) Spring Expo can look for a combined show with the Better Vendors Association (BVA) and world renowned speakers like Walt Disney University former Head Trainer Doug Lipp who will speak about corporate leadership and how it translates into great customer service.

Lipp will be opening the general session at the Spring Expo, one of the world's largest trade shows for vending, coffee services and on-site foodservice industries on Thursday, April 7 at 8:30, and will be preceded by NAMA President and CEO Richard M. Geerdes and NAMA Expo Chair Jamie Edman who will draw the names of the winners for the NAMA Foundation scholarships. The Expo will be held in Las Vegas on April 7 and 8 with educational programming April 6 through 9.

Lipp, who has written six books and spent 25 years on the front lines and in the boardrooms of corporations around the world, will discuss the importance of leadership in developing successful customer service training programs. As the former head trainer at Disney Studio's Walt Disney University, he understands the power of a strong organizational culture. The informative, interactive and humorous presentation will give attendees a behind the scenes look into the unique culture of customer service that sets Disney apart in corporate America. Sponsored by *Automatic Merchandiser* magazine, Lipp will be the first speaker to be featured at the Spring Expo general session, and will offer valuable business advice in a fun and entertaining format.

In addition, for the first time ever, the Better Vendors Association will co-locate its show with the Spring Expo to benefit members of both organizations. BVA is a non-profit purchasing cooperative owned by independent operators across the country designed to help members gain the best rebates from national consumer recognized suppliers. BVA members will still have exclusive meetings and events, but will be invited to participate in NAMA Spring Expo events as well, such as the Western Golf Classic and the Quality Coffee Certification Program. There will also be joint events, such as a NAMA Reception hosted by exhibitors for operators for all NAMA and BVA members.

This year's expo will also include Certified Executive Chef Joe Rodrigues who will deliver a hot topic discussing low cost techniques members can use to tap into a client's existing catering business. Rodrigues will explore such low cost strategies as partnering with local catering companies, and will also do a fun food demonstration. The show also includes new educational classes on sales compensation and its connection to motivation, effective communication and leadership and protection from internal theft, just to name a few.

Spring Expo activities officially begin on Wednesday, April 6, with the third annual sold out NAMA Western Golf Classic designed to raise money for the NAMA Foundation and educational programs and student scholarships for AAMC, CAVC, CVC, IVC and NAVA. The Quality Coffee Certification

program will also be offered on Wednesday for attendees who want to learn the latest coffee brewing techniques that can help them better compete with upscale gourmet coffee houses.

This year the VENDTec Center is sure to be one of the show's most popular features. The Center is designed to deliver straight talk on technology to help operators better understand this constantly changing field and evaluate the choices that are right for their company. The VENDTec Center offers the opportunity to hear from technology companies and compare the product/service in two categories, cashless vending systems and data capture and reporting. The technology sessions will be offered Thursday right on the show floor next to the Technology Pavilion. Each company message will include a product introduction, competitive advantage and a basic cost. After listening to all participants operators can visit those exhibitors personally to follow up and learn more about the company's specific products and services.

The trade show floor will be open Thursday and Friday from 10 a.m. to 5 p.m., with Thursday festivities ending with the always popular Spring Fling party where attendees can 'beam aboard' the bridge of the Starship Enterprise and enjoy complimentary beer/soft drinks and a light buffet. Friday features a great line up of educational opportunities for operators of all sizes, needs and interest including linking sales compensation and motivation; the coffee service open forum, and protection from internal theft, then wraps up with effective communication and leadership.

Saturday features additional educational programs including a special in-depth VENDTec session and Vending 101, coffee service best practices and the chance to sit for the NAMA Certified Executive (NCE) exam. The NCE designation is awarded to seasoned industry executives and signifies accomplishment, initiative and professionalism, showcasing the best and brightest executives in the industry. For more information about the NCE Exam, or to order a study guide, email LyNae Schleyer.

[Click here](#) to learn more about the Expo or to register.



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