

ALCA 109TH ANNUAL CONVENTION

Tentative Technical Program Starting Thursday, June 20, 2013

Oral Presentations — Subject to Change

THURSDAY JUNE 20TH – DAY 1

Opening Address 1:00-1:15pm

**54th John Arthur Wilson Memorial
Lecture — Elton L. Hurlow**

The Value of Leather as a Component
Brand (see Abstract which follows) 1:15-2:15pm

Break 2:15-2:30pm

SESSION 1

Users Panel

Tim Sievert, Milsco Manufacturing;
David Hill, Heritage/Red Wing Shoe Co.;
John Haubert, Chrysler 2:30-3:30pm

**Biopolymers Produced from Gelatin
and Other Sustainable Resources
Using Polyphenolics**

Maryann M. Taylor, USDA, ERRC 3:30-4:00pm

**Artificial or Natural — Automotive
Leather Finishing at the Crossroads**

*Stephan Majunke/Gerhard Wolf, BASF
Aktiengesellschaft* 4:00-4:30pm

**Economic Assessment and Pathogen
Inhibition of Hide Presoaking
Formulations with Enzymes That
Can Remove Adobe-Type Manure**

Mila Aldema-Ramos, USDA, ERRC 4:30-5:00pm

FRIDAY JUNE 21ST – DAY 2

SESSION 2

**CLEANTAN — Chromium Tanning
Without Chromium and Water Residues**

*Manfred Renner, Fraunhofer
Institute UMSICHT* 8:00-8:30am

**Green and Sustainable Product
Development for Leather Processing**

Leon Krings, Stahl Holdings, B.V. 8:30-9:00am

Footprint Boundaries for Leather

*Dietrich Tegtmeier, Chairman,
IUR Commission, IULTCS* 9:00-9:30am

**Effects of Bating, Pickling, and
Crosslinking Treatments on the
Characteristics of Fibrous Networks
from Un-tanned Hides**

Cheng-Kung Liu, USDA, ERRC 9:30-10:00am

Break 10:00-10:15am

SESSION 3

**The Impact of Isocyanate Crosslinkers
on the Heat — Light Ageing Performance
of Automotive Leather**

Michael Franken, LANXESS 10:15-10:45am

**The Use of C4 Sustainable
Fluorochemical Technology in High
Performance Leather Protectors**

Dan Hakes, 3M Company 10:45-11:15am

**Update on Leather Industries
of America Activities**

*John Wittenborn, Leather Industries
of America* 11:15-11:45am

SATURDAY JUNE 22ND – DAY 3

SESSION 4

**Leather Smell Impact on Automotive
Buying Decisions**

*Rodolfo Ampuero, Zschimmer &
Schwarz GmbH & Co. KG* 8:00-8:30am

Powdered Hide Model for Vegetable Tanning*Eleanor M. Brown, USDA, ERRC* 8:30-9:00am**C.R.C. Cell Rotary Conditioning System***Adriano Peruzzi, Erretre* 9:00-9:30am**Discovering the Unique Chemistry of Waterborne UV Curable Systems for Leather***Mark Gilbert, Alberdingk Boley, Inc.* 9:30-10:00am**Break**

10:00-10:15am

SESSION 5**High Performance Acrylic Polymer Technology for Use in Leather Finishing Processes***Joseph Hoefler, The Dow Chemical Company* 10:15-10:45am**Engineering Genuine Leather***Gabor Forgacs, Modern Meadow* 10:45-11:15am**ABSTRACT****54th John Arthur Wilson Memorial Lecture — Elton L. Hurlow****The Value of Leather as a Component Brand**

In 1927 John Arthur Wilson stated: “*The entire value of leather lies in its properties, and if these are not clearly defined, trade is hampered.*” Much has been learned about the properties of leather since that time – with much of this scientific knowledge shared in JAW Memorial Lectures — but has this added to the value of leather? Is this statement of value true today? In a globalized world, with focus on supply chain traceability and changes in consumer behavior and with modern marketing concepts and brand strategies, how should we think of leather value today? This lecture will investigate the “value of leather” and suggests how it can be supported by addressing core issues and opportunities relating to the *IDENTITY* of leather, the *IMAGE* of the industry, and *INNOVATION* in the way we make and sell our products.