



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

FOR IMMEDIATE RELEASE
Liz Kemmery

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Liz Kemmery joins PFMA as Director of Communications

CAMP HILL (September 25, 2020) – The Pennsylvania Food Merchants Association welcomes Liz Kemmery as its new director of communications.

In this role, Kemmery will manage content and media requests for the statewide association. Kemmery brings nearly twenty years of experience in communications and design to PFMA. She joins the association after fourteen years in higher education, most recently working as director of creative services at her alma mater, Shippensburg University.

Previously, she worked as assistant director of publications at La Salle University in Philadelphia and spent several years as a local newspaper reporter in south-central Pennsylvania. Kemmery also has freelanced as a creative writer and editor for small businesses and publications nationwide.

“We’re excited that Liz is joining our team at PFMA,” said Alex Baloga, president and CEO. “Her creative communications experience will benefit our work to advocate for the association’s members throughout the state.”

A central Pennsylvania native, Kemmery earned a master’s degree in professional and business communication from La Salle University and bachelor’s degrees in communication/journalism and art from Shippensburg University.

She is a member of the American Marketing Association and Digital Marketing Institute. She also volunteers as secretary for PATS, the parent organization at Saint Patrick School in Carlisle, where two of her three children attend.

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 3,200 stores and employ more than 150,000 Pennsylvanians. For more information on PFMA, visit www.pfma.org.

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