



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

FOR IMMEDIATE RELEASE

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### **Alex Baloga, PFMA president and CEO, joins FIAE Board of Directors**

Alex Baloga, president and CEO of the Pennsylvania Food Merchants Association, has joined the Food Industry Association Executives (FIAE) Board of Directors for 2021.

Since 1927, FIAE has worked to represent local, state and regional food association executives. The professional association supports growth of its members' employees and provides a forum for advancement of the food industry agenda.

"It's an honor to work with my colleagues across the industry while serving on the FIAE board," Baloga said. "The food industry experienced rapid change and many challenges in 2020, which will impact how we move forward. It's an exciting time to be part of that conversation and growth."

Baloga became PFMA president and CEO in 2017. After joining PFMA in 2013 as director of government relations, he was promoted to director of government and public relations in 2014 and to vice president of external relations in 2015. He leads PFMA's government relations efforts at the local, state and federal levels. He also manages PFMA's federal, state and Philadelphia Food PACs along with PFMA's Legislative, Pharmacy and WIC Stakeholder's committees.

He serves on the Classification and Ratings Committee for the Pennsylvania Compensation Rating Bureau, and as a board member on the Underground Storage Tank Indemnification Fund. In addition, he represents PFMA members on the Pennsylvania Lottery Sales Advisory Council.

Baloga previously served as deputy finance director for Robert P. Casey's re-election campaign for U.S. Senator, where he directed the fundraising activities in central Pennsylvania. He has extensive contacts from his experience as an associate lobbyist for Greenlee Partners, LLC, a premier government relations firm with offices in Harrisburg, Philadelphia and Pittsburgh.

In addition, he worked in U.S. Senator Bob Casey's Government office as a regional field manager, serving as the senator's liaison to government, community and constituent groups in central Pennsylvania; monitoring local issues and developments and representing Senator Casey at civic meetings and community events.

Baloga earned his bachelor's degree in history with a specialty in political science from West Virginia University.

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### **About PFMA**

*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 3,500 stores and employ more than 250,000 Pennsylvanians. For more information on PFMA, visit [pfma.org](http://pfma.org).*