



CALIFORNIA RETAILERS ASSOCIATION Policy, Regulatory & Law Summit **WORKING AGENDA + SUBJECT TO CHANGE**

📍 San Diego, CA | 📅 September 27–29, 2026
(Optional EPR & Sustainability Summit: Tuesday Afternoon)

Program Overview

Each session translates California policy, enforcement, and litigation trends into practical operating strategy across pricing, data, workforce, product compliance, and environmental obligations.

CLE Credit: This program is designed to qualify for approximately 9.0 hours of California MCLE credit. Final credit amounts subject to State Bar approval.

SUNDAY | SEPTEMBER 27

3:00 – 5:00 PM | VIP Welcome Reception (Invitation Only)

A curated gathering of CRA Board members, policymakers, and key partners - designed to foster early alignment and high-value connections ahead of the formal program.

5:00 – 7:30 PM | Opening Reception & Fireside Conversation

A candid, nonpartisan discussion on California's economic outlook, enforcement priorities, affordability challenges, and the state's expanding regulatory and environmental footprint, setting the tone for the Summit.

MONDAY | SEPTEMBER 28

7:30 – 8:30 AM | Breakfast & Welcome

8:30 – 10:00 AM | From Policy to Price Tag: Environmental Mandates, Product Claims & the Real Cost of Compliance

California's environmental requirements are no longer theoretical - they directly impact product design, packaging decisions, pricing strategy, and consumer-facing claims. Retailers are navigating a complex environment where sustainability standards, recycling claims, and producer responsibility programs intersect with enforcement and litigation risk. This session brings together regulators, legal experts, and industry leaders to unpack how these rules are being implemented in practice and where companies are most exposed.

10:00 – 10:20 AM | Connection Break

10:20 – 11:50 AM | Pricing in the Crosshairs: AI, Personalization & the New Rules of Consumer Protection

The tools driving modern retail - dynamic pricing, personalization, and AI-enabled marketing - are now at the center of regulatory scrutiny. What was once viewed as innovation is increasingly being evaluated through the lens of fairness, transparency, and consumer harm. This session explores how regulators, legislators, and plaintiffs are approaching pricing and AI-driven decision-making and what that means for retailers.

12:00 – 1:30 PM | Lunch

1:30 – 3:00 PM | Data Is Liability: Privacy, Cybersecurity & the Frontline of Consumer Protection

Retailers are managing vast amounts of consumer data, and expectations around how that data is collected, used, and protected are rapidly evolving. From tracking technologies to breach response, both regulators and plaintiffs are focused on where companies fall short. This session cuts through the noise to focus on what matters most - where enforcement is heading, how litigation is evolving, and what practical steps companies should take now.

3:00 – 3:20 PM | Connection Break

3:20 – 4:50 PM | The Lawsuit Playbook: How Retail Is Being Targeted and How to Stay Ahead

Retailers are increasingly facing coordinated, high-volume litigation that blends consumer protection, privacy, pricing practices, and sustainability claims. These cases are not isolated; they are part of a broader strategy that can scale exposure quickly across the enterprise. In this session, leading litigators and in-house counsel will break down how these cases are built, where companies are most vulnerable, and what defenses are working. This is a must-attend for anyone responsible for anticipating risk before it turns into costly litigation.

TUESDAY | SEPTEMBER 29

7:30 – 8:30 AM | Breakfast

8:30 – 10:00 AM | The Workforce Risk Equation: Compliance, Litigation & Operational Reality

California's workforce rules are complex and increasingly driven by litigation. Wage-hour exposure, evolving workplace standards, and multi-site operations are creating a risk environment that goes far beyond traditional HR compliance. This session focuses on what's actually happening on the ground: how enforcement is unfolding, where litigation is heading, and how retailers can build systems that are both compliant and operationally realistic.

10:00 – 10:20 AM | Connection Break

10:20 – 11:50 AM | Competition, Cost & Scrutiny: Pricing and Market Strategy in a New Regulatory Era

Retailers are operating in an environment where pricing decisions, vendor relationships, and market strategy are being examined through both competition and consumer protection lenses. At the same time, rising regulatory costs, including environmental compliance, are putting pressure on margins. This session explores how these forces are converging, what regulators are focused on, and how companies can navigate pricing and partnership decisions in a way that is both competitive and defensible.

12:00 – 1:30 PM | Closing Session & Lunch | What Comes Next: Turning California Risk into National Strategy

California doesn't just create policy - it creates the playbook the rest of the country follows. This closing session connects the dots across regulation, enforcement, and litigation, translating them into a clear set of priorities for the year ahead.

OPTIONAL ADD-ON

EPR & Environmental Sustainability Summit

 Tuesday | 1:00 – 4:00 PM

A deeper working session focused on the operational realities of environmental compliance from packaging and product requirements to sustainability claims, enforcement, and litigation risk.
