

Report from Leather Education Breakout Group

Meeting November 11, 2004 Myrtle Beach, SC

Committee Attendees:

Heather Bolick (Chairperson) – Leather Services of America
Jack Arthur – Norwalk Furniture
Harvey Cline – Ethan Allen
Les Flippo – Universal Leather
Bill Reichel – Flexsteel Industries

Discussions Included:

AHFA Leather Education Booklet

- Approved Sections of the Booklet – Advantages of Buying Leather, Purpose Statement, Leather Tanning Process, and Leather Care Tips – All these sections should be available on the www.afma4u.org website.
- The following sections of the Leather Education Booklet will be sent again for the JILSGC review and ballot approval:
 - Glossary of Terms – We added additional definitions to the Glossary to help support the Leather Care & Maintenance group. They are working on the Leather Types and we all needed consistent terminology.
 - Understanding the Natural Markings of Leather – we decided to separate this document by enlarging each picture to half a page size. Each picture along with the corresponding caption will be on the website.
 - How to Sell Leather Furniture
- New Sections presented to the Committee:
 - “Leather History” – Bud Caywood sent this informative document for sub-committee approval. We approved the document and will send it to overall committee ballot.
 - “Disclaimer” – Les Flippo provided a disclaimer that the sub-committee approved. Automatically sent to website.
- Leather Types – Will add this info upon receiving from the Leather Care and Maintenance Breakout Group
- Two graphs were provided as additions to Booklet. These graphs can be combined as another Section, “What Type of Leather Best Suits my Lifestyle?” Adjustments need to be made to each graph with assistance from AHFA upon receipt of Leather Types info.

AFMA Leather Easel – use at retail level for “romancing the sell of leather furniture”. Will send this proposed easel to entire JILSGC group for ballot approval.