

# How to Build and Manage a Better Workforce

## Speaking Engagement

National Automatic Merchandising Association; Las Vegas, NV  
November 15, 2022

At NAMA's Coffee, Tea & Water (CTW) 2022, Heather Bailey moderated a discussion of how the convenience services industry has been affected by the labor shortage, how to attract talented employees, and how onboarding can help create a lasting relationship. She was joined by Linda Saldana, CEO at Seventh Wave Refreshments, and Joanne Ivory Ph.D., MBA, BSM, Dean of Career and Technical Programs at Harper College.

Founded in 1936, NAMA is the association representing the \$31 billion US convenience services industry. With nearly 1,000 member companies — including many of the world's most recognized brands — NAMA provides advocacy, education and research for its membership. Visit their website [here](#).

## PROFESSIONALS

Heather A. Bailey  
Partner

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