



President's Message

There may be less than two weeks left in 2019, but the CRA team is busier than ever preparing for the start of the second year of the 2019-2020 legislative session. This year was jam-packed with legislative and regulatory work and 2020 is expected to be even more hectic with the primary and general elections in addition to a series of special elections.

Since joining CRA as President and Chief Executive Officer at the start of 2019, we have made significant progress streamlining member communications, building the retail brand in California (including the launch of our new logo and website earlier this year) and working with state legislators to win significant amendments to legislation that could negatively impact retailers both large and small who do business in California.

This year saw an unprecedented number of legislative threats to the retail and business community and CRA successfully stopped many of them. In the final months of the 2019 Legislative Session, CRA succeeded in fighting a ban on printed receipts, ensuring there was NOT a Private Right of Action (PRA) in CCPA and defeating a gender pricing bill – CRA stopped the gender pricing bill from even getting out of committee! CRA succeeded in winning significant amendments to key bills making them far less problematic for retailers; most notably bills creating a comprehensive program to reduce waste resulting from product packaging and a measure to regulate pay and benefits for third party delivery drivers. CRA also succeeded in passing legislation to benefit our members, including the CRA-sponsored AB 147 (Burke) to implement the Wayfair decision and establish tax fairness for all retailers.

CRA collaborated with the California business community to stave off measures that would have required employers to provide unemployment insurance for labor strikes, subject employers to private-party prosecution over tax filings and create burdensome new notification requirements for employers. The complete list of CRA's legislative wins can be viewed on our [online member portal](#).

But the fight for California retail is far from over and your investment in CRA helps our success on the very important work ahead in 2020. This includes working with the State Attorney General on compliance issues related to the implementation of the California Consumer Privacy Act (CCPA), advocating for Retail as the CCPA 2.0 initiative is debated in the State Legislature, along with numerous other privacy related bills that may be introduced, fighting ballot initiatives through our Political Action Committee, including a new privacy initiative and the split roll tax.

We are anticipating an active legislative year in 2020. As we approach the elections, look for bills that were defeated to be resurrected, including the PRA in CCPA, Gender Pricing, more bills focused on consumer privacy that go further than CCPA or the AG regulations, as well as bills targeted on labor, taxes and a host of other issues that impact retail in California.

As always, CRA looks to work with retailers and affiliates in the retail arena to broaden CRA's voice to policy makers and regulators in California— both in the State Capitol and on the regulatory front. Please do not hesitate to reach out directly if I or anyone on the CRA team can help your company get engaged with CRA and our advocacy programs. As a busy 2020 approaches, I hope you will consider joining CRA. We need your input, your perspective and your voice as we fight on your behalf before regulating bodies across California, the 5th largest economy in the world.

Looking forward to a productive 2020.

Sincerely,

Rachel