



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

FOR IMMEDIATE RELEASE  
JANUARY 22, 2018

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## **PENNSYLVANIA FOOD MERCHANTS ASSOCIATION ANNOUNCES NEW OFFICER AND BOARD OF DIRECTORS**

Camp Hill, Pennsylvania — The Pennsylvania Food Merchants Association (PFMA), a statewide trade association advocating for the retail food industry, is pleased to announce a new officer and six new members to its board of directors.

Lou Mola, Loss Prevention manager for Wawa, Inc. will take on the role of PFMA vice chairman from Rich Wood of Wawa, who has resigned his position on the board of directors. Mola currently chairs PFMA's Loss Prevention (LP) Committee as well as LP committees for the Delaware Food Industry Council and the New Jersey Food Council. During his tenure, he was instrumental in getting legislation passed to combat Organized Retail Crime, and worked with the industry, law enforcement and government leaders to enact legislation creating the first dedicated retail crimes prosecutor in the United States. Prior to joining Wawa in 2013, he served as the Investigations Team Leader for Target Corporation and led a 44-person team focused on organized crime.

"PFMA is excited to have Lou Mola take on this leadership role as PFMA Vice Chairman," said Alex Baloga, PFMA president and CEO. "He is an effective leader for our Loss Prevention Committee and I know he will bring the same energy to our board of directors. Our thanks to Rich Wood for his leadership and service to the PFMA board for the past six years."

PFMA also appointed six new board members due to the retirement of Rich McMenemy, McMenemy Family ShopRites; and the departure of Lisa Silberman, A.J. Silberman & Company; and Gary McGuirk, Jr., Liberty USA, who sold their companies to Eby-Brown.

The new board members are:

- **Patrick Burns**, owner, Burns Neighborhood Markets, Philadelphia;
- **Brent Cotten**, senior director, Global Customer and Industry Affairs, The Hershey Company, Hershey, Pa.;
- **Gary Gloeckl**, vice president of sales, A.J. Silberman, a division of Eby-Brown, Indianola, Pa.;
- **Scott Kolat**, senior vice president of sales and business development, Eby-Brown, Naperville, Ill.;
- **James Pulsifer**, senior manager, State Relations and Regulatory Compliance, Altria Group Distribution Company, Richmond, Va.; and
- **Robert Sincavich**, president of Team Sledd, Bridgeport, Ohio.

"Our sincere thanks to Rich McMenemy, Lisa Silberman and Gary McGuirk for their ideas, friendship and support through the years," Baloga said. "We wish them all the best."

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The Pennsylvania Food Merchants Association, a statewide trade association, advocates the views of nearly 800 convenience stores, supermarkets, independent grocers, wholesalers and consumer product vendors. PFMA members operate more than 3,200 stores and employ more than 150,000 Pennsylvanians. For more information on PFMA, visit [www.pfma.org](http://www.pfma.org).



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