

# CALIFORNIA RETAILERS ASSOCIATION



The California Retailers Association is recognized as the most significant voice representing the retail industry in California's public policy arena, at the State Capitol, in City Halls and with regulatory bodies across the state. Policy makers, community leaders and valued stakeholders recognize CRA's critical role in shaping public policy and influencing regulatory issues important to the profitability of retail, from all shapes and sizes. CRA members know their active participation in the Association adds value to our collective representation before public policy makers, regulatory boards and commissions, national stakeholders and as a key influencer with the media.

Our mission is to promote, preserve and enhance the retail industry in California. We protect the industry by taking significant leadership positions in the development of public policy and regulatory measures that impact our members and the business climate in our state as a driving force for California's economy. The California Retailers Association represents a quarter of the state's employment and \$330 billion worth of gross domestic product each year.

California retailers are invested in the communities we operate in and are committed to our team members and the customers we serve. The retail industry is a leader in environmental responsibility, retail theft/organized retail crime, workforce development, privacy and other important policy issues that impact the business climate in the state.

The California Retailers Association members and team stand ready to work with policy makers on thoughtful, forward-thinking policies and initiatives that protect California's consumers, economy and jobs.

Retailers are leaders and these policy papers highlight how California's retail industry is leading on issues important to California's consumers. We welcome the opportunity to work on these and other important policy issues that can continue California's dominance as the 4th largest economy in the world.

The California Retailers Association looks forward to working with you.

Rachel Michelin  
President + CEO  
California Retailers Association