

1st
ANNUAL MEETING

LEATHER AND HIDE
COUNCIL OF AMERICA

OCTOBER 21 - 23, 2020
VIA TELECONFERENCE

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LHCA CHAIRMAN'S REMARKS

Dear LHCA Members,

Welcome to our first board meeting as a merged organization. What a great accomplishment, many years in the making! It has come about because both sides have realized that we are in this industry together. We have agreed that our commonalities are greater than our differences. Our adversaries nowadays are no longer each other, but are a combination of alternative petro-based products pushed by numerous NGOs who don't always appreciate the value of our industry and its products.

As our member companies continue to climb out of the Covid slump, we all have our work cut out for us. The same is true for our organization as a whole, but we're already proving that we're stronger together. The combined organization has greater heft in engaging those arraigned against our industry. The USDA continues to be a major benefactor for our organization, with annual grants around four times the amount of our annual dues. The organization also secured a grant last year of six times annual dues to develop an international marketing campaign to better present our industry on the international Internet and social media. This is serious money injected into our industry that we could not have raised ourselves. It is only available because of your continued support and dues, for which we thank you.

There is always the background issue of preserving rational legislation and environmental rules concerning chromium. This is an important reason that we have counsel located in D.C. who have their ear to the ground. It is also a key component of our Laboratory in Cincinnati that understands and can perform research on chrome and other environmental issues. Steve Lange is doing an excellent job running the Lab, especially under difficult Covid conditions.

We could not have accomplished this merger without the help of John Wittenborn and Steve Sothmann. These two have always had a vision of a merged organization, and have worked together seamlessly. We have them to thank for getting it done.

It is our hope and expectation that all of us will work together for the common good. We invite anyone who has an issue to bring it forward so we can address it in open and productive fashion. We are one family now. How exciting! A hearty welcome to all.

– Jay Jensen & Shep Hermann



Jay Jensen
Chairman, LHCA



Shep Hermann
Chairman, LHCA



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PRESIDENT'S REMARKS:

Welcome to the 1st Annual Meeting and Convention of the newly constituted Leather and Hide Council of America! While it is a shame we are not able to be together in person this year to celebrate this momentous occasion in our Association and industry's history, I am glad that we are still able to meet virtually. The Covid-19 global pandemic has certainly presented a substantial number of challenges to the industry in the past year, but as always, this industry has proven to be strong and resilient in the face of adversity. In fact, I believe we are in an even better position to take advantage of the "new normal" once the world begins to emerge from this crisis.



Steve Sothmann,
President of LHCA

This year has been quite monumental for the Association and the industry. I think we can all agree that in the future we will look back at 2020 as a major turning point in all of our personal and professional lives. Some of the changes are exciting, some are scary, but all are certain to be memorable.

From the Association's perspective, 2020 was the beginning of a completely new chapter in our history. The merger of the Leather Industries of America and U.S. Hide, Skin and Leather Association was finalized and we emerged stronger and more dynamic than ever before as the Leather and Hide Council of America. The new Association continued the work of its previous organizations, while also expanding programming into new territory – such as our exciting Real Leather. Stay Different. consumer promotional campaign and the related Student Design Competitions. We were more active and louder in the general media space than ever before, defending and promoting the interests of leather as the best material in the world. We now speak with a stronger, more unified voice and are receiving greater recognition from the outside world because of it.

From the broader industry's perspective, the year has provided more than its fair share of challenges, but we are beginning to see the "green shoots" of growth once again. As we all know, leather lost a lot of market share over the past several years, and the impact on all parties in the supply chain has been devastating. However, the industry is fighting back, and we are finally starting to see some improvement even with the ongoing challenges of Covid-19. We have a way to go, but the proverbial light is now at the end of the tunnel.

Finally, I would like to take time to thank our Association officers, Executive Committee and Board Members for the guidance they provided this year as we emerged under a new entity. Without the leadership of our Co-Chairman Shep Hermann and Jay Jensen, especially, I am sure we would not be as strong as we are at this point. I'd also like to thank our staff and consultants, whom have worked diligently to get us where we are today. The entire team banded together and worked extremely hard to launch our new Association this year, and all deserve a hearty round of applause.

I hope you all enjoy the program and comradery of the Annual Meeting and Convention, even if remotely. **Here's to a better year in 2021, and our collective futures!**

– Stephen Sothman



AGENDA 2020

LHCA will host this year’s Annual Meeting virtually, using the **Cisco Webex software**. Please use the following link to register for the meeting:

REGISTER HERE

All **LHCA members are welcome** to register for the meeting at no charge. If non-members wish to join the conference, please email Michael Schumpp to request access to the meeting.

Some Committee meetings require additional and separate registration. If you wish to participate in that committee (all current LHCA

Producer and Associate Member Companies are eligible to participate on any committee), please register using the appropriate links below.

Committee Meetings will be open 15 minutes prior to the start of the session, to allow for informal discussion among participants.

A “Webex practice session” is also available for those who wish to test their software to confirm all is in order prior to the meeting. *Please direct any further questions to Michael Schumpp.*

All times are listed in Central Time (CT)

TUESDAY, OCTOBER 20, 2020

12:00 pm - 3:00 pm	Webex Practice Session
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If you would like to practice accessing Webex to ensure your sound and video work correctly, follow [THIS LINK](#) between 12 and 3 pm CT. A representative from LHCA will be available to assist during this time.

WEDNESDAY, OCTOBER 21, 2020

10:30 am - 12:30 pm	LHCA Executive Committee Meeting Meeting link will be emailed directly to LHCA Executive Committee Members
1:00 pm - 2:00 pm	Foundation Board Meeting Meeting link will be emailed directly to Foundation Board Members
3:00 pm - 4:30 pm	Marketing and Sustainability Committee Meeting This meeting is open to all Members and requires registration. To participate, please REGISTER HERE .

All times are listed in Central Time (CT)

THURSDAY, OCTOBER 22, 2020

10:30 am - 11:30 am	Hides and Skins Committee Meeting This meeting is open to all Members and requires registration. To participate, please REGISTER HERE .
12:00 pm - 1:00 pm	Tanner and Environmental Committee Meeting This meeting is open to all Members and requires registration. To participate, please REGISTER HERE .
2:00 pm - 4:00 pm	Board of Directors Meeting No Registration required. Meeting link will be emailed directly to Board of Directors members

FRIDAY, OCTOBER 23, 2020

GENERAL SESSION – OPEN TO ALL MEETING PARTICIPANTS: [REGISTER HERE](#).
Webex meeting link will be sent once registration is received.

11:00 am	BUSINESS SESSION
	Welcome Remarks from Jay Jensen and Shep Hermann , Co-Chairs of LHCA
	Steve Sothmann , President, LHCA “State of the Association and General Update”
	Veronica Bates Kassatly , Independent Analyst for Fact-Based Sustainability Claims, “The Higg Index, Materials Sustainability, and Impact on the Leather Industry”
	Mauricio Bauer , National Wildlife Federation, “Introduction to NWF Programs for Leather”
	Wrap Up Remarks from Jay Jensen and Shep Hermann , Co-Chairs of LHCA
1:00 pm	ADJOURN

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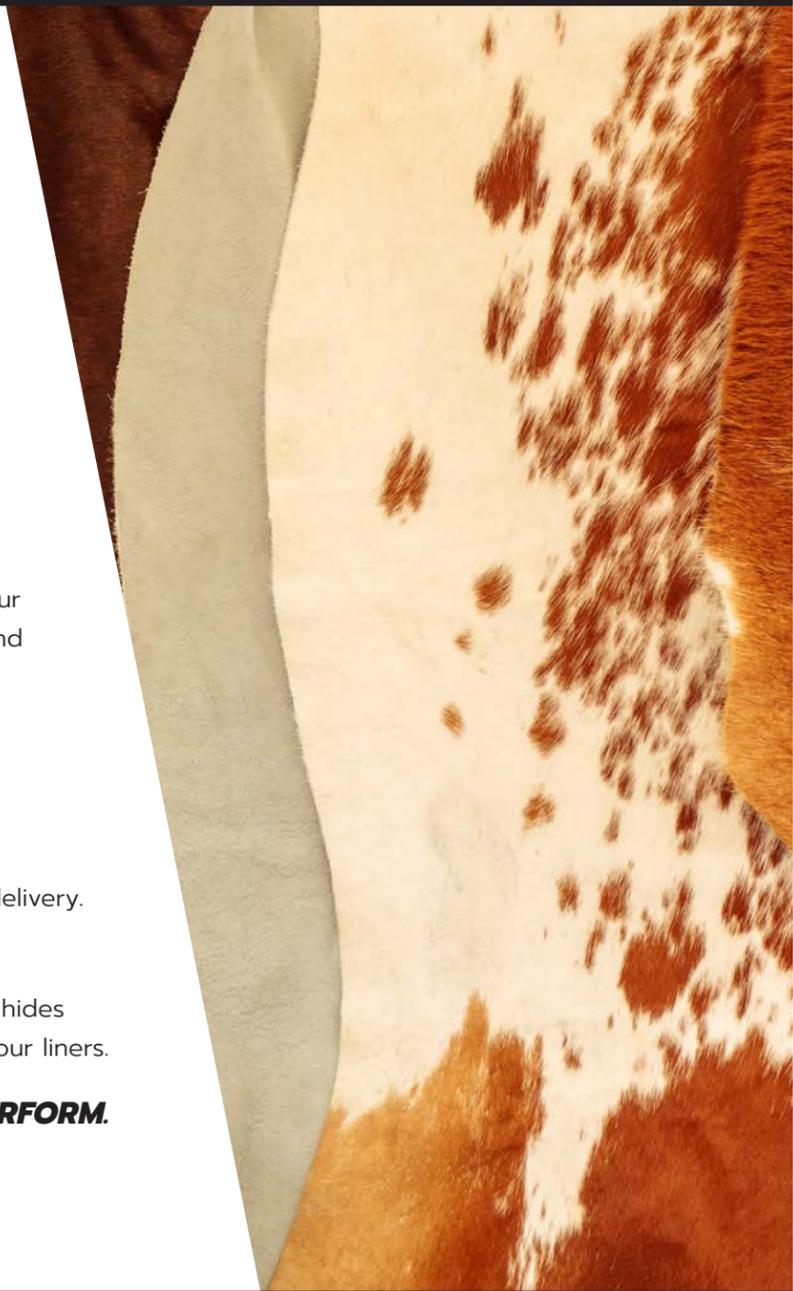
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SPEAKERS

Mauricio Bauer, DVM, MBA

Senior Corporate Engagement Specialist at National Wildlife Federation (NWF)



Mauricio is part of National Wildlife Federation’s International Conservation team as a Senior Corporate Engagement Specialist. Mauricio built his career in the private sector in production and trading of animal protein-focused commodities in Brazil, Australia and in the United States.

He is responsible for NWF’s corporate engagement activities with companies in North America, Latin America, Europe, and Asia, coordinating efforts with coalition partners, including market actors, nonprofits, academics, and government representatives, building consensus and providing strategic coordination. NWF International Team works to reduce the complexities and lower the costs associated with implementing commitments to catalyze sector-wide conversion-free production and sourcing, eliminating the loss and degradation of ecosystems that result from the production of key agricultural commodities, primarily beef, leather, soy and palm oil.



SPEAKERS

Veronica Bates Kassatly

Independent Analyst

Veronica Bates Kassatly is an independent analyst and writer in the sustainable apparel sector.

A regular contributor to industry publication Apparel Insider, Bates Kassatly's work has been entirely pro-bono, and is independent and unbiased. Her focus is on interrogating the data behind sustainability claims and bringing to light spurious and unfounded assertions. An ex-World Bank Financial Analyst/Economist, Veronica holds a BSc in Economics A&D, and an MSc in International Monetary Economics from The London School of Economics.

veronicabateskassatly.com



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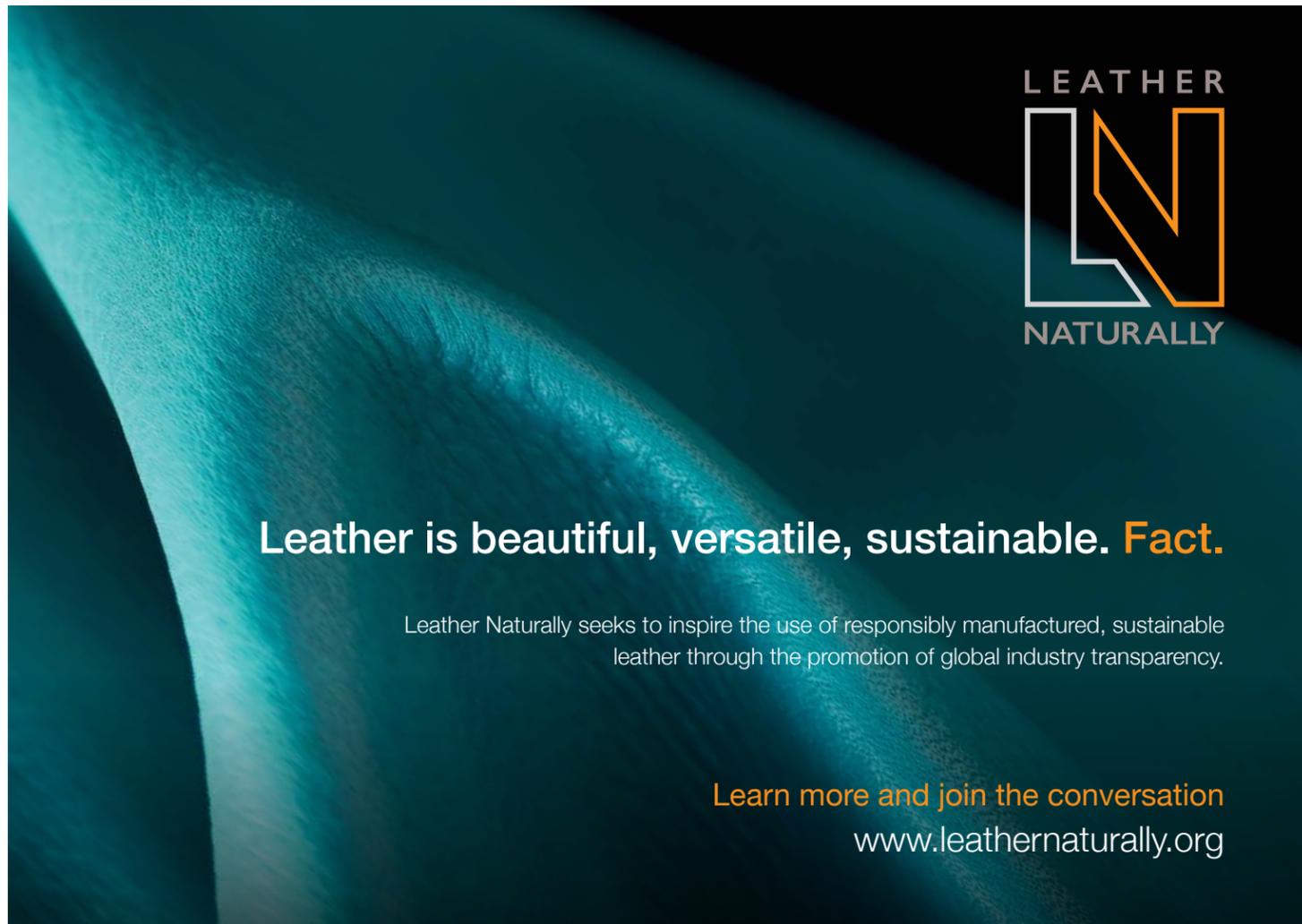
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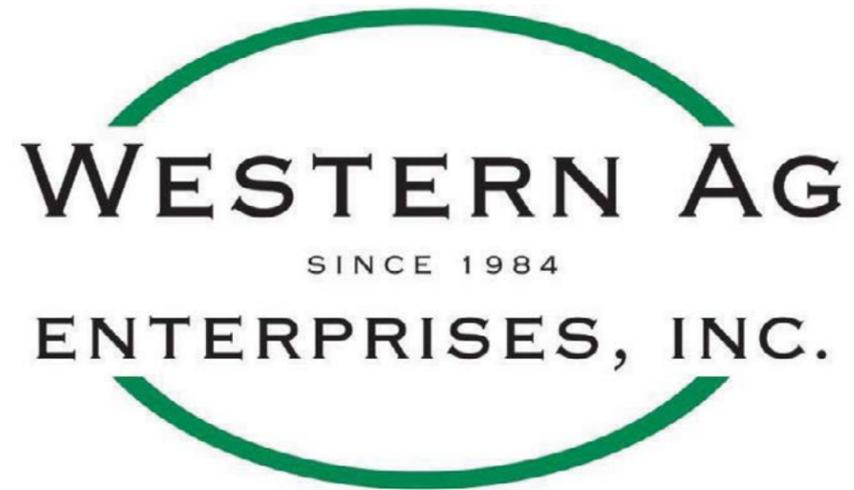


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- Kerry Brozyna Wolverine Leather

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- Co-Chairman Jay Jensen Southwest Hide Co.
- Co-Chairman Shep Hermann Hermann Oak Leather Co.
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