
WHY JOIN

California Retailers Association

Your membership in CRA gives you a voice in the halls of the State Capitol and in local governments across the state. CRA advocates for issues important to Retail Members and Retail Associate Members. We promote public policy that is good for California's consumers, California's economy and California's workforce.

With an experienced team of policy professionals and a robust network, CRA is your partner in championing policies in California as CRA fights to protect retail's future in the 5th largest economy in the world.

YOUR INVESTMENT STRENGTHENS RETAIL'S VOICE. TOGETHER WE ARE STRONGER AND HAVE A BROADER IMPACT.



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About the CRA

The California Retailers Association works on behalf of California's retail industry, which currently operates over 418,840 retail establishments with a gross domestic product of \$330 billion annually and employs 3,211,805 people—one fourth of California's total employment. CRA is the only statewide trade association representing all segments of the retail industry including general merchandise, department stores, mass merchandisers, online markets, restaurants, convenience stores, supermarkets and grocery stores, chain drug and specialty retail such as auto, vision, jewelry, hardware and home stores.



With CRA's team of experts and our statewide reach, members have access to insights on how the legislative landscape will impact their bottom line, not just in the Capitol, but throughout the state.



Our advocacy programs amplify retail's voice as legislation, regulation and ordinances are introduced and debated. Members receive up to date intel on issues that impact California business and can, potentially affect business in other states.

CRA focuses on hundreds of bills and regulations in any given year.

WE SPECIFICALLY FOCUS ON ISSUES AFFECTING MEMBERS IN THE AREAS OF:

CONSUMER PROTECTION | Consumers are the backbone of retail in California and retailers value their customers and their privacy. CRA advocates for policies that protect consumers while providing them with incentives they enjoy.

ECONOMIC VITALITY | California retail is a huge economic driver in the state, the 5th largest economy in the world. CRA advocates to ensure local and state regulations do not stifle economic growth for our members which would impact retail's economic contribution to California's economy.

REGULATORY AND LEGISLATIVE ADVOCACY | CRA's team of advocates are on the front lines, ensuring retail's voice is heard in the State Capitol and in City Hall's across the state. CRA collaborates with other like-minded organizations and associations and encourages members to advocate for CRA priority issues.

WORKFORCE DEVELOPMENT | Retailers depend on their employees because retailers know their success depends on a robust workforce. CRA works to ensure employment policies benefit employees while not being over burdensome to employers.

ORGANIZED RETAIL CRIME | Organized retail crime is a multi-million-dollar loss annually to the retail industry in California and affects retailers of all shapes and sizes. CRA is on the front lines advocating for retailers by advocating for policies to protect both consumers and retailers.

ENVIRONMENTAL SUSTAINABILITY | Each step in the retail supply chain, sourcing, manufacturing, packaging and transportation, has a potential impact on the environment. CRA monitors and engages with policy makers as discussions take place on these issues to ensure regulations are reasonable, implementable and will not have unintended consequences on retailers and especially on consumers.

CRA's advocacy efforts include:

- Public affairs campaigns
- Letters of opposition & support
- Op-eds
- Regulatory Advocacy
- Engaging administration leaders
- Bill tracking
- Direct advocacy
- Education

As retail's voice in California, no one else has CRA's experience to advocate for issues that affect the bottom line of our members. CRA tracks **hundreds of bills** that move through the State Capitol and actively advocates on many of them. We engage in issues such as the CCPA (California Consumer Privacy Act), online marketplaces, food/product delivery, packaging, ports and many more. CRA **drives the conversation** with policy makers so they understand the impact over regulation can have on California's consumers, economy and jobs.

CRA Committees and Task Forces

Your membership in CRA gives you a voice in the halls of the State Capitol and in local governments across the state. CRA advocates for issues important to Retail Members and Retail Associates. We focus on promoting public policy that is good for California's consumers, California's economy and California's workforce.

Involvement in CRA's committee and task forces gives more power to your voice within CRA. For each committee or task force, members are kept informed of and are asked to provide feedback on key issues within the subject area. Committee participation is reserved for CRA members only (or their representative).

YOU get to decide what committees are relevant to your business and future goals. The option to choose what committees you take part in offers flexibility of choice to best tailor CRA's member opportunities to your company. In addition to being flexible, the committee and task forces are collaborative. CRA welcomes your feedback regarding the key issues CRA should tackle. If a current task force doesn't fit your company's needs, we welcome suggestions for additional committee or task forces.

CRA strives to work not just for, but with your company. Increasing your involvement in CRA's member program through committees helps us help you. Our members' feedback is invaluable, and we welcome the opportunity to collaborate with our members on the numerous legislative and policy issue areas relevant to California.

Cal RETAIL Foundation

Outside of our committee and task forces, CRA is developing a retail non-profit, Cal RETAIL Foundation, with the goal to bring together thought leaders, policy makers and stakeholders who impact the retail industry in California. The Foundation will focus on strategic initiatives and educational events that "tell the retail story" and help educate policy makers on the real impact of regulations in California. For more information on the foundation (and how to get involved), please contact CRA at cra@calretailers.com.

CalRETAIL PAC - Political Action Committee

CRA is an effective voice for retail, but to continue our advocacy success, which is important to our members, we must increase our ability to support candidates who are philosophically aligned with our positions. CalRETAILERS is a separate entity formed by members of CRA to make contributions to candidates for California's elected office and is an essential component of our overall strategy which includes active involvement of our members in legislative districts and local jurisdictions and effective persuasion by our advocates in the State Capitol and in City Halls across California. CalRETAIL PAC also includes member only events with elected officials and candidates for elected office.

Committee and Task Forces

ALCOHOLIC BEVERAGE TASK FORCE | Alcoholic beverage-related legislation and regulation including taxes, sales restrictions, fees, reporting, licensing, labeling and signage. Wine, beer and spirits are covered.

BEVERAGE CONTAINER RECYCLING TASK FORCE | CA aluminum, glass & plastic beverage container recycling legislation, regulations, legal issues and programs including CRV increases, processing fees, store signage, producer labeling, zoning requirements and program expansion to new products or containers.

CHAIN DRUG COMMITTEE | All issues related to pharmacies including OTCs, Pharmaceuticals, sales restrictions, labeling, signage and reporting requirements.
***Additional fees required*

DRONE TASK FORCE | All issues relating to drones, privacy, licensing and use.

ENERGY TASK FORCE | Energy legislation, CARB regulations, legal issues and programs including conservation, direct access, efficiency standards for electrical products.

ENVIRONMENTAL AND SUSTAINABILITY TASK FORCE | Legislation and regulation affecting California's plastic and packaging laws.

FOOD & GROCERY TASK FORCE | Food and grocery store related legislation, regulation, legal issues and programs including food safety, labeling, signage, sales restrictions, California Food Code updates and recalls.

GREEN CHEMISTRY TASK FORCE | Actively reviews and provides comments on emerging Green Chemistry regulations proposed by the California Department of Toxic Substances Control, such as private label, manufacturing and retailer definitions, product bans and sales restrictions.

LEGAL - PROP 65 TASK FORCE | Prop 65 legislation, regulations and legal issues. Other legal issues such as legislation affecting tort reform, unfair business practices and weights & measurements.

LEGISLATIVE COMMITTEE | Reviews positions on proposed legislation and regulations affecting members of the Association.

LOSS PREVENTION/ORGANIZED RETAIL CRIME TASK FORCE | Loss prevention-related legislation and regulations including organization retail crime, background checks, shoplifting, trespass, camera surveillance and solicitation. Includes Proposition 47.

POLITICAL ACTION COMMITTEE | Assists with political outreach and funding priorities for the Association PAC *** must be a PAC member at the maximum level.*

PREDICTIVE SCHEDULING WORKING GROUP | Legislation and local ordinances affecting employee scheduling.

PRIVACY COMMITTEE | Legislation affecting retailer customer privacy issues (data retention, data breaches, identity theft, RFID); including CCPA.

PUBLIC AFFAIRS COMMITTEE | Bi-weekly calls regarding all legislative, regulatory, political and legal issues in addition to alerts, notification and opportunities for feedback to the association on an as needed basis.

STRATEGIC POLICY COUNCIL | Develops long term strategic initiatives to further tell the “retail” story. Helps define emerging non-traditional issues that could impact retail such as homelessness, housing, education, etc.

TAX TASK FORCE | Legislation, regulations and legal issues including tax increases, expansion of sales tax to services, collection, audits and affected products.

WORKERS' COMPENSATION TASK FORCE | Legislation, regulatory and legal issues in the area of workers' compensation.

Why Invest in CRA

Influence



When policy is being shaped and debated, you have a voice at the table and experienced advocates by your side. Your investment in CRA gives you that.

Community



CRA is connected, both in California and nationally. You want to be part of a powerful community that works together to impact issues that affect business in our state. Your investment in the CRA gives you that.

Access



CRA policy experts are part of your team! As a CRA member, you have access to know what is happening under the dome or in city halls across the state. You receive insight on the political landscape providing you with knowledge and information that give you an edge in your business decisions.

Return On Investment



Your partnership advances CRA's influence, which in turn helps you have a strong voice representing retail to policy makers. CRA's voice promotes issues that advance retail in California and protects from those that can impact the retail climate in the state.

Exclusive Benefits

CRA MEMBERSHIP HAS PRIVILEGES. AS A MEMBER YOU CAN:

- ✓ Participate in committees and workgroups
- ✓ Get exclusive updates on policy and regulations that affect retail in California
- ✓ Invitations to exclusive policy and political calls to strategize on maximizing CRA's influence
- ✓ Opportunity to participate in region-specific programs

Current Issues

CRA IS ACTIVELY ENGAGED IN SEVERAL LEGISLATIVE/REGULATORY ISSUES INCLUDING:

CALIFORNIA CONSUMER PRIVACY ACT

CRA closely monitors CCPA and represents retail in the State Capitol and with the California Attorney General. CRA has been an active participant in the process and works to engage our members to ensure the current CCPA and any changes to the measure in the future, have the perspective of retail and how it can affect the consumer retail experience in California.

CALIFORNIA AIR RESOURCES BOARD

CRA monitors and engages on proposed new rules and regulations that may impact members companies. We make sure to stay up to date and comment on changes that could impact our members and ensure the retail voice is considered as issues are debated.

LOYALTY REWARDS PROGRAM

CRA has been instrumental in the public affairs campaign, led by the California Chamber of Commerce, to ensure loyalty rewards programs are not eliminated through burdensome proposed legislative regulations. CRA President Rachel Michelin was interviewed on KFBK 1530AM/93.1 FM Radio earlier this year about CRA's involvement. Visit the CRA website to learn more and listen to the segment.

DYNAMEX - INDEPENDENT CONTRACTORS

CRA was actively engaged as “Dynamex” moved through the legislative process and we continue to work with interested parties as the issue continues to evolve. CRA wants to ensure employees are protected but also that consumers can still access services they can come to rely on and enjoy.

PACKAGING AND SUSTAINABILITY

CRA is engaged in policy discussions around the dual legislation titled the “California Circular Economy and Plastic Pollution Reduction Act” which requires CalRecycle to adopt regulations that mandate covered entities to reduce single-use packaging and priority single-use plastic products and ensure that, by 2030, those products are recyclable or compostable. The proposed policy requires a 75% reduction by 2030 of waste generated from single-use packaging and priority single-use plastic products in the state. This policy also declares it is the policy goal of the state that by 2030 manufacturers and retailers of single-use packaging and products achieve a 75% reduction in the amount of waste generated. CRA is on the front lines collaborating with policy makers on making consumer products environmentally sustainable while still ensuring the products consumers expect from their retailer is still available in the state.

CRA policy papers, legislation and regulatory trackers are available to our members through our MEMBERS ONLY website portal. Join today, so you can be up to date on policies that are affecting retail in our state.

Join Today!

IF YOU WOULD LIKE TO JOIN CRA'S PREMIER MEMBERSHIP:

Please call our office at **916-443-1975** to talk with someone on our team or send an email to **cra@calretailers.com** and we will respond shortly. Please provide your name, title, company name, phone number, email address and a brief description of the services and/or products your company provides/sells as well as your company's website.

We hope you will consider being a part of the only statewide trade association representing all segments of the retail industry. CRA is the industry's most significant voice in California's public policy arena, at the State Capitol, in City Halls and with regulatory bodies across the state.