

# THE PRESIDENT'S MESSAGE

*By: Dan Sippl, RSVA President*

## Seventy-Five Years of Excellence

As we prepare for our annual Convention in Reno, Nevada this July, we are reminded that the Randolph-Sheppard Act was signed into law 75 years ago. Therefore, it is only fitting that we carry on from the Sagebrush Conference this past February with a continuation of our celebration of the Diamond Anniversary of the law that allows us the opportunity to work and support our families with dignity while in unison with being an active part of society. As no surprise to any of us, we have served our communities with the utmost of excellence. This Diamond Anniversary merely validates excellence in which we have served our civil servants and others around us.

To symbolize this once in a lifetime opportunity, we have many things planned to celebrate this Diamond Jubilee. Most notable, will be RSVA Anniversary t-shirts available for purchase on our website, [rsva.biz](http://rsva.biz). We can all wear them during the convention to showcase our success for 75 years of excellence in the food service industry.

Many things have happened since I spoke with you in our last issue of The Vendorscope. We have entered into another contract with Frito-Lay, providing us with continuing rebates to improve our bottom lines. Come to Reno to learn all about this new program. We are continuing dialogue and working diligently with Pepsi to synchronize our data bases to facilitate better and more efficient tracking and payment of rebates. Thank you for all of your help in providing RSVA personnel Kim Venable and Cindy Carruthers with the necessary information to make all of this happen in a smooth transition from manual to electronic tracking of all of our rebates. Members well deserve these rebates for excellent service to our partners and customers.

We are well on our way with our Cloverhill rebate program and will continue to build on this as you provide the necessary information to track all purchases. As our data base develops and is updated, we will be in a much better position to have dialogue with many other

manufacturers. By many standards, we, as a group, are the 3<sup>rd</sup> largest vending group in the country. By other standards, we are the 7<sup>th</sup> largest vending organization. That is if, and only if, we stand together. Several buying groups have merged or been sold to others. We will continue to monitor these groups. As they change their membership criteria, they may allow us to participate.

We have been having dialogue with a couple of firms that may be in a position to help us create our own buying group or form partnerships with other types of entrepreneurial opportunities. We have recently attended NAMA and NCSAB to learn how we can continue to provide service with the utmost of excellence for the next 75 years.

It is very apparent that cashless business and nutritional data are in the forefront of our futures. Cashless business is critical as we and future generations continue to serve our customers with excellence. This is important as currency is so costly to produce and handle. As well, future generations are rapidly adopting the cashless way of life.

The mandate of providing nutritional data is here to stay. Granted, the proposed FDA rules have given some of us a reprieve. However, it may be best if we adopt the changes into our businesses since our customers will soon come to expect this.

At NAMA, it was very apparent that equipment manufacturers and retrofitters are rapidly moving toward touch screen technology to accommodate these changes. They and the after-market retrofitters are busy developing POS monitors to display the nutritional data. These monitors can also be used to advertise and market other entrepreneurial endeavors. Now, it is up to us to ensure that these touch screens and monitors are accessible to the blind and visually impaired.

Come to Reno to network and share your ideas on how we can continue our excellence to the public for another 75 years. The RSVA Convention Agenda is located in this issue of [The Vendorscope](#) as well.

**SEE YOU IN RENO IN JULY!**