



Empowering Your Voice for California Retail

CRA Committees, Task Forces and Working Groups

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 member 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 candidate for elected office.

COMMITTEE, TASK FORCES and WORKING GROUPS

In order to be inclusive and responsive as possible to our member companies, we are asking members to sign up to serve on committees, task forces and/or working groups to assist the CRA team with policy strategy.

We encourage members to include subject matter experts, when possible. Number of committees/task forces is contingent on membership investment level. Please contact the Association office at 916/443-1975 for more information.

DESCRIPTIONS

Task Forces - Used for email feedback on specific policy issues where the CRA team needs input. In limited cases, there may be an occasional phone call.

Committees - Will convene via conference call on a semi-regular basis to provide input on CRA positions and other expertise related to the subject area. In certain cases, committees may have limited number of participants and serve at the discretion of the CRA Board.

Additional Investment -- Some committees are covered under a company's annual investment. If that is not the case, companies will be invoiced for an additional investment in order to participate on that committee. Please contact the CRA office for more details.

Political Action Committee -- This committee requires an additional investment into either the CRA PAC and/or Issues Committee. Please contact the CRA office for more information.

CRA Foundation -- this 501c3 arm will work to educate policy makers on issues related to the retail industry in California. Additional contribution to the Foundation is required.

CRA COMMITTEES, TASK FORCES AND LIST SERVES

Cal RETAIL Foundation (additional investment required)

Cal Retail PAC (additional investment required)

COMMITTEES AND TASK FORCES

Chain Drug Committee (additional investment required)

Labor and Workforce Development (i.e. AB 5; Independent Contractors)

Legislative Committee (additional investment required)

Local Government Affairs Committee

Environmental Sustainability Committee

Privacy Committee

CRA LIST SERVES

Alcoholic Beverage

Energy and Transportation

Food and Grocery

Green Chemistry/ Prop. 65

Housing and Homelessness

On-line Marketplace

Organized Retail Crime

Predictive Scheduling

Tax Issues