

# Independent Retailer and Business Partner Affiliate Program

California represents the 5th largest economy in the world and is home to the largest retail market in the United States. Retail, and those associations that support the industry, contribute billions of dollars to California's economy and provide millions of jobs for California residents. All in one of the most regulated states in the nation.

Working together, the California Retailers Association, our small, independent retailers and our business partners are a solid force when it comes to advocating to state and local elected bodies and regulatory boards on issues that could not just have significant impacts on business operations, but also significant impact on California's consumers. By working together, this alliance can promote proposals that increase business growth in the state and proactively advocate for issues that can have a significant impact on California's quality of life in their local communities.

## CRA AFFILIATE PROGRAM BENEFITS:

- **A VOICE IN SACRAMENTO** - Each year lawmakers introduce between 3,000 and 5,000 bills. CRA collaborates with the Governor, Attorney General, legislators and their senior staff to ensure retail interests are protected. CRA not only defends the industry against onerous legislation, but proactively identifies and strategically seeks solutions to long-term issues of concerns to the retail industry and our business partners.
- **A PARTNER IN LOCAL GOVERNMENT** - CRA actively engages in local jurisdictions, monitoring initiatives in City Halls that can have potential impacts at the local level and partners on advocacy at the local level where many regulations and policies impacting business start.
- **A VOICE FOR REGULATORY ISSUES** - CRA advocates in front of more than twenty-five boards and agencies, such as CalOSHA, the California Air Resources Board, CalRECYCLE, Cal EPA and many more. Many issues are not legislative, they are regulatory. These appointed boards impose immense power on businesses and require very targeted advocacy, the type of advocacy CRA excels in. We alert members on any proposed legislation that could impact their business and advocate to ensure the impacts are minimum, if any at all.

CRA encourages member involvement through our committees, task forces, meetings and conference calls. Each month, CRA hosts our "members only" policy calls updating on relevant issues related to retail at the state and local level. In addition to the calls, members receive legislative updates and monthly newsletters. The level of detail on California specific policies is something you cannot find anywhere else. In addition, we have several committees ranging from Privacy, Environmental Sustainability, Labor, Retail Theft and Local issues (City and County). We welcome CRA members and their subject matter experts to participate.



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# About the CRA



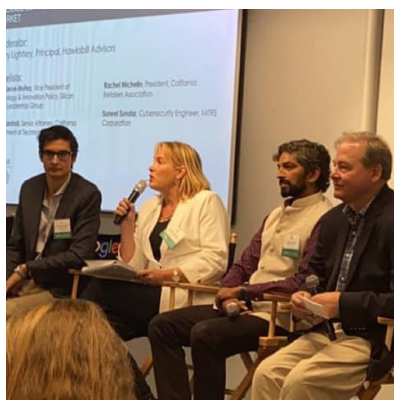
With CRA's team of experts and statewide network, members have **access to insights** on how the policy landscape will **impact their bottom line**, not just in the State Capitol, but in major cities and counties in California.



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 and their bottom.

## 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), retail theft, 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.



CALRETAILERS.COM  
Associated Press: DAs, retailers say California needs tougher retail theft law - California Retailer's Association



# 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 our members, but WITH our members. Our members' feedback is invaluable, and we welcome the opportunity to collaborate 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.

## 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/Retail Theft
- ✓ Workers Compensation



# Highlights of CRA's Local Advocacy and Outreach Efforts

Locally, CRA has had enormous influence with policies and regulations coming out of California's cities and counties of all sizes. We continue to have a major impact on Los Angeles and San Francisco where we have hosted and participated in meetings with District Attorneys, Police Chiefs, Mayors, City Council members, Boards of Supervisors and Planning Commissions where we shaped and, in many cases, determined policy outcomes on everything from Organized Retail Crime, Premium Pay, COVID-19 regulations and more. Highlights of our local team's advocacy and outreach at the local level include:



Providing testimony at numerous city council and county board of supervisor meetings throughout the state defeating 13 local premium pay mandate ordinances alone in just a few short months in 2021.



Monitoring, updating and providing guidance for our members in real time on the myriad of differing vaccine and mask mandates between counties and cities across the state



Leading the effort to oppose local proposals to ban helium balloons



Engaged in over 700 local ordinances due to the COVID-19 pandemic including numerous and different paid sick leave ordinances across cities and counties.



Submitting letters and testifying on a wide range of issues affecting local business including:

- o Transportation Demand Management (TDM) Ordinance - City of Palo Alto
- o Warehouse Indirect Source Rule (ISR) - South Coast Air Quality Management District (SCAQMD)
- o Predictive Scheduling- Cities of San Diego, Los Angeles and County of Los Angeles
- o Paid Sick Leave- County of Los Angeles
- o Green Zoning- County of Los Angeles



## CRA Responds to South Coast Air Quality Management District's Passage of Warehouse Indirect Source Rule

FOR IMMEDIATE RELEASE  
Contact: Sarah Polio Moo (916) 410-7505

CRA Responds to South Coast Air Quality Management District's Passage of Warehouse Indirect Source Rule  
Rule will substantially impact California's businesses and consumers and weaken the state's economic recovery



TO: County Public Health Directors  
County Public Health Officers  
County Supervisors

FROM: The Undersigned Organizations

DATE: June 8, 2021

RE: Uniting Behind California's June 15 Reopening Date

# Affiliate/Independent Retailer Membership Benefits

- ✓ **Discounted Membership Dues:** A discounted investment that still provides California Retailers Association membership benefits, including:
  - o Legislative and regulatory updates
  - o Opportunity to participate in CRA policy committees and working groups
  - o Monthly policy calls
  - o Opportunity for advocacy roles, through CRA, at the state level (i.e., testify before committee, special hearings, etc.)
  - o Opportunity to join statewide and regional coalition campaigns
- ✓ **Opportunity to participate** in the CalRetailers Asset Protection/Retail Theft committee
- ✓ **Opportunity to engage** on CRA public outreach campaigns focused on impacting state and local issues affecting our business climate
- ✓ **Political Engagement:** As part of the CRA Affiliate program, CRA members are part of a broad base network and can participate in CRA political activities. An additional contribution is required to the CalRetailers Political Action Committee or the CalRetailers Issues Committee
- ✓ **Access to CalRetailers MEMBERS-ONLY** communications including newsletters, action alerts, political analysis and other member communication benefits
- ✓ **Discounted tickets** to CRA events and conferences
- ✓ **Opportunity to participate** in CRA update calls and issue specific events

The Independent Retailers/Affiliate member program is a win-win partnership for our independent retailers and other affiliates as we advocate for a better business environment in California.

# Membership Form

CalRetailers is committed to supporting our Independent Retailers in California and those affiliates who they engage with. As a result, we have several local chambers, affiliates and small businesses who collaborate with CRA as part of the Independent Retailer/Affiliate program. This investment is based on the number of employees, or the number of businesses represented.

## RATES FOR INDEPENDENT RETAILERS (UP TO THREE LOCATIONS)

### NUMBER OF EMPLOYEES

### ANNUAL INVESTMENT

1 – 50	\$100.00
250 – 500	\$250.00
501 – 1000	\$500.00
Over 1000	\$1000.00

## RATES FOR AFFILIATE MEMBERS

### NUMBER OF MEMBERS

### ANNUAL INVESTMENT

1 – 250	\$250.00
250 – 500	\$500.00
501 – 1000	\$750.00
Over 1000	\$1000.00

Make your check payable to the California Retailers Association and return this form with your payment.

Name of Retailer/Affiliate Member: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Number of employees/members: \_\_\_\_\_

Phone: \_\_\_\_\_ Webpage: \_\_\_\_\_

Executive Contact: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Membership Investment: \$\_\_\_\_\_

Check enclosed ☐

Need an invoice? Want to pay by credit card? Call Ryan at 916-443-1975