

# 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, 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.**



1121 L Street, Suite 607  
Sacramento, CA 95814

(916) 443-1975

[cra@calretailers.com](mailto:cra@calretailers.com)

[CalRetailers.com](http://CalRetailers.com)

# 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/supply chain 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](http://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/Paid Leave/Predictive Scheduling
- ✓ Local Government Issues
- ✓ PAGA Reform
- ✓ Supply Chain/Ports/Warehousing
- ✓ 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 events (in person and virtual)
- ✓ 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!

Please call our office at **916-443-1975** to talk with someone on our team or send an email to **[cra@calretailers.com](mailto:cra@calretailers.com)** and we will respond shortly. Please provide your name, title, company name, phone number and email address.