

A YEAR OF IMPACT & ADVOCACY EXCELLENCE

CALIFORNIA RETAILERS:
Advocating, Leading, Achieving in 2025



Your Investment, Your Victories: The CRA Difference

The California Retailers Association delivered exceptional value for its members in 2025, successfully defending against harmful legislation while securing critical regulatory relief. Through strategic advocacy, coalition building, and direct engagement with state leadership, CRA protected millions in potential costs while positioning the retail industry as an essential voice in California's policy landscape.

Major Legislative & Regulatory Victories

CRA successfully opposed or significantly amended numerous bills that would have imposed severe operational and financial burdens on retailers.

CRA - Working for our Members!

- **Pharmacy Staffing Flexibility:** AB 1503 victory changed the ratio from 1:1 to 3:1, enabling cost savings and improved access to care.
- **Compostable Packaging Extension:** 18-month additional runway for product labeling compliance, aiding operational planning.
- **Extended Producer Responsibility Leadership:** CRA's team positioned to lead California's textiles EPR program (SB 707), reinforcing retail expertise at the policy table. CRA also represents the industry as a member of SB 54, Packaging EPR, Advisory Committee.
- **Negotiated Gift Card policy to benefit consumers and retailers:** CRA worked directly with the Governor's office and the author to secure important amendments to align with the priorities of CRA members.

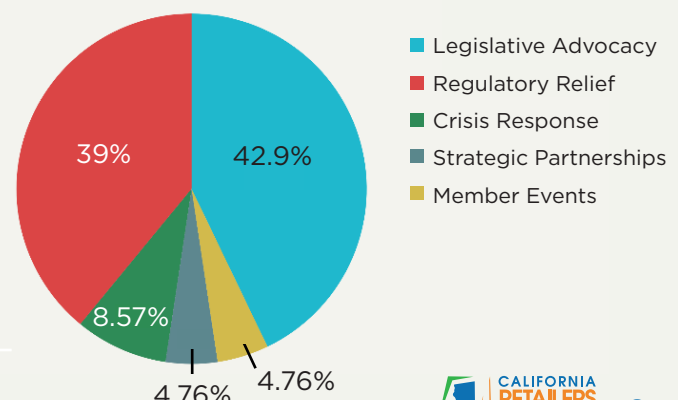
Crisis Response & Member Support

- **Wildfire Relief Coordination:** Streamlining disaster support and stakeholder partnership during Southern California's 2025 wildfires.
- **CIPA Reform Initiative:** Advocacy to protect members from abusive privacy lawsuits, reducing litigation risk and compliance costs.

By the Numbers: Membership ROI

- **Millions Saved:** Unfunded mandates blocked, directly benefiting members' bottom line.
- **Delayed regulatory deadlines:** Avoiding unnecessary costs.
- **Direct Access:** Policy engagement at the highest levels.
- **50+ Legislative Bills:** Monitored and influenced by CRA.

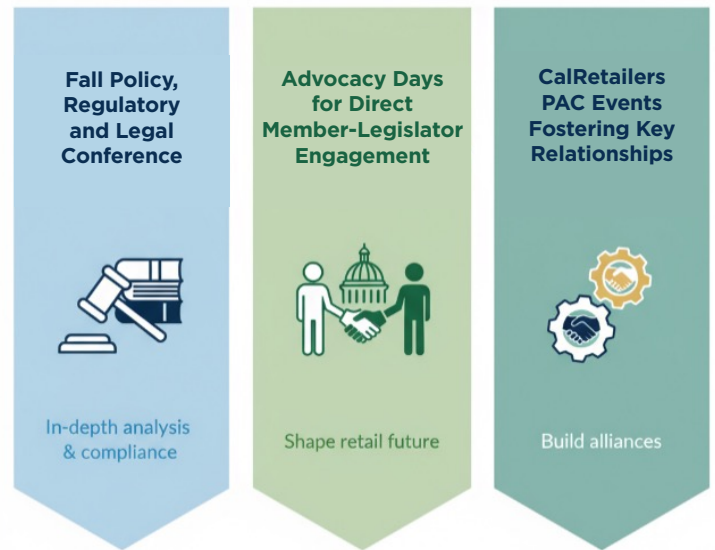
CRA Member Services: Adjusted Value Breakdown



Member Engagement & Visibility

Exclusive Access Events

- **Fall Summit** with Key Legislative members, CalRecycle Director Zoe Heller and CPPA Executive Director Tom Kemp.
- **Advocacy Days** for direct member-legislator engagement.
- **Cal Retailers PAC events** fostering key relationships.



Media & Communications Impact

In 2025, the California Retailers Association (CRA) dramatically elevated its media presence and public influence through robust communications strategies, national coverage in leading outlets, highly visible conference appearances, and expanded recognition of policy leaders supporting retail.



Highlights

✓ National Media Coverage:

- CRA President Rachel Michelin participated in the Port of Los Angeles monthly media event, providing expert commentary on supply chain and regulatory issues to outlets like Bloomberg News' Supply Lines newsletter, Los Angeles Daily News, and The American Journal of Transportation.
- CRA President Rachel Michelin spoke on freight/logistics challenges, regulatory policy, inflation impacts, and tariffs at press events and in televised interviews, including on CBS affiliates and in major supply chain and industry publications.

✓ Conference Speaking Roles:

- CRA President Rachel Michelin was a featured panelist at the Sustainable Apparel & Textiles Conference in New York, alongside CalRecycle Director Zoe Heller, drawing national attention to SB 707, the new California Textile Recovery Act.
- CRA team members joined workshops and annual business conferences, highlighting legal, policy, and sustainability challenges facing retailers at the state and federal level.
- Was a premier contributor to the California Business Outlook Dinner, Sacramento's most prominent legislative business gatherings as presenters and discussion leaders, where CRA President Rachel Michelin spoke on retail crime, ORC and cargo theft.

✓ Legislative Champions Awards & Recognition:

- CRA's annual Legislative Reception and Advocacy Days featured the presentation of the prestigious "Legislative Retail Champions of the Year" awards, honoring lawmakers who have supported smart retail policy and strong business climates in California. This event enabled members to network directly with policymakers and elevated CRA's policy influence.

✓ Broader Advocacy & Social Impact:

- CRA's work and member-driven stories around disaster response, economic contributions, and industry resilience were amplified both regionally and nationally demonstrating leadership during Southern California wildfires and in support for workforce and supply chain solutions.

2026: Critical Challenges & Strategic Priorities

Legislative Landscape

Proactive member engagement to address:

- Privacy AI Expansion & Dynamic Pricing
- Antitrust Revolution
- Environmental Regulations
- Workplace Mandates
- Budget Pressures

Regulatory Challenges

- Extended Producer Responsibility Programs
- Climate Disclosure Rules
- Supply Chain Regulations



Governor Gavin Newsom, Speaker Robert Rivas, Senate President PRO Tem Mike McGuire, CRA President Rachel Michelin plus members of the State Legislature at the bill signing for the most significant Retail Theft package in California history.

The CRA Advantage: Why Membership Matters More Than Ever

Investment in Your Success

CRA membership is a strategic investment in protecting the retail business, shaping policy, and championing retail's future. The association's wins in 2025 and priorities for 2026 underscore the critical role of collective advocacy.

Looking Forward: Stronger Together

CRA delivers results: blocking harmful mandates, shaping workable regulations, amplifying retail's \$180 Billion economic impact, and maintaining access to top decision-makers.

The challenges facing California retail in 2026 are significant, but CRA's track record proves that strategic, coordinated advocacy delivers results.

From preventing costly mandates to securing operational flexibility, your membership investment generates measurable returns while positioning the industry for long-term success.



Join Committees

- Privacy
- Environment
- And Many More
- Supply Chain
- Legislative



Sponsor Events

- Fall Summit
- Advocacy Days
- PAC Events



Direct Advocacy

- Comment Periods
- Meet Legislators
- Coalition Calls



Together, we will continue to:

- ✓ Defeat harmful legislation before it becomes law or work to make policy workable.
- ✓ Shape regulations to be streamlined and affordable.
- ✓ Build coalitions that amplify retail's economic impact.
- ✓ Provide exclusive access to decision-makers who affect the retail business daily.

Your membership in CRA isn't just an investment, it's your competitive advantage in California's complex policy and regulatory environment.

Thank you for being a CRA member. We are stronger together.