



From corner store to city supermarket, our Association proudly supports a grocery industry that nourishes the nation's most populous state. Whether by creating hundreds of thousands of jobs or by providing healthy food options, we believe food creates communities and connects all Californians.



**SUPPLIER  
MEMBERSHIP  
BENEFITS**

Join Today!



# Networking & Events

As a relationship-driven industry, the Association delivers numerous grocery-focused events and opportunities to network, learn and collaborate with fellow colleagues.

Whether it's the largest gathering of California's grocery industry at CGA Strategic Conference or a fun-filled morning on the golf course, our slate of events provides the opportunity to make fast friends and tend to existing relationships.

## **CGA STRATEGIC CONFERENCE**

The CGA Strategic Conference is the most productive, well-attended, annual gathering of the California grocery industry. From innovative speaker presentations to roundtable discussions led by industry experts and thought leaders, attendees leave with inspiration and tools to improve and advance their businesses.

All conference exhibitors and sponsors receive face-to-face meetings with key retail executive and buyers representing the largest supermarket chains and independent grocery stores in California, giving you a venue in which presentations can be made, relationships forged and deals finalized.

Social events such as breakfasts, luncheons and evening receptions provide an opportunity to meet with industry peers in a relaxed setting.

Members receive a \$500 discount on exhibit space as well as a 5% discount on registration.

## **GOLF TOURNAMENTS**

CGA and the CGA Educational Foundation annually hosts golf tournaments for industry peers to build professional relationships and to support great causes.

The Independent Grocers Golf Tournament brings together independent grocers and industry suppliers for a day of golf and networking each June. The CGA Educational Foundation's Top Shot @ Topgolf raises funds to benefit the college scholarship, tuition reimbursement and industry education programs.



## **INDEPENDENT OPERATORS SYMPOSIUM**

The Independent Operators Symposium is specifically designed for independent grocery company owners and their suppliers. It offers a unique opportunity to gather in a relaxed setting, share industry best practices and learn successful new strategies to grow and sustain your business. Join fellow independent operators, wholesalers and suppliers for a week of insightful educational sessions, exclusive networking events and organized group activities.

## **GROCERS DAY AT THE CAPITOL**

Grocers Day at the Capitol is our signature member advocacy event of the year. Grocery retailers from throughout California participate in this one-day lobbying event that includes presentations from key lawmakers and regulatory officials along with customized meetings with state legislators and staff in the Capitol.

## **HALL OF ACHIEVEMENT**

The CGA Educational Foundation Hall of Achievement is a prestigious award program that honors individuals who have contributed to the benefit and enhancement of California's food industry.

Award recipients are recognized at the annual Hall of Achievement Awards dinner, which serves as the Foundation's primary fundraiser in support of tuition reimbursement, college scholarships and industry education programs.

## **BOARD OF DIRECTORS MEETINGS**

The CGA Board consists of 54 leaders from grocery retail, supplier and wholesale companies. Sponsoring one of these meetings is a great opportunity to forge lasting business relationships with industry executives that comprise CGA's Board of Directors.

CGA holds three Board of Directors meetings annually. Sponsorships include up to four company representatives' attendance at breakfast, luncheon and the open session of the board meeting. Recognition in board meeting materials and signage is included.





# Communications

Members are kept well-informed and up-to-date on industry and Association information including the latest legislative and regulatory changes, market trends, emerging issues and new innovations via the following publications:

- *California Grocer* — our award-winning, quarterly magazine
- *Checkout* — CGA's weekly e-newsletter
- "CGA News in Two Minutes" — twice-monthly quick-hitting breaking news and industry issues video series
- COVID-19 Alerts — email covering the latest California and grocery-focused coronavirus updates

## NEW MEMBER SPOTLIGHT

New members are broadcasted to the CGA membership via the New Member Spotlight. Announcements include your company name, logo and complete contact information via the following mediums:

- *California Grocer* magazine
- *Checkout* e-newsletter
- CGA homepage with link to your website

## CGA WEBSITE

Visit us online at [cagrocers.com](http://cagrocers.com). Use the website as your first source for Association information, to register for CGA events and to read *California Grocer* online. Logging in with your credentials will provide you access to the

"members-only" resources. You can also access the CGA Strategic Conference and the CGA Educational Foundation websites via this site.

## BUYERS' GUIDE

The CGA Annual Buyers' Guide is California's only reference book of grocery retailers, suppliers, brokers and wholesalers. It connects grocery vendors and suppliers with thousands of grocery executives and buyers from the largest marketplace in the nation – California.

When you need to quickly target accounts, determine a company's structure or find a product's manufacturer, this up-to-date and easy-to-use reference is your key to eliminating the guesswork.

This valuable trade source is available via print publication and web. The web version is a real-time searchable database.

## SOCIAL MEDIA

CGA maintains a robust social media presence to support the Association's advocacy efforts and to promote industry activities.

- Facebook: [facebook.com/CAGrocers](https://facebook.com/CAGrocers)
- LinkedIn: [linkedin.com/company/california-grocers-association](https://linkedin.com/company/california-grocers-association)
- Twitter: [twitter.com/CalGrocers](https://twitter.com/CalGrocers)



## **LEARN FROM RETAIL EXECUTIVES ON THEIR TURF**

A unique offering for supplier companies, this elevated membership level gives suppliers increased access to California retailers through one-of-a-kind networking events and exclusive SEC-only events.

## **STORE TOUR SERIES**

Supplier Executive Council (SEC) members participate in quarterly, executive-led tours of select California grocery retail operations. These tours offer an opportunity to learn how these California retailers approach their operational strategies, obtain insights on their customers and experience their business where it actually happens.

Past store tours included Adam Caldecott, Chief Executive Officer of Bristol Farms; Rob McDougall, President/CEO of Gelson's Market; Bryan Kaltenbach, President of The Kroger Company's Food 4 Less Division; and Eric Stover, Chief Merchandising Officer, and Adam Salgado, Chief Marketing Officer of Cardenas Markets.

## **CGA ANNUAL BOARD OF DIRECTORS MEETING & BANQUET**

SEC members receive a special invitation to attend the CGA Board of Directors annual end-of-the-year meeting, reception and banquet. Additionally, during this event, CGA offers a separate educational program for SEC members.

Past SEC educational programs have featured notable experts like:

- Michael Klein, Adobe's Head of Industry Strategy for Retail, Travel & CPG, who discussed the future of retail.
- Adrian Newson, dunnhumby's Head of Client Management, Western U.S. Region, who demonstrated how using customer data science can make grocery retailers thrive in the retail revolution.
- Jerry Nickelsburg, UCLA Anderson Forecast's Senior Economist, who provided an update on the national and California economic outlook on the potential impact from the recent election.
- Lynn Dornblaser, Mintel's Director of Innovation and Insights, who revealed the trends in wellness.





# CGA Educational Foundation

California grocers are committed to their associates and families, which is why CGA created an educational foundation to provide college scholarship and tuition reimbursement opportunities to member-company employees and their dependents, alongside other educational programs.

## **BENEFITS FOR YOUR EMPLOYEES**

The California Grocers Association Educational Foundation (CGAEF) supports our industry's belief that today's workforce will shape the future of California's grocery community. Through CGAEF, member-company employees pursuing career development opportunities can apply for tuition reimbursement up to \$2,400 annually. Employees and family members, who are high school seniors or already enrolled in a secondary education program, are eligible for a variety of college scholarships.

## **WORKPLACE HARASSMENT PREVENTION TRAINING**

The Foundation has created a first-of-its-kind workplace harassment prevention training program that is customized for the grocery industry. It's a convenient, easy-to-use and affordable way to fulfill your mandated training requirements while preparing your employees to address real-world harassment issues.

Two modules are available: a two-hour workplace harassment prevention training for supervisory employees and a one-hour training for non-supervisor employees.



# California Grocers Association Supplier Membership Application

Available Online: <https://www.cagrocers.com/membership-payment/>

## Company Information

Parent Company/Corporate Headquarters

COMPANY NAME

STREET ADDRESS

CITY

STATE

ZIP CODE

COMPANY PHONE NUMBER

COMPANY FAX NUMBER

COMPANY E-MAIL ADDRESS

WEBSITE

Mailing Address (if different than street address)

STREET ADDRESS

CITY

STATE

ZIP CODE

Company Classification:

UP TO A TOTAL OF FIVE (5) PRODUCT CATEGORIES/CODES (SEE ATTACHED)

Product Description (Less than 300 characters including spaces)

## Contact Information

Main Contact Information

☐ ADDRESS SAME AS CORPORATE LOCATION

MAIN CONTACT NAME

TITLE

STREET ADDRESS

CITY

STATE

ZIP CODE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

Billing Contact Information

☐ ADDRESS SAME AS CORPORATE LOCATION

BILLING CONTACT NAME

TITLE

STREET ADDRESS

CITY

STATE

ZIP CODE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

## Referral

How did you hear about CGA?

## Dues Investment

California Grocery Sales Volume: \$ \_\_\_\_\_

Operations Included in Sales Volume \_\_\_\_\_

CALIFORNIA GROCERY SALES VOLUME	FIXED FEE	SUPPLIER EXECUTIVE COUNCIL (SEC) FEE (OPTIONAL)
Up To \$4.9 Million	\$850	+ \$650
\$5 - \$19.9 Million	\$1,700	+ \$950
\$20 - \$49.9 Million	\$3,400	+ \$1,350
\$50 Million and Over	\$6,750	+ \$1,800

Total Membership:

\$ \_\_\_\_\_ + \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
FIXED FEE SUPPLIER EXECUTIVE COUNCIL (OPTIONAL) TOTAL MEMBERSHIP

Membership dues are based on total grocery sales in California from the most recently completed fiscal year. Include the sales of any operation in which you hold more than a 50% interest. Holding companies: do not include the sales of subsidiaries/ associated companies with separate dues-paying CGA memberships.

Dues are based on annual California sales from the most recent fiscal year. Only California operations receive membership benefits. The sales volume of stores operating outside of California must be included in dues calculation for those stores to receive benefits.

The **Supplier Executive Council** upgrade provides increased access to California retailers through one-of-a-kind event networking events and exclusive events such as executive-led store tours and the CGA Board of Directors annual end of the year meeting, reception and banquet.

Contributions or gifts to CGA are not tax deductible as charitable contributions for income tax purposes, but may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. CGA estimates the nondeductible portion of your dues allocatable to lobbying is 50%. CGA Tax ID# 94-0361110.

Membership dues are non-refundable.

## Contributions & Donations

Pursuant to the Political Reform Act, contributions are not tax deductible for any purpose and are voluntary (CGA GROPAC FPPC ID #760914 & IEC #1276215). CGA Educational Foundation is a 501(c)3 non-profit organization (tax ID: #68-0264745). All donations are tax deductible.

GROPAC Contribution (Maximum: \$9,100) \$ \_\_\_\_\_

Independent Expenditure Committee (IEC) Contribution (Unlimited) \$ \_\_\_\_\_

CGA Educational Foundation Donation (Recommended \$1,000) \$ \_\_\_\_\_

## Total Investment Calculation

\$ \_\_\_\_\_ + \$ \_\_\_\_\_ + \$ \_\_\_\_\_ + \$ \_\_\_\_\_ = \$ \_\_\_\_\_  
TOTAL MEMBERSHIP GROPAC CONTRIBUTION IEC CONTRIBUTION CGAEF DONATION TOTAL INVESTMENT

## Payment Information

Total Payment Amount: \$ \_\_\_\_\_ AVAILABLE ONLINE: [HTTPS://WWW.CAGROCERS.COM/MEMBERSHIP-PAYMENT/](https://www.cagrocers.com/membership-payment/)

Payment Type: ☐ CHECK PAYABLE TO CALIFORNIA GROCERS ASSOCIATION ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER  
☐ ELECTRONIC FUNDS-TRANSFER/ACH PAYMENT (CONTACT CGA FOR ACCOUNT INFORMATION)

PREPARED BY	TITLE		
EMAIL ADDRESS	PHONE NUMBER		
CARD NUMBER	EXPIRATION DATE	SECURITY CODE	
BILLING ADDRESS ASSOCIATED WITH CARD	CITY	STATE	ZIP CODE
NAME ON CARD	SIGNATURE		