

WHY JOIN

California Retailers Association

California is the largest state economy in the nation, 5th largest in the world and is a diverse retail market full of legislative and regulatory issues that impact every retailer doing business in the state.

CRA members have a voice in the halls of the State Capitol and with local governments across the state on issues important to the retail industry in the largest market in the United States. CalRetailers promotes public policy that is good for California's consumers, good for California's economy and good for California's workforce.

The California Retailers Association 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.

**PROTECT CALIFORNIA'S RETAIL INDUSTRY
AND YOUR BOTTOM LINE. YOUR INVESTMENT
STRENGTHENS RETAIL'S VOICE.**

WE ARE STRONGER TOGETHER.



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About the CRA



With CRA's team of experts and statewide network, members have **access to insights** on how the legislative landscape will **impact their bottom line**, not just in the State Capitol, but in major cities and counties in California.

Our advocacy **amplifies retail's voice** as legislation, regulation and ordinances are introduced and debated. Members receive **up to date intel** on issues that impact their California business, their bottom line and potentially business decisions in other states.

Associate Members

Our membership includes companies who support the retail industry through our Associate Member Program. These members represent distribution centers, vendors and suppliers, commercial property owners and other industry related businesses.

Albertsons/Safeway is a big part of California's retail industry and one of California's largest employers. Being part of the CA Retailers Association is critical to staying in business. The CRA team's knowledge, expertise and involvement in day to day policymaking and regulatory matters helps us stay on top of issues in such a large state.

- ALBERTSONS/SAFEWAY

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

CRA tracks **hundreds of legislative bills** that move through the State Capitol and actively advocates on them. We engage in issues such as the CCPA (California Consumer Privacy Act), online marketplaces, food/product delivery, packaging, employment issues, ports and many more. CRA **drives the conversation** with state and local policy makers so they understand the impact over regulation can have on California's consumers, economy and jobs and California's retail industry.



CRA Committees and Task Forces

Involvement in CRA's committee and task forces gives power to your voice within CRA. For each committee or task force, members are kept informed and asked to provide feedback on key issues within the subject area.

CRA strives to work not just for your company, but WITH your company. Our members' feedback is invaluable, and we welcome the opportunity to collaborate with members on the numerous legislative, regulatory and policy issue areas relevant to California's retail industry and business climate.

Visit www.calretailers.com for the full list of committees and task forces.

Walgreens offers a wide variety of products and services to our patients & customers which increases the number of regulatory and legislative proposals impacting our business. CRA makes the tracking of those proposals easier for us with their daily member updates, issue summits and forums and thought leadership on important issues affecting our business.

- WALGREENS

Policy Priorities

CRA IS ACTIVELY ENGAGED IN SEVERAL POLICY/REGULATORY ISSUES INCLUDING; BUT NOT LIMITED TO:

- ✓ Alcohol Beverage Control
- ✓ CA Air Resources Board
- ✓ CalRecycle
- ✓ Cal/OSHA
- ✓ COVID-19
- ✓ Energy
- ✓ Environmental Sustainability
- ✓ Food Service/Grocery
- ✓ Healthcare
- ✓ Homelessness
- ✓ Housing
- ✓ Employee Issues
- ✓ Local Government Issues
- ✓ Packaging
- ✓ Paid Leave
- ✓ Pharmacy/Chain Drug
- ✓ Privacy
- ✓ Prop. 65
- ✓ Taxes
- ✓ On-line Marketplace
- ✓ Organized Retail Crime
- ✓ Workers Compensation

Exclusive Benefits

CRA MEMBERSHIP HAS PRIVILEGES.

- ✓ Access to over ten professional lobbyists advocating on behalf of retail
- ✓ Over 15 committees and work groups
- ✓ Exclusive alerts on policy and regulations that affect retail in California
- ✓ Invitations to exclusive policy and political virtual events
- ✓ Opportunity to participate in region-specific programs (i.e. Los Angeles, San Francisco, Fresno, San Diego, etc.)
- ✓ Opportunity to serve in CRA leadership
- ✓ Robust digital media advocacy campaigns
- ✓ Monthly policy and regulatory calls and bi-weekly newsletters
- ✓ Access to CRA's local government affairs program
- ✓ Specific lobbying activities on pharmacy and chain drug issues

The California Retailers Association is essential for an essential retailer like The Home Depot. We partner on legislation to support common sense laws that will improve the lives of all Californians from Del Norte to San Diego. Our 57,000 associates in California trust that we are advocating on their behalf on policy issues like fighting organized retail crime, compliance, and keeping associates and customers safe during day to day operations.

- HOME DEPOT

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 and email address.

Why Invest in CRA

Influence



When policy is being shaped and debated, retail is at the table and experienced advocates are protecting and promoting the industry and your bottom line.

Community



CRA is connected, both in California and nationally. CRA members are part of a powerful community that works to impact issues that affect business in California.

Access



CRA policy experts are part of your team! CRA members have access to what is happening under the Capitol dome or in city halls across the state. Members receive insight on the political landscape providing knowledge and information that give members an edge in business decisions in the 5th largest economy in the world.

Return On Investment



In the last legislative session, CRA came out on top with many of our priority legislative and regulatory issues despite numerous COVID-19 challenges including defeating several bad for business legislation:

AB 1066 Unemployment compensation: benefits payable: collection.

Vetoed by the Governor

Position: Oppose

AB 3216 Unemployment: rehiring and retention: state of emergency.

Vetoed by the Governor

Position: Oppose

SB 972 Corporation taxes: disclosure.

Vetoed by the Governor.

Position: Oppose

Read all of our legislative and regulatory wins at <https://calretailers.com>

CRA also helped prevent retail from shutting down in the second wave of COVID-19 restrictions in CA.