



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

FOR IMMEDIATE RELEASE

CONTACT: Matthew Kemeny  
Director of Communications  
717.731.0600 ext. 5923  
717.433.8740 (c)  
mkemeny@pmfa.net

## **Pennsylvania Food Merchants Association (PFMA) appoints two industry leaders to its Board of Directors**

CAMP HILL (July 26, 2018) – The Pennsylvania Food Merchants Association (PFMA) has new representation on its Board of Directors. The organization appointed Bill Crosby, Vice President of Operations for ACME Markets and Bob Holmes, Area Sales Director for SuperValu, Inc., to seats on the Board.

“We are delighted to welcome Bill and Bob to the Pennsylvania Food Merchants Association Board of Directors,” PFMA President & CEO Alex Baloga said. “Both individuals are recognized business leaders, are incredibly talented, and bring a wealth of experience to PFMA. We are fortunate to have them on our team, advocating for the interests of our members.”

Crosby is responsible for ACME’s South Philadelphia and suburban locations, including portions of Delaware County, the Main Line, Chester County, as well as Delaware, Maryland, southcentral New Jersey and the Jersey Shore. He fills the board seat of Dan Croce, who we thank for his service.

Holmes has more than 40 years of industry experience, beginning his SuperValu career in 1986 as a zone sales manager with the company’s Shop ‘n Save banner stores in the Pittsburgh market. He later held account manager and perishable manager positions for Shop ‘n Save and County Market stores.

For the past seven years, Holmes has served as Director of Territory Sales for the Shop ‘n Save stores as well as other independent grocery stores in western Pennsylvania.

Holmes takes the board seat previously held by Joe Della Noce of SuperValu. We thank him for his service to the board.

### **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](http://www.pfma.org).*

##