

# 2023 CSRA Annual Meeting

Kona Kai Resort & Spa/San Diego, CA

## PROGRAM

### **TELLING THE RETAIL STORY**

#### **Sunday, August 13, 2023**

12 N – 4 pm                      **Registration**                      *Kona Kai Lobby*

#### **Monday, August 14, 2023**

8 am – 5:30 pm                      **Registration**                      *Kona Kai Lobby*

9 am                      **CSRA Board of Directors Meeting (invitation only)** *La Jolla*

11:30 am – 1:30 pm                      **Women Retail Leaders Luncheon & Networking**    *Coronado*

#### **“Why Women Should Rule the World”**

**Speaker:    Dee Dee Myers**

*Senior Advisor to the Governor of California and Director of the Governor’s Office of Business and Economic Development; Former White House Press Secretary to President Clinton*

*And Featuring the premiere of the “The Power of Women in Retail” Video*

*Generously supported by:*



2:00 pm – 4:30 pm                      **CSRA Annual Meeting (SRAs only)**                      *Point Loma 2*

#### **“Telling the Retail Story Workshop”**

**Speaker:    Gerry Sandusky, The Sandusky Group**

*Before you can influence an audience, you have to connect with an audience. Part of the secret to masterful presentations, testimony or public speaking is learning the art of storytelling. The influence is invisible because a well-constructed and told story does the work for you. Gerry will show you how to leverage the invisible influence, so it feels like magic. Gerry brings 35 years of working in TV, 25 years of coaching clients and 16 years as the play-by-play voice of the Baltimore Ravens to provide insight, experience, and strategies to the room.*

6:00 pm                      **Welcome Reception on the Beach**                      *Kona Kai Beach*

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## **Tuesday, August 15, 2023**

7:30-8:15 am      **Buffet Breakfast**      *Point Loma 3*

8:15- 11:30 am      **General Session**      *Point Loma 2*  
*Moderated by: Rachel Michelin, California Grocers Association*

8:15 am – 9:15 am      **“Retail Economic Outlook”**

**Speaker:**      **Mark Mathews, Vice President, Research Development & Industry Analysis**

*As we move towards the all-important holiday season for retailers, Mark will discuss the current state of the retail economy, the health of the consumer and the impact of those two factors on retail businesses. He will also touch on some of the key trends we are seeing in terms of consumer attitudes and behavior.*

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9:15 am – 10:00 am      **“Retail Gets Real” Live Podcast**

*Join us at the 2023 CSRA conference as NRF’s [“Retail Gets Real”](#) records live on stage. Join the conversation on how state retail associations are critical in telling retail’s story in their state houses and in their local communities. As part of the live studio audience, you are invited to share your story and ask questions of the podcast host and panelists, and collectively vocalize the important role SRA’s play in helping the industry succeed.*

*[Retail Gets Real](#) is a weekly podcast that features unfiltered, insightful conversations with the industry’s most interesting people. It showcases retail executives, industry experts, entrepreneurs and influencers discussing trends, their career stories, and the future of retail.*

**Moderator:**      **Bill Thorne, SVP, Communications & Public Affairs, National Retail Federation**  
**Host of [Retail Gets Real](#)**

**Panelists:**      **Rachel Michelin, California Retailers Association**  
**Gordon Gough, Ohio Council of Retail Merchants**  
**Scott Shalley, Florida Retail Federation**

10:00 am      **Refreshment Break**

10:15 am – 11:15 am      **“Retail and Artificial Intelligence”**

**Speakers:**      **Michael Mattmiller, Senior Director, Microsoft &**  
**Justin Goldberger, Vice President, Technology Policy, RILA**

A look at how AI will shape the future of retail and government, and what states should be doing to get ready.

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11:15 am – 1:30 pm Private Sessions with the SRAs . . .

RED Point Loma 1
BLUE La Jolla
PURPLE Bay

CSRA retail partners will have the opportunity to have private discussions with SRA Executives who will be divided into three rooms – self-selected into Blue, Purple and Red States based on the political balance of their Statehouse. There will be a scheduled amount of closed session time to discuss a variety of topics with the SRAs – public policy, hot issues, strategy, corporate affairs, etc. Retail partners will be encouraged to provide collateral materials. Discussion will provide critical feedback from like-minded SRA executives on roadblocks and opportunities in their states.

11:15 am – 1:30 pm Concurrent Roundtable Issues Session Coronado

Retail partner teams and SRA leadership will have the opportunity to participate in moderated discussions on legislative/regulatory topics facing the retail industry.

1:30 pm – 3:00 pm Lunch and Afternoon Hospitality on the Kona Kai Lawn

You asked for more networking time! Join us for lunch and a full afternoon of networking with the retailers at their cabanas. A relaxed, collegial and worthwhile working afternoon.

6:00 pm – 8:30 pm Reception/Dinner on the USS MIDWAY

Join us on the flight deck of the USS Midway, the longest-serving aircraft carrier in the 20th century. We will enjoy great food, drink and music under the San Diego stars. It will be an evening to remember!

Transportation departs Kona Kai Resort Lobby at 5:30 pm

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Wednesday, August 16, 2023

8:00 am Continental Buffet Breakfast Point Loma 3

9:00 – 10:00 am General Session Point Loma 2
Moderated by: Scott Shalley, Florida Retail Federation

“Strong Leadership in the Midst of Chaos”

Speaker: Cassandra Walker Pye, President, Lucas Public Affairs

Humility, transparency, and urgency are the keys to successfully steering an organization -- big or small -- through the challenges that come. Whether a global pandemic, legislation failing in your state, a downturn in the economy or political turmoil, leaders need the skills to adapt and pivot while inspiring confidence in those they are leading. A true leader knows crisis requires unreal solutions by breaking the barriers to what’s possible, accepting the unknowns and devising ways to lead through it. Unprecedented times require leaders to make tough choices, make decisions without clarity and provide a

strategy for those they lead. Good leaders understand strategies may fail or may require constant iterations every day and week. However, the simple act of sharing a strategy can reduce anxiety, build trust, establish credibility, and provide direction.

Join the conversation on how to be an effective leader in the midst of chaos. Leave with fresh ideas and inspiration on leading when things seem out of control - or at least out of your control.

10:00 am – 11:00 am

**Pharmacy’s Role in Advancing Health Care Access & Equity**

**Panelists:**

- Rachel Michelin, California Retailers Association**
- Rob Karr, Illinois Retail Merchants Association**
- Jill McCormack, National Association of Chain Drug Stores**
- Terry Talbott, R.Ph., CVS Health**

*Pharmacies are the nation's most accessible health care provider. Ninety percent of the population lives within 5 miles of a pharmacy. In addition, 74% of community pharmacies are in communities with populations of less than 50,000. Patients visit pharmacies 2 to 9 times more often than their primary care physician. With the growing primary care physician shortage, pharmacies can fill the gaps in healthcare access and improve health equity in both rural and urban underserved communities.*

*States are considering making the health care services allowed in pharmacies through the federal PREP Act during COVID permanent. This panel will address the resources that are available to SRAs to help ensure patients continue to have widespread access to healthcare services in pharmacies. These include vaccinations, testing, and therapeutics COVID-19, flu, and other common illnesses. The panel will also share best practices in messaging that have worked for your colleagues; discuss advocacy pitfalls to avoid; and prepare you to walk away with strategies to advance your efforts on behalf of your pharmacy members.*

11:00 am - 12:30 pm

**Lunch**

**Point Loma 1**

**“What We Are Hearing: Republican and Democratic Perspectives on California (And its Impact on the Rest of the Country)”**

**Speakers:**

- Tom Ross, President & CEO; Swing Strategies**
- Jim Ross, Principal; Telegraph Public Relations**

*Political consultants Tom and Jim Ross give the Republican and Democratic perspectives on the likely policy responses to the challenges faced by retail. This includes steps the government may take to deal with organized retail crime, homelessness, infrastructure, and other issues facing the State of California and how it extends to other states across the United States, including how the 2024 presidential election will impact election priorities at the state and local level.*

*Generously supported by:*

