



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

FOR IMMEDIATE RELEASE

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Pennsylvania Food Merchants Association to host online Annual Conference

CAMP HILL (June 3, 2020) – The Pennsylvania Food Merchants Association (PFMA) will host its 2020 Annual Conference online this year due to the coronavirus pandemic.

The event is scheduled for June 23-24, with a kickoff virtual Zoom-hosted happy hour Monday, June 22 from 6-8 p.m. and live trivia starting at 7 p.m.

PFMA has partnered with Socio Events to create an app for attendees to easily access educational sessions, networking events, and other activities. Attendees should register [here](#) to receive instructions on how to find the app and access the conference hub.

“Although we’re disappointed we won’t be able to meet in person this year, we’re excited to deliver the same amount of valuable educational content from subject matter experts as we do every year,” PFMA President & CEO Alex Baloga said. “From issues involving alcohol reform to gaming and customer digital shopping trends, the Annual Conference will dive into many topics of great interest to the food and beverage industry.”

Register before June 9 and pay only \$75 for both days. After June 9, the fee is \$99. Corporate Leadership Program sponsors receive waived registration fees depending level of sponsorship. The June 23 Annual Meeting (part of the Annual Conference) is free for all PFMA members.

The educational sessions include:

- [Jon Taets, National Association of Convenience Stores](#) - *Pressing Issues: Alcohol, Bags, CBD*
- [Gary Henderson, Facility Cleaning Solutions](#) - *Enhancing the Customer Shopping Experience*
- [Olga Blyweiss, Mazars USA](#) - *Financial Planning and Succession Planning in light of Recent Federal Tax Changes*
- [R.J. O'Hara, Esq., Flaherty & O'Hara](#) - *Alcohol Laws/Liquor Control Board Update*
- [Jack McCraine, Baker Tilly](#) - *Growth planning 2.0: Scaling your Business with the Zoom Method*
- [Drew Svitko, Executive Director, Pennsylvania Lottery](#) - *Lottery Update*

The keynote speaker is [Jim Glassman, Head Economist, Commercial Banking, for PFMA member J.P. Morgan Chase](#). He will speak Tuesday, June 23 from 5-7 p.m. Jim's insights are used by companies and industries to help them better understand the changing economy and its impact on their businesses.

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 200,000 Pennsylvanians. For more information on PFMA, visit www.pfma.org.