



# 2025 SACRAMENTO ADVOCACY DAYS

## CRA Members Only

The Citizen Hotel  
926 J Street  
Sacramento, CA 94814

**Tuesday, February 11 – Wednesday, February 12, 2025**

### **TUESDAY, FEBRUARY 11, 2025 – Day One**

- 9:00 am Cal Retailers Member networking breakfast/Overview of day's advocacy sessions and messaging.
- 10:00 am **California Retailers Leading the Charge for Environmental Responsibility**  
Engaging California's policy makers in discussions on environmental issues is essential to building an informed approach to sustainable practices. As an industry, retail is already making strides in sustainability, from reducing packaging waste to implementing eco-friendly practices, which align with the state's ambitious environmental goals. Educating lawmakers on these ongoing efforts highlight how current industry initiatives already support the intentions behind recent legislation, such as Senate Bill 54, which aims to reduce single-use plastics, and Senate Bill 707, focused on improving recycling infrastructure. Additionally, ensuring forthcoming CalRecycle regulations and other proposed environmental policies avoid burdening consumers with increased costs is crucial to maintaining a balanced approach. By working together, retailers and policy makers can support policies that continue California's environmental progress while promoting cost-effective solutions.
- 11:00 am Break
- 11:15 am **California's 2025-2026 Legislative Landscape: Retail Challenges and the Trump Effect**  
Learning from and discussing with California political experts on the 2024 General election offers valuable insights into the broader national political landscape and California's specific role within it. California voters, with their unique demographics and policy preferences, sent clear messages through their voting choices, impacting not only national races, but significant local elections and statewide initiatives. These results provide takeaways on voter priorities, policy trends and turnout patterns that could shape future elections and public policy strategies. Governor Gavin Newsom's position as a high-profile state leader may position him as a potential figure in the 2028 presidential election, signaling evolving dynamics in both California and national politics. For the retail industry, preparing for political engagement at both the state and federal levels ensure CRA remains influential in policy discussions, advocating for issues that impact CRA members and the communities they serve.

- 12:15 pm **LUNCH – Senate President Pro Tem Mike McGuire** *(invited)*
- 1:30 pm **Navigating the AI & Privacy Tightrope: California's Challenges for Retail Innovators**  
Engaging CRA members and legislators in conversations around privacy and artificial intelligence (AI) is crucial to creating balanced policies that support innovation while protecting consumer rights. The retail industry has taken proactive steps to prioritize privacy and responsible AI usage, such as adopting transparent data practices and carefully implementing automated decision-making technologies. Recent California legislative proposals such as laws impacting children’s data privacy and workplace protections, coupled with Governor Newsom’s executive order on AI in 2024, further underscore the state's commitment to responsible AI governance. Ensuring upcoming policies do not unduly raise costs for consumers or overly burden innovation is essential as regulations evolve. Additionally, potential federal actions or the future Trump administration could shape AI policy nationally, underscoring the importance of state-level preparedness and coordinated industry advocacy to maintain a fair regulatory landscape.
- 2:30 pm Break
- 2:45 pm **Retail Reality Check: Navigating California’s Labor and Workforce Challenges**  
Facilitating dialogue between CRA members and policy makers on labor and workforce development issues is vital to advocating for policies that support workers while maintaining affordability for consumers. The retail industry, employing over 2 million Californians, has proactively implemented job training programs, career development pathways and flexible work policies to foster workforce growth and resilience. Recent legislation affecting labor costs, such as staffing quotas, workplace violence prevention regulations and expanded paid leave, pose challenges for retailers striving to maintain affordability. Educating policymakers on existing industry efforts and barriers to employment can help influence regulations focused on workforce protections without increasing costs for consumers or prevent job creation in the state. By working collaboratively, retailers and policy makers can develop solutions that support a skilled, safe workforce and a competitive retail landscape.
- 3:45 pm Break
- 4:00 pm Recap of day’s discussion.
- 4:30 pm Day one concludes
- 5:30 pm **California Retailers Association Legislative Reception/Retail Champion of the Year Awards**  
Venue: Smic’s (<https://www.smicsbarsacramento.com/>) - 1200 K Street Suite 8, Sacramento  
The California Retail Association's Legislative Retail Champions of the Year Awards honor outstanding state legislators who demonstrated exceptional commitment to supporting the retail industry and advancing policies that foster a productive environment for California’s retailers. This prestigious award recognizes leaders who understand the importance of balancing regulatory and economic interests, ensuring that California’s retail sector can thrive while supporting the needs of consumers, workers and communities. Honorees are celebrated for their proactive stance on key industry issues and their dedication to fostering collaboration between policymakers and the retail industry. The awards provide an opportunity to acknowledge and thank these champions for their contributions to a thriving California retail landscape.
- 6:00 pm Program/Awards

## **WEDNESDAY, FEBRUARY 1, 2023 – Day Two**

- 9:00 am Cal Retailers Member networking breakfast/overview of day's advocacy sessions and messaging.
- 10:00 am **Breaking the Chains: Navigating Business Regulations; Paving the Way for Reform**  
In 2023, California had over 420,000 regulations on the books, claiming the title as the most regulated state in the nation. The regulatory environment has become more rigorous for businesses, with government involvement in virtually every aspect of business practices. Frustration and costs have increased as compliance has become more difficult and expensive. As government continues to add new regulations and adopt stricter enforcement posture, it is important for policy makers understand the role they have on oversight to appointed regulatory bodies and the impact on the business climate in the state. This session provides an opportunity for dialogue on the regulatory challenges in California. From CalOSHA to CPPA to CalRecycle and beyond, legislators need to and want to hear about regulatory obstacles retailers face and suggestions on legislation to provide oversight to the process providing much needed regulatory streamlining and accountability.
- 11:00 am Break
- 11:15 am **Closing the Loop: Unpacking California's EPR Programs for a Sustainable Future**  
The landscape of Extended Producer Responsibility (EPR) programs in California is continuously evolving, and their implications for the retail industry are ever increasing. California's stringent environmental goals are leading to more and more EPR policies that hold producers accountable for the lifecycle of their products—from design and production to disposal and recycling. As these policies reshape operational practices, retailers must navigate compliance while balancing sustainability goals and financial impacts. During this hour, CRA members can share the operational and financial challenges EPR programs pose, including the logistical complexities of product take-back programs, partnerships with waste management entities and the financial implications of these additional responsibilities while also offering innovative solutions and compliance strategies. This session provides a unique opportunity for CRA members to showcase the best practices and emerging solutions they are adopting to meet EPR requirements and explore opportunities for collaboration with policymakers, aiming to create a circular economy and reduce California's waste footprint.
- 12:15 pm **LUNCH – Assembly Speaker Robert Rivas** *(invited)*
- 1:30 pm **Breaking Down Barriers: Tackling Employment Challenges in California**  
California retailers offer team members many opportunities for personal development and growth of people skills. Soft skills such as teamwork, problem solving, communication and adaptability are highly transferrable into other industries and occupations. Recent studies show that over 75% of retail team members saw growth opportunities as a benefit of working in the retail field and CRA members provide opportunities to engage in work that is variable, interpersonal, social and satisfying while receiving stable wages, extensive benefits, and valuable experience. CRA supports policies that promote workplace flexibility and economic growth, but caution on policies and regulation that intrude on relationships with team members, impact operations, undermine employees' privacy rights and lead to unnecessary costs. Unfortunately, policies coming from state, local government and regulatory boards jeopardize innovative employment programs and lead to opportunities evaporating in California, especially in underserved communities. The good news is there are ways for collaboration and impactful public/private partnerships if retailers and policymakers work together on policies focused on job addition, not job subtraction.

2:30 pm Break

2:45 pm **Navigating the Flow: Unlocking Opportunities in California's Goods Movement & Warehouse Sector**

This session examines the complexities of California's goods movement and supply chain, focusing on the critical role it plays in the retail industry and the broader national economy. As one of the largest gateways for imported goods into the United States, California's ports, highways and railways are vital links in the retail supply chain, facilitating the movement of goods to consumers across the country. CRA members and policymakers will discuss and socialize alternatives to counter California's ridged environmental regulations, port congestion, labor dynamics and evolving policies impacting efficiency, cost and environmental footprint of the supply chain, as well as the state's economic health.

3:45 pm Break

4:00 pm **California Crunch: Navigating the Cost-of-Living Squeeze on Consumers**

This timely conversation explores California's high cost of living effect on consumers, with a focus on housing, energy, food and other necessities and the intersection with California's unique political and regulatory environment. As one of the most expensive states in the U.S., California continues to experience affordability challenges due to policies that shape housing supply, wage standards and business regulations. Considering the recent 2024 presidential election results, CRA members and policy makers will also examine the potential federal policy shifts and how they might influence state-level efforts to address affordability and economic inequality in California.

5:00 pm Day two concludes.