

CALIFORNIA RETAILERS' ASSOCIATION

presents

CALIFORNIA RETAIL POLICY & LAW SUMMIT

September 27–29, 2026

Gaylord Pacific Resort & Convention Center | San Diego, California

WHERE CALIFORNIA RETAIL RISK BECOMES NATIONAL STRATEGY

✓ **CLE ACCREDITATION PENDING** Approximately 6.25 California MCLE credit hours (General).

ABOUT THE SUMMIT

California is the world's fourth-largest economy and the largest retail market in the United States. What happens in California does not stay in California - its legislative, regulatory, and litigation environment shapes business strategy, compliance obligations, and risk management for every retail brand that operates within its borders.

The California Retail Policy & Law Summit is the premier gathering for retail executives, general counsel, government affairs professionals, policymakers, regulators, and leading practitioners. Designed for retail brands that must navigate California's complex and ever-evolving legal landscape, this Summit delivers in-depth, actionable intelligence on the regulatory, litigation, and policy developments defining the future of retail.

From artificial intelligence and consumer protection to privacy, environmental regulation, employment law, and antitrust, legal and policy developments originating in California increasingly set the national agenda. Attending this Summit means your organization arrives prepared - not surprised.

SUNDAY, SEPTEMBER 27**5:00 PM 7:00 PM****OPENING RECEPTION****CALIFORNIA 2027: LEADERSHIP, POLICY & THE CA RETAIL LAW CENTER****MONDAY, SEPTEMBER 28****7:30 AM 8:30 AM****BREAKFAST & WELCOME BY SAN DIEGO MAYOR TODD GLORIA****8:30 AM 9:30 AM****SESSION I | FROM THE CAPITOL TO THE CHECKOUT: A CONVERSATION WITH CALIFORNIA LEGISLATORS**

California policymakers are confronting some of the most consequential questions facing the state: How do we make California more affordable while maintaining strong protections for workers and consumers? How do we encourage economic growth and investment while addressing concerns about privacy, technology, sustainability and corporate accountability? And how can policymakers avoid unintended consequences when new laws move from the Capitol into the real world?

This candid conversation focuses around the policy and political forces shaping California's business environment from the perspective of legislators representing communities from the Bay Area, Los Angeles and the Central Valley, who bring their distinct regional perspectives and experience on issues ranging from affordability and economic development to consumer protection, housing, workforce and regulatory policy.

The discussion will look beyond individual bills to explore how legislators approach competing policy priorities, what they are hearing from their constituents about affordability and the economy, where the business community can be a more effective partner, and what retailers and their legal teams should be watching as California's policy landscape continues to evolve.

KEY TOPICS

- Affordability, the cost of living and the cost of doing business in California
- Balancing consumer and worker protections with economic growth and competitiveness
- The growing impact of technology, data and AI on public policy
- How legislators evaluate the real-world consequences of proposed laws and regulations
- What makes business advocacy effective — and what doesn't
- Opportunities for retailers and policymakers to find common ground
- Emerging issues likely to shape the next legislative session

PANELISTS: Assemblywoman Anamarie Ávila Farías, Co-Chair, Problem Solvers Caucus

Assemblywoman Jessica Caloza, Member, Econ Dev, Growth & Household Impact Committee

Assemblyman Rick Zbur, Chair, Assembly Democrat Caucus + Privacy Committee

MODERATOR: Letica Garcia, Director, California Retailers Association

9:30 AM 9:50 AM	NETWORKING BREAK
9:50 AM 10:50 AM	SESSION II ✓ CLE: 1.0 HR GENERAL THE FUTURE OF PRICING, PERSONALIZATION & CONSUMER PROTECTION Artificial intelligence, personalized loyalty programs, dynamic pricing, and digital marketing have transformed how retailers engage with consumers. California is now writing the rules for this new commercial environment, and those rules will define acceptable practice for every national retailer. This session examines the collision of retail innovation with California's aggressive consumer protection and privacy enforcement regime, providing a forward-looking assessment of where the legal risks lie and how to stay ahead of them. KEY TOPICS → Artificial intelligence in retail: where the legal risks emerge → Personalized pricing, loyalty programs, and the limits of consumer consent → Dynamic pricing transparency requirements and potential liability → California's evolving consumer protection theories and their national implications → The CCPA's expanding enforcement agenda and what it means for digital retail → Class action exposure in AI-assisted customer engagement → Building compliance architecture for the next generation of retail technology PANELISTS: Joanna Rosen Forster, Crowell & Moring LLP Merrit Jones, Bryan Cave Leighton Paisner LLP Angela Levin, Vice President of Regulatory Law, Albertsons Companies MODERATOR: Danielle Hohos, Senior Vice President and Deputy General Counsel, Williams-Sonoma, Inc.
10:50 AM 11:10 AM	NETWORKING BREAK REMARKS FROM SAN DIEGO MAYOR TODD GLORIA
11:10 AM 12:10 PM	SESSION III ✓ CLE: 1.0 HR GENERAL PRIVACY, CIPA & DIGITAL RETAIL RISK California is the undisputed center of privacy regulation and privacy-related litigation in the United States. The California Invasion of Privacy Act (CIPA) and the California Consumer Privacy Act (CCPA/CPRA) have generated a wave of high-stakes class actions that are reshaping how retailers operate their websites, apps, and advertising technology stacks. This session delivers a comprehensive briefing on where the litigation and regulatory risk is concentrated and what national retailers must do now to manage exposure. KEY TOPICS → The CIPA litigation explosion: current case law, damages theories, national reach → CCPA enforcement priorities and the 2026–2027 rulemaking agenda → Ad-tech, pixel tracking, and website litigation: where liability is materializing → Data governance frameworks that withstand regulatory scrutiny → Artificial intelligence and emerging privacy obligations → Managing third-party vendor risk in the California privacy environment → Preparing for the next wave of privacy regulation

	PANELISTS: Meredith C. Slawe, Skadden, Arps, Slate, Meagher & Flom LLP Paul Martino, Partner, Hunton Andrews Kurth LLP MODERATOR: Ryan Allain, Vice President, Government Relations, California Retailers Association
12:15 PM 1:30 PM	LUNCH
1:30 PM 2:45 PM	SESSION IV ✓ CLE: 1.25 HRS GENERAL THE CALIFORNIA ENVIRONMENTAL LITIGATION PIPELINE: SB 343 AND THE FUTURE OF ENVIRONMENTAL MARKETING CLAIMS California's environmental regulatory framework has become a major driver of retail litigation risk. The ongoing SB 343 litigation, challenging the state's authority to restrict recyclability claims on consumer packaging, has national implications for how brands communicate with consumers about their environmental commitments. This session offers an in-depth review of the SB 343 litigation and examines the broader landscape of environmental marketing claims, regulatory authority, and legal risk facing national retailers. KEY TOPICS → Current litigation posture, key rulings, and what to expect next in the SB 343 case → Environmental marketing claims: what California now prohibits & what remains permissible → Administrative law constraints on agency environmental rulemaking → Constitutional dimensions of state-level environmental marketing restrictions → Extended producer responsibility obligations for national brands under SB 54 → How SB 343's outcome will redefine environmental marketing compliance nationwide PRESENTERS: Trenton H. Norris, Partner; Hogan Lovells Alexander C. Tablan, Associate, Hogan Lovells
2:45 PM 3:05 PM	NETWORKING BREAK
3:05 PM 4:05 PM	SESSION V MANAGING CALIFORNIA'S REGULATORY STATE: DTSC AND CALRECYCLE Brands operating in California navigate one of the most complex regulatory environments on earth - one that requires simultaneous compliance across dozens of overlapping state agency mandates. From DTSC chemical restrictions to product stewardship, the web of obligations is growing and enforcement coordination between agencies is intensifying. This session provides practical enterprise-level guidance brands need to manage this environment effectively. KEY TOPICS → DTSC and Safer Consumer Products: high-risk product categories and reformulation obligations → Prop 65 and DTSC overlap: coordinating chemical compliance across both frameworks → CalRecycle and extended producer responsibility: packaging obligations PANELISTS: Katherine Butler, Director; CA Department of Toxic Substance Control

California Retail Policy & Law Summit		September 27–29, 2026 San Diego, CA	
		Cara Morgan, Deputy Director; CalRecycle; Materials Management MODERATOR: Sarah Pollo Moo, Vice President, Sustainability Compliance and Operations, California Retailers Association	
4:05 PM – 4:15 PM		REFRESHMENT BREAK	
4:15 PM - 5:15 PM		SESSION VI ✓ CLE: 1.0 HR GENERAL "Sticker Shock: The Pricing Regulations and Lawsuits Reshaping California Retail" California retailers face an unprecedented convergence of pricing-related legal risks. State and federal surveillance pricing initiatives threaten dynamic pricing and even loyalty programs, while reference pricing class actions—more than 300 filed in the last two years alone—continue to flood California courts. Add to that a growing wave of fee-transparency litigation targeting everything from "shipping protection" to processing fees, resulting in a legal environment where virtually every price tag, strikethrough, and line item is a potential class action trigger. This session delivers a focused, practical deep-dive into the pricing fights that matter most right now: where the exposure is greatest, how enforcement priorities are shifting, and what retailers should do to build pricing practices that can withstand plaintiff and regulatory scrutiny alike. KEY TOPICS → California's surveillance pricing bill: how proposed state legislation threatens loyalty programs, targeted discounts, and personalized offers → Reference price litigation: 10 years and 500 cases later, these claims are still going strong → Fee transparency and drip pricing: the emerging class action and regulatory theories targeting handling fees, shipping protection, and service charges → Compliance Tips: Building pricing and promotional practices that hold up to both plaintiff scrutiny and regulatory review PRESENTERS: Stephanie A. Sheridan, Partner; Ballard Spahr LLP Meegan Brooks, Partner; Ballard Spahr LLP	
Evening free for private dinners and networking			
TUESDAY, SEPTEMBER 29, 2026			
7:30 AM 8:30 AM		BREAKFAST	

8:30 AM 9:30 AM

SESSION VII | THE ANATOMY OF A WIN: WHAT IT REALLY TAKES TO STOP A BILL IN SACRAMENTO

Stopping legislation in Sacramento is hard. Stopping a high-profile bill with powerful supporters, significant political pressure and momentum behind it is even harder for the business community. So, what makes a legislator willing to vote no? Using CRA's successful 2026 campaign to defeat Assembly Bill 2564 the controversial "surveillance pricing" legislation as a real-world case study, this candid conversation will examine advocacy from the perspective we rarely hear: the legislators who are casting the votes.

Panelists will take attendees behind the scenes of a difficult legislative fight and discuss what they experienced as the debate over AB 2564 intensified. What arguments broke through? When did technical and operational expertise matter? How important were direct conversations with retailers? What distinguished useful information from political noise? And what happens when legislators face competing pressure from leadership, interest groups, constituents and stakeholders while trying to determine whether a complicated proposal is good public policy? The discussion will also examine why successful advocacy begins long before the final floor vote.

AB 2564 provides a case study in how legal analysis, operational expertise, coalition building, grassroots engagement, direct lobbying and sustained relationships can work together to change the trajectory of legislation. For lawyers, compliance professionals and business leaders, the lesson is particularly important: you do not have to be a lobbyist to have an impact on public policy. The people who understand how a proposal will affect customers, employees, technology and business operations can often provide legislators with the most compelling information in a legislative debate.

With a new legislative session approaching, this conversation will turn the lessons of one major victory into a playbook for more proactive and effective advocacy in 2027.

KEY TOPICS

- Inside the vote: What legislators are weighing when they are being asked, and pressured, to vote for or against controversial legislation.
- What breaks through the noise: The difference between advocacy that legislators remember and the flood of emails, talking points and political pressure that often surrounds a major bill.
- Expertise as advocacy: Why lawyers, compliance executives, operators and other subject-matter experts can be uniquely persuasive when legislation has complicated real-world consequences.
- Relationships before you need the vote: Why effective advocacy cannot begin when a bill reaches the floor and how credibility built over time affects difficult votes.
- Giving legislators the tools to vote: How data, examples, constituent impact and clear explanations of unintended consequences can help policymakers withstand pressure surrounding controversial legislation.
- From defense to offense: How businesses can identify emerging policy threats earlier, engage while proposals are still taking shape and build proactive advocacy strategies before positions become entrenched.
- The 2027 playbook: What companies should be doing now to prepare their legal, compliance and operational teams to engage effectively in California's next legislative session.

PANELISTS: Assemblywoman Tina McKinnor, Chair, LA Caucus; Member, Privacy + Environmental and Toxic Materials Committee
Senator Laura Richardson, Assistant Majority Whip

MODERATOR: Rachel Michelin, President + CEO, Cal Retailers Association

9:30 AM 9:50 AM	NETWORKING BREAK
9:50 AM 10:50 AM	SESSION VIII ✓ CLE: 1.0 HR GENERAL Session 2: "Death by a Thousand Suits: The Litigation Threats Retailers Can't Ignore" Retailers are facing a growing wave of class actions, mass arbitrations, and government enforcement actions—many built around technical violations of laws never designed for today’s retail environment. Song-Beverly and gift card claims are catching retailers off guard online and at the register. Email subject-line litigation threatens millions of dollars in statutory penalties. Influencer and social-media marketing are creating new exposure around endorsements. Nationwide litigation is seeking refunds of tariff-related charges. And AI and social media are giving plaintiffs’ lawyers powerful new tools to identify claims, recruit claimants, and pursue them at unprecedented scale. This session will provide a view from the litigation trenches of the claims retailers are facing now, how the plaintiffs’ playbook is evolving, and where the next wave of retail litigation may come from. KEY TOPICS → The new plaintiffs’ playbook: how AI, technology, and social media are changing claim identification, plaintiff recruitment, and the scale of litigation and mass arbitration → Email subject-line litigation: the emerging wave of statutory claims, and how seemingly routine marketing emails can create outsized exposure → Retail transaction traps: the resurgence of Song-Beverly and gift card litigation → Influencer and social-media litigation: emerging claims involving endorsements, disclosures, and affiliate relationships → Tariff litigation: the developing wave of consumer lawsuits seeking refunds of tariff-related charges from retailers → Mass arbitration at scale: how technology and new plaintiff-acquisition strategies are changing the economics and mechanics of mass claims PRESENTERS: Stephanie A. Sheridan, Partner; Ballard Spahr LLP Meegan Brooks, Partner; Ballard Spahr LLP Andy Medlin, Vice President and General Counsel; Hot Topic, Inc.
10:50 AM 11:10 AM	NETWORKING BREAK
11:10 AM 12:10 PM	SESSION IX FROM THE CAPITOL TO THE COURTROOM: CALIFORNIA RETAIL’S LEGAL & POLITICAL RISK AHEAD In California, the distance between a bill introduced in the Capitol and a lawsuit landing on a retailer’s desk can be remarkably short. For retail legal teams, understanding what is happening in Sacramento is no longer just a government affairs function it is an essential part of managing litigation exposure, compliance risk and the cost of doing business in California. CRA President & CEO Rachel Michelin takes attendees behind the scenes of a consequential year for California retail: the legislation CRA stopped or reshaped, the regulatory battles that could fundamentally change retail operations, the litigation CRA

entered on behalf of its members, and the political and legal forces driving California’s increasingly complex risk environment.

This strategic conversation focuses on intersection of policy, politics and legal risks of how decisions made in Sacramento ultimately reach the general counsel’s office. How can seemingly small changes in statutory language create significant class-action or enforcement exposure? When should the industry challenge a law or regulation in court rather than simply comply? And where can legal expertise help stop problematic policy before it becomes statute, regulation or the next theory of liability?

And the conversation goes both ways. What is keeping retail legal teams up at night? Where are companies seeing new litigation or enforcement trends before they reach the policy radar? What California laws or regulations are creating the greatest operational or compliance headaches? What issues should CRA be preparing to fight, fix or proactively address in 2027 and what are we missing?

KEY TOPICS

- From Policy to Liability: How legislative and regulatory decisions can create new litigation, enforcement and compliance exposure for retailers.
- CRA’s 2026 Wins & Lessons Learned: Where CRA stopped, changed or challenged policies and what those battles tell us about the environment ahead.
- When Advocacy Becomes Legal Strategy: Using legal expertise earlier to identify unintended consequences, shape legislation and reduce downstream risk.
- California’s Changing Political Landscape: What shifting politics, priorities and players in Sacramento mean for retail and why California developments increasingly have national implications.
- The 2027 Risk Radar: Emerging issues in consumer protection, privacy, AI, environmental regulation, workplace policy and litigation that retail legal teams should have on their radar now.
- What Are We Missing? An interactive conversation with retail counsel about litigation trends, compliance pain points and emerging risks—and where CRA should focus its advocacy, regulatory and litigation resources next.

PRESENTER: Rachel Michelin, President + CEO, California Retailers Association

12:15 PM 1:30 PM

CLOSING LUNCH | ✓ CLE: 1.25 HRS GENERAL

CALIFORNIA RETAIL’S 2027 RISK RADAR - POLICY, POLITICS & WHAT’S COMING NEXT

As one legislative session ends, the next wave of bills, regulations, enforcement theories and litigation risks is already taking shape. What should retail legal and business leaders be watching now and what might be coming that isn’t yet on everyone’s radar?

We’ll close the Summit by looking around the corner. A panel of retail policy, legal and business leaders will separate the noise from the issues that could genuinely change the risk equation for retailers in 2027 and beyond. They’ll explore where California policymakers and regulators may go next, what plaintiffs’ attorneys are testing in the courts, which compliance challenges are about to become real-world operational problems, and how the state’s changing political environment could reshape the agenda.

But this isn’t just about predicting the next fight. It’s about being ready for it.

Where should retailers be playing defense and where is there an opportunity to go on offense? Which issues require legal, government affairs and business teams to start

working together now? And how can brands use their expertise and experience to influence California policy before the rules are written and the lawsuits are filed?

You'll leave San Diego not simply knowing what happened, but with a sharper sense of what's coming next, what deserves your attention and where the retail industry has an opportunity to shape the outcome.

KEY TOPICS

- The 2027 Watch List: The legislative proposals, political dynamics and emerging policy ideas most likely to affect retail.
- Already in Motion: Regulations, implementation deadlines and enforcement developments that could create new compliance challenges in 2027.
- Follow the Litigation: Where plaintiffs' attorneys are focusing, which legal theories are gaining traction and what could become the next California retail target.
- What Aren't We Talking About Yet? Emerging risks and unexpected issues that may not be on the retail industry's radar but should be.
- Defense or Offense? Where retailers should prepare to mitigate risk, where the industry has an opportunity to shape the debate and when litigation may need to be part of the strategy.
- Influence Before Implementation: How legal, government affairs and business teams can work together to shape California policy before proposals become compliance obligations or litigation exposure.

PANELISTS: Rachel L. Conn, Chair, California Practice, Partner, Conn Maciel Carey
Jenna Rode, Counsel, Hunton Andrews Kurth LLP
Josh Moore, Vice President of Litigation, Retail Industry Leaders Assn.

MODERATOR: Sarah Pollo Moo, Vice President, California Retailers Association

CONFERENCE ADJOURNS | 1:30 PM

CLE CREDIT SUMMARY

Total California MCLE Credit Hours: approximately 6.25 hours (General); California is a 60-minute credit hour state.