



*Advocating the views of convenience stores, supermarkets,
independent grocers, wholesalers and consumer product vendors.*

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PENNSYLVANIA FOOD MERCHANTS ASSOCIATION ANNOUNCES BALOGA PROMOTION TO VICE PRESIDENT

CAMP HILL, PA — The Pennsylvania Food Merchants Association (PFMA), a statewide association representing the retail food industry, is pleased to announced the promotion of Alex Baloga to vice president of external relations.

Baloga continues to lead PFMA's government relations efforts at the local, state and federal level. During his more than two-years with the association, he has developed exceptional partnerships with other associations, such as the Pennsylvania Distributors Association, and formed coalitions to help achieve legislative success. He also established good will among lawmakers who have supported the food industry by creating the Food Industry Leadership Awards.

"Alex has developed an excellent rapport with lawmakers, regulatory officials and other business associations," said David McCorkle, PFMA president and CEO. "Pennsylvania's food industry has strong and effective representation at the capitol."

He will continue to manage the association's communications, public relations, media relations and legislative research teams, lead by Elizabeth Peroni, director of communications and media relations, and Steve Neidlinger, manager of legislative research.

In addition, he will lead PFMA's legislative, pharmacy and WIC committees and spearhead fundraising efforts for the association's political action committees.

Baloga joined the association in 2013 as director of government relations. Last fall, he took on additional responsibilities and became director of government and public relations.

He earned his bachelor's degree in History with a specialty in Political Science from West Virginia University. Additionally, he is working to attain his certification in association management from the American Society of Association Executives.

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The Pennsylvania Food Merchants Association advocates the views of more than 800 convenience stores, supermarkets, independent grocers, wholesalers and consumer product vendors. PFMA members operate more than 2,800 stores and employ more than 100,000 Pennsylvanians. For more information on PFMA, visit www.pfma.org.

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