



The 11th World Leather Debut

May 18 - 19 - 20, 2012



Hello Leatherworkers,

The 11th World Leather Debut Leather Contest and Gallery will be held at the 19th Annual Rocky Mountain Leather Trade Show in Sheridan, Wyoming on May 18, 19 & 20, 2012. This exciting event provides an opportunity for leatherworkers of all skill levels from around the world to place their work on display in a gallery setting for hundreds of appreciative associate leatherworkers and visitors to examine, admire and enjoy while simultaneously competing for cash prizes and awards.

Many past contestants explain that participation in the Debut benefits them in various ways. Competing in an event such as this presents a challenge, resulting in their skills and abilities expanding to meet that challenge. Receipt of the judge's score sheet provides feedback, affirming what they do well along with suggestions for improvement. The opportunity to make new acquaintances or "catch-up" with old friends opens the door to exchange thoughts, methods and experiences to help each other in their favorite past time or trade. And this even goes beyond to visitors who tour the Debut, many explaining their awe of the quality and beauty of the work on display and the inspiration they receive to enhance their own leatherwork. New This Year . . . Each category will be judged by two judges instead of one, expanding both the scope of judging each entry and feedback to the contestant. Also New . . . Contestants will be publicized in the *new* Makers Directory available to the public at the Debut!



Please accept this letter as your invitation to participate in the 11th World Leather Debut. Details of the event are outlined on the following pages. Please pay special attention to the Rules and Regulations to help ensure correct entry and handling of your work. If you have any questions, contact Brian Stelzel, Debut Manager, at *The Leather Crafters & Saddlers Journal*, telephone 715-362-5393. Registration Forms are enclosed with a return envelope for convenient registration. For faster registration call 715-362-5393 or Toll Free 888-289-6409. **Registration deadline is May 2, 2012.**

We look forward to meeting you for the first time or having the pleasure of seeing you again at the upcoming World Leather Debut and wish you an enjoyable time at both this year's Debut and the 19th Rocky Mountain Leather Trade Show.

With best regards,

Brian Stelzel, Debut Manager

The Leather Crafters & Saddlers Journal

222 Blackburn St, Rhinelander, WI 54501

Tel: 715-362-5393

Toll Free Registration 888-289-6409

E-mail: journal@newnorth.net

www.leathercraftersjournal.com

**Registration
Deadline:
11:59 pm
CST
Wednesday
May 2, 2012**



Please See Other Side



The 11th World Leather Debut 2012 Highlights



Dates & Times

11th World Leather Debut 2012:

- Friday, May 18, 2012 ~ Noon to 5 pm
- Saturday, May 19, 2012 ~ 8 am to 5 pm
- Sunday, May 20, 2012 ~ 8 am to 11 am

Location

Sugarland Mining Company Dining Room
Holiday Inn
1809 Sugarland Dr
Sheridan, Wyoming
Tel: 307-672-8931



Categories

13 Main Categories

Enter as many categories and items as you like.

One Youth Category - Limited to the first 20 entries. One entry per contestant.

Entry Fee

13 Main Categories - Only \$30⁰⁰ per item
Youth Category - Only \$10⁰⁰ per item

Registration Deadline

Registration due by 11:59 p.m. (CST)
Wednesday May 2, 2012

Judging

Two judges per category. Judging in some categories begins Thursday evening May 17th. All judging to be completed by noon on Friday, May 18th.

Ribbons will be placed as the judging is completed.



Prizes and Awards

- **Main Categories #1 through #13 (per category)**
 - 1st Place - \$500 Cash Prize, Best of Category Blue Ribbon and Certificate
 - 2nd Place - \$100 Cash Prize, Runner-Up Red Ribbon and Certificate
 - 3rd Place - Honorable Mention White Ribbon and Certificate
- **Youth Category - Junior Division ages 10 to 13**
 - 1st Place - \$50 Cash Prize, Best of Category Blue Ribbon and Certificate
 - 2nd Place - \$25 Cash Prize, Runner-Up Red Ribbon and Certificate
 - 3rd Place - Honorable Mention White Ribbon and Certificate
- **Youth Category - Senior Division ages 14 to 18**
 - 1st Place - \$75 Cash Prize, Best of Category Blue Ribbon and Certificate
 - 2nd Place - \$50 Cash Prize, Runner-Up Red Ribbon and Certificate
 - 3rd Place - Honorable Mention White Ribbon and Certificate

Awards Reception

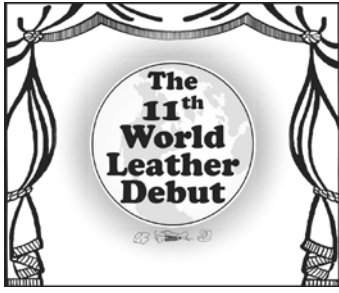
Saturday, May 19, 2012 ~ 6:00 pm to 8:00 pm
Al & Ann Stohlman Awards
11th World Leather Debut Awards

Makers Directory

Makers Directory listing all contestants will be free to public at the Debut. Listing of contact information is optional. Makers can promote themselves by purchasing a "Maker's Statement".

Miscellaneous

Contestants need not be present to participate. Entries can be shipped to and from the Debut. Photos of 1st, 2nd and 3rd place entries (and others) will be featured in the The Leather Crafters & Saddlers Journal following the show.



The 11th World Leather Debut Rules and Regulations

May 18 - 19 - 20, 2012

Friday Noon-5 • Saturday 8-5 • Sunday 8-11

1) General

- A. All items entered in the World Leather Debut must be made by **one** individual and must be entered (registered) under that maker's name. Certificates, ribbons, prize money and announcements will be awarded only to the individual who made the item.
- B. Entries must be suitable for all ages and are subject to approval by The Leather Crafters & Saddlers Journal.
- C. All entries must have been made since January 1, 2011 and never entered in a previous World Leather Debut.
- D. Each entry must consist of 70% or more leather. Frames, foundations and hardware excluded.
- E. Metal decorations that are part of the entry do not have to be made by the maker/contestant. (e. g. silverwork, conchos, horn caps, etc.)
- F. Each entry must bear the name of the maker (maker stamp or tag) for identification purposes. If using a tag, firmly attach it to an inconspicuous yet accessible area on the entry.
- H. Entries are to remain on display until 11:00 a.m. Sunday, May 20, 2012. If picking up your entry, please do so by 2:00 p.m. that same day to avoid additional handling, repacking and shipping fees. See Item 5A. Picking Up Entry.
- I. Refund Policy - A full refund of all paid fees will be issued for cancellations received by The Journal on or before May 2, 2012. Return shipping and repacking fees only will be refunded after May 2, 2012, provided no items are to be return shipped at the time of cancellation.
- J. Stand Rental - Saddle and chap stands are available to rent for display of your entry(s). Rental fee is \$5.00 per stand. Quantities are limited - First-come, first-served basis.
- K. Regulations specific to each category are detailed on the "Categories and Category Regulations" pages and apply to all items entered in the World Leather Debut.

2) Entry and Registration

- A. **Main Categories #1-#13** - A \$30.00 entry fee is required for each item entered. Example: A maker enters one saddle, one picture and one pair of boots. This constitutes three entries and the total entry fee would be \$90.00.
- B. **Youth Category** - \$10.00 entry fee per item. Limit one item per Youth contestant. Youth category (Junior and Senior Divisions combined) is limited to the first 20 items registered.
- C. Registration form(s), entry fee(s), stand rental fee(s), Makers Statement fee and applicable shipping/repacking funds must arrive at the office of The Leather Crafters & Saddlers Journal (222 Blackburn St, Rhinelander, WI 54501 USA) by **11:59 p.m. CST, Wednesday, May 2, 2012** to be eligible to enter the Debut. **Registrations received after this date and time cannot be allowed to compete in the Debut.** Exception: Said forms, fees and funds received after this date through the US Postal Service but postmarked on or before April 30, 2012 will be accepted. Suggested methods of delivery are: US Postal Service, delivery service (e.g. UPS, Federal Express, etc.), e-mail, fax (715-362-5391) or telephone (715-362-5393 or Toll Free 888-289-6409 (USA & Canada)).
- D. **Main Categories #1-#13** - Enter as many items and categories as you prefer.

3) Judging & Awards

- A. Judging begins Thursday evening, May 17, 2012 and is planned to finish by noon Friday, May 18, 2012. Ribbons will be placed on winning entries as judging and scoring for each category is completed. Judges and The Leather Crafters & Saddlers Journal reserve the right to:
 - Move an entry into a more appropriate category.
 - Make exceptions for minor variances.
 - Disqualify an entry.
- B. All entries will be judged for determination of First, Second and Third placement in each category.
 - **Main Categories #1 through #13: First Place** - "Best of Category" blue ribbon, certificate and *estimated* prize money of \$500.00 (See Note below). **Second Place** - "Runner-Up" red ribbon, certificate and prize money of \$100⁰⁰. **Third Place** - "Honorable Mention" white ribbon and certificate.
 - **Youth Category** (Two Divisions - Junior, ages 10 to 13 and Senior, ages 14 to 18 - age on May 18, 2012): **First Place** - "Best of Category" blue ribbon, certificate and prize money of: Senior Division \$75.00, Junior Division \$50.00. **Second Place** - "Runner-Up" red ribbon, certificate and prize money of: Senior Division \$50.00, Junior Division \$25.00. **Third Place** - "Honorable Mention" white ribbon and certificate.

The 11th World Leather Debut

Rules and Regulations (Continued)

3) Judging & Awards (Continued)

- Note: The amount of the first place prize money in Main Categories #1 through #13 is dependent upon the number of sponsors participating in the Debut. The amounts shown above were calculated at the time of publishing this registration packet. The First Place amount may change if the number of sponsors changes before May 18, 2012.

C. Decisions of the judges are final.

4) Arrival and Shipping

- A. All entries (shipped or hand delivered) must arrive at the Holiday Inn by 5:00 p.m. MST Thursday, May 17, 2012 to enter the Debut.
- B. **Hand delivered** entries will be accepted and checked-in at the Holiday Inn - Sugarland Mining Company Dining Room between 12:30 p.m. and 5:00 p.m. MST on Thursday May 17, 2012.
- C. **Entries Shipped** are to arrive at the Holiday Inn between Thursday May 10, 2012 and 5:00 p.m. MST on Thursday, May 17, 2012.

D. If shipping, send your entry(s) to:

Sheridan Holiday Inn
Attn: World Leather Debut
1809 Sugarland Dr.
Sheridan, WY 82801 USA
Tel: 307-672-8931

- E. Exceptions to 4A. and 4B. are possible and must be pre-approved by The Leather Crafters & Saddlers Journal.
- F. To ensure safe arrival of your entry, use new and sturdy shipping containers.

5) Departure and Return Shipping

- A. Picking Up Entry - If picking-up your entry, please do so between 11:00 a.m. and 2:00 p.m. on Sunday, May 20, 2012. Entries not picked up by 2:00 p.m. on the 20th will be assessed a \$20⁰⁰ handling fee in addition to repacking and return shipping fees.
- B. Return Shipping Method - The following methods of shipping are available to have your item return shipped to you: UPS-Air, UPS-Ground, Fed Ex-Air, Fed Ex-Ground, US Postal Service - Priority Mail, First Class Mail & Parcel Post.
- C. Return Shipping Container - To aid in the safe return of entries to be return shipped, please carry out the following:
- Include return shipping labels with entries.
 - Use new and extra sturdy shipping containers - entries will be returned in the same containers they were received in.
 - Use adequate packing material inside of container to protect entry during shipping. This same material will be used to return ship your item to you.
 - Items that arrive damaged and/or poorly packaged may be returned unopened!
- D. Return Shipping Costs - If your entry(s) is to be shipped back to you, return shipping funds must accompany your registration.
- As shipping fees vary based on their origin of shipment, **return shipping funds are to be 50% more than the original shipping cost to Sheridan** to ensure adequate return shipping fees.
 - Excess return shipping funds will be returned to the contestant after the Debut.
 - Entries without adequate return shipping funds will not be return shipped until adequate return shipping funds are received by The Journal and an additional handling fee of \$15.00 per entry is paid.
- E. Return Shipping Repacking Fee - If your entry(s) is to be shipped back to you, a re-packing fee of \$10.00 per shipping container (not per entry) applies and must accompany your registration.

6) Sale of Entry

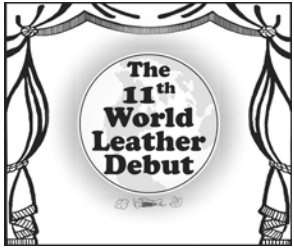
- A. Sale of entry is optional
- B. If sold, a commission (10% of the sale price) will be assessed by The Leather Crafters & Saddlers Journal on each entry sold.
- C. All sales will be transacted through The Leather Crafters & Saddlers Journal.
- D. Accepted methods of payment (by the buyer) are cash, money order or bank check. Charge cards, debit cards and personal checks will not be accepted. All funds in US dollars, payable through a US bank.
- E. All sales are subject to Wyoming State and County Sales Tax of 6.00%.
- F. Proceeds of a sale remitted to the seller are calculated as follows: (+) Sale Price (+) Wyoming Sales tax (-) 10% Commission (-) Wyoming Sales Tax.
- G. Include a price tag with each entry (that is for sale) reflecting the sale price, date and your signature to help ensure accuracy.
- H. Contestant need not be present for sale to be completed.

The 11th World Leather Debut

Rules and Regulations (Continued)

7) Makers Directory

- A. The Makers Directory will be a pamphlet listing each contestant's name (plus additional information if the contestant so chooses) that will be available free to the public at the World Leather Debut.
- B. Optional - Contestant's company name, address, telephone, e-mail and website information will be listed in the Makers Directory (at no charge) **ONLY IF** the contestant "checks" the related box in Section 3 of the Registration Form.
- C. Optional - A contestant can purchase a "Maker's Statement" that would accompany their name and contact listing in the Makers Directory. The Maker's Statement can be up to 20 words in length and can publicize any information the Maker wishes. The thought behind the statement is to provide the maker the opportunity to promote themselves and their services (if applicable) to the public. All maker's statements are subject to publisher's approval.
- D. The cost of the Maker's Statement is \$20.00. To purchase a Maker's Statement, the contestant must "check" the related box in Section 3 of the Registration Form, complete the enclosed Maker's Statement Form and include the Maker's Statement Fee in their total payment.
- E. The Makers Directory is the property of The Leather Crafters & Saddlers Journal. Reproduction of the Makers Directory is prohibited. The Leather Crafters & Saddlers Journal reserves the right to reproduce and market the Makers Directory at will.



The 11th World Leather Debut

Categories and Category Regulations

May 18, 19, 20, 2012

1. **Boots:** All custom-made leather boots. A **pair of boots** must be entered.
2. **Braided Items - Leather:** Any braided item which consists predominantly of **leather** braid. Leather braided items with rawhide knots will be classified and judged in the Braided Items - Rawhide category.
3. **Braided Items - Rawhide:** Any braided item which consists predominately of **rawhide** braid.
4. **Chaps & Chinks:** All custom made chaps or chinks such as batwing, shotgun, show chaps, chap-bat and reiners, etc. Stands available to rent. See registration form.
5. **Clothing:** Appropriate leather garments for all ages - Hats/caps, shirts, vests, jackets/coats, dress/skirt, pants, gloves.
6. **Holsters & Gun Belts:** All custom-made leather gun belts, holsters or rigs.
7. **Personal Items - Tooled:** Wallets, purses, cuffs, spur straps, belts, sheaths, book covers, albums, notebooks, portfolios, cases, canteens or other containers that are worn on or carried by a person. The surface of these items are partially or fully tooled – either carved (floral, figure, pictorial, etc.), stamped (basket or geometric) or both.
8. **Pictures:** Figure carving, pictorial carving, floral carving, embossing, etc. (or combinations of such) that are in “picture” form. Framed or unframed. If frame is made of or covered with leather, it will be judged as part of the picture. Can be designed to hang or stand.
9. **Saddles - Carved:** Saddle is to be partially or fully carved. Seat is to be 13” or larger. Quality of design, balance/symmetry, construction, carving and finish are the primary areas considered in judging. Saddles that are carved but include some basket or geometric stamping will be placed in the Saddles-Carved category - stamping will not be included in judging. Bring a tall stand if your saddle has “taps”. Stands available to rent. See registration form.
10. **Saddles - Geometric or Basket Stamped:** Saddle is to be partially or fully basket or geometric stamped. Seat is to be 13” or larger. Quality of design, balance/symmetry, construction, stamping and finish are primary areas considered in judging. Bring a tall stand if your saddle has “taps”. Stands available to rent. See registration form.
11. **Stand Alone - Tooled:** Objects such as leather sculptures, clocks, boxes, storage cases, mirrors, holders, decorative items, animals and other such things that “stand alone” and don’t move or tend to be moved. Items as such designed to hang on a wall are included in this category. The surface of these items are partially or fully tooled – either carved (floral, figure, pictorial, etc.), stamped (basket or geometric) or both.

~ Continued on Other Side ~

The 11th World Leather Debut

Categories and Category Regulations

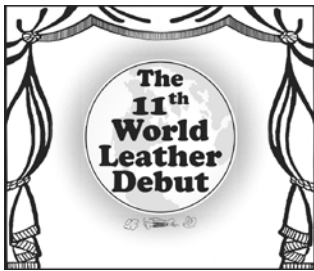
Continued...

1. **Tack & Saddle Accouterments:** Any leather riding or driving equipment related to the horse or the saddle (but not part of saddle), (e.g. reins, bridles, headstalls, halters, breast collars, tapaderos, pommel bags, saddle holsters, rifle scabbards, saddlebags, etc.) (Braided items not included).
2. **Un-Tooled Items:** Objects that would normally be classified in the Personal Items or Stand Alone categories but whose surface is not tooled. Exception: A “**minimal**” amount of “**accent**” type tooling or stamping is acceptable. However, this tooling or stamping **must be minor in nature**. (e.g. a cut line border, cut bead border, simple stamped border, etc.) This exception is subject to the judge’s discretion.
3. **Youth:** Open to makers ages **10 to 18 years old**. Contestant’s age is as of May 18, 2012. The Youth category is divided into **two divisions: Junior Division** - ages 10 to 13 and **Senior Division** - ages 14 to 18. Any leather item that would qualify for entry in Main Categories #1 through #13 can be entered in this category. Entries in each division will be judged together - not separately in their own sub-categories. As an example, if one pair of chaps, one picture, one holster, and one purse are entered in the Junior division, they will all compete against each other for first, second and third placement in the Junior division. All Rules and Regulations of the Debut apply to the Youth Category. **The Youth Category as a whole (both divisions combined) is limited in size to the first 20 entries that register by 11:59 p.m. CST, May 2, 2012** (e.g. 5 entries can be registered in one division and 15 entries in the other for a total of 20 entries, or 0 entries in one division and 20 entries in the other, again for a total of 20 entries). Limit one entry per Youth contestant. Entry fee: \$10.00. Prize Money: Junior Division - First Place \$50.00, Second Place \$25.00; Senior Division - First Place \$75.00, Second Place \$50.00. Ribbons and certificates will be awarded for the top three places of each division. Parent or guardian of youth must sign the registration form.

Entries are subject to approval by The Leather Crafters & Saddlers Journal and must be suitable for all ages.

Judges reserve the right to move an entry to a more appropriate category.

Thank you!



The 11th World Leather Debut

Judging

May - 18 - 19 - 20, 2012

Judges

Consideration of individuals to serve as judges is based on their experience, knowledge, quality of work and recommendation by their peers in the leather community. They make every effort to judge in an equitable manner according to general standards of the industry coupled with their own perspective of proper leatherwork. We appreciate the time they volunteer and the effort and personal concern each judge invests to fulfill, to the best of their abilities, the responsibility asked of them.

Category	Judge	Category	Judge
Boots	Dave Hutchings	Saddles - Carved	Jesse Smith
	Jim Sigle		Keith Seidel
Braided Items - Leather	Vince Donley	Saddles - Geometric & Basket Stamped	Bob Klenda
	Herb French		Ben Swanke
Braided Items - Rawhide	Kevin Willey	Stand Alone - Tooled	Harry Knipe
	---		S. David Smith
Chaps & Chinks	Shane Deeter	Tack & Saddle Accouterments	Al Gould
	Ron De Tienne		Wayne Hape
Clothing	Elaine Snyder	Un-Tooled Items	Akiko Okada
	---		Tom Lay
Holsters & Gun Belts	Tony Laier	Youth - Junior and	Kathy Flanagan
	Erik Little		Tom Katzke
Personal Items - Tooled	Barry King	Senior Divisions	Kay Orton
	Clint Fay		Sheryl Katzke
Pictures	Jim Linnell	*Above list of Judges is subject to change*	
	Leon Sevier		

Scoring

Judging of each entry is based on the following criteria:

- | | | |
|------------------------|------------------------------|----------------------|
| 1) Design - Balance | 3) Assembly - Completion | 5) Decoration Finish |
| 2) Attention to Detail | 4) Tool Work (if applicable) | |

In addition, a sixth criterion titled Bonus exists allowing a judge the opportunity to award additional points (at their discretion) for an aspect of the entry not recognized in the other five criteria.

Judging of most categories is done by two judges. Some categories may only be judged by one judge depending on the number of entries and availability of judges.

Each criterion is scored on the basis of 10 points, 1 being the lowest value and 10 the highest. As a judge evaluates an entry, he/she records each criterion's score on the judge's score sheet and then tallies them for the entry's total score. The total possible score for an entry is 120 points (60 per judge - a maximum of 50 points for the first five criteria plus 10 points for the Bonus criterion). Calculation of each judge's score sheet is reviewed before the two judge's scores are combined. The total scores of all entries in a category are then compared to determine which entries place First, Second and Third.

A comment section follows the criteria in which judges record their comments regarding the entry and the contestant's work. These comments are meant to provide the contestant constructive feedback as to what they are doing well and what can be improved; all in an effort to aid in the furtherance of their leatherworking skills.

Please See Other Side



11th World Leather Debut



Sponsors

35 Sponsors!

Thank you Sponsors for supporting the Debut with your generous contributions totalling \$7,875⁰⁰ in cash prize money!

American Leather Direct, Inc.
1 Year Sponsor

Providing quality leathers and excellent customer service. Where there's always a friendly voice on the other end of the phone.

Barry King Tools
10 Year Sponsor

Quality made leatherworking tools since 1993. Wide selection for all styles of tooling.

Buckeye Engraving, Inc.
3 Year Sponsor

MAKER STAMPS & BRANDS by Buckeye Engraving: Custom made per your artwork including name, logo, design, signature. Buckeye Engraving 330-677-5685 www.steelhandstamps.com

C. S. Osborne & Co.
4 Year Sponsor

Established in 1826, C. S. Osborne & Co. manufactures an extensive line of high quality hand tools, needles and awls for the leatherworking professionals.

Charles L. Hardtke, Inc.
7 Year Sponsor

Quality leather since 1958. Supplier of all your leather needs including exotics.

Chuck Smith Tools
4 Year Sponsor

We believe in making the best quality swivel knives and stamping tools possible. Customer satisfaction says it all. Products 100% Guaranteed!

Colorado Saddle Makers Association, Inc.
4 Year Sponsor

Dedicated to preserving and passing on the fine art of saddlemaking.

Fiebing Company, Inc.
10 Year Sponsor

Manufacturer of leather finishes, cleaners, conditioners, soaps and oils. Fiebing's is the most popular and widely accepted leather dye around the world.

George Barta Hide Co.
1 Year Sponsor

If you think of leather, furs or exotics, think of Barta Hide Company. Tel: 707-762-2965.

Goliger Leather Company
5 Year Sponsor

Providing top quality leather with exceptional customer service since 1947.

Gomph Hackbarth Tools
2 Year Sponsor

Custom, hand-made, hand-polished & precision ground stamping tools made the "old way", one at a time, for today's leatherworker.

Hadlock & Fox Mfg. Co.
2 Year Sponsor

Your one-stop saddlery store... Custom made trees – hardware – hide – dressings - tools - stirrups. "What's inside is what makes the difference"

Hermann Oak Leather Co.
10 Year Sponsor

Since 1881, tanner of quality firm-bodied pure vegetable leathers, processed by traditional pit tannage, for long-lasting products.

Horse Shoe Brand Tools
2 Year Sponsor

Premium quality leatherworking tools designed with the professional in mind.

J. M. Saddler, Inc.
4 Year Sponsor

Nine generations of excellence - J. M. Saddler continues their objective of producing superior quality leather care products.

Jesse W. Smith Saddlery
4 Year Sponsor

47 years of the finest in custom saddles and 36 years teaching saddle making and leather work.

Kyoshin Elle & Co., Ltd
1 Year Sponsor

Our fantastic range of Fine Leatherworking Tools and Materials promise to satisfy your needs and creativity. www.kyoshin-elle.co.jp

Laporte Saddle Tree
1 Year Sponsor

Building traditional designs better using today's technology ... The future is riding on Us.

Lace Master
6 Year Sponsor

Patent cutter used by award winning braiders, production shops and serious crafters worldwide. Cutting circles around the rest.

Leather Machine Co., Inc.
3 Year Sponsor

Home of the "Cobra". Highest quality machinery for the leather trade. www.leathermachineco.com

Nick-O-Sewing Machine Co., Inc.
1 Year Sponsor

Leader of new & reconditioned leather sewing machines, equipment, parts & supplies. Provide technical support. Machines in stock. www.nickosew.com

Precision Saddle Tree
3 Year Sponsor

Precision Built – Kevlar Tough. The Advantage Over Your Competition.

QED, Inc.
4 Year Sponsor

See your work in a whole new LIGHT with Mini-Teclite light source and magnifier. www.qedisit.com

Ron's Tool Company
3 Year Sponsor

Quality leatherworking tools handmade to last forever. Satisfaction Guaranteed! Tel: 406-745-2442

Slickbald Customs
1 Year Sponsor

Pattern Packs for professional level gun leather and more! Easy to follow instructions with color pictures. Always adding! MakersLeatherSupply.com

Springfield Leather Co.
5 Year Sponsor

If it has to do with leather... this call does it all! 800-668-8518.

Tandy Leather Factory
10 Year Sponsor

...leading the world in teaching leathercraft and supplying leathercrafters with their craft needs.

Techsew Sewing Machines
2 Year Sponsor

"High performance leather sewing machines and the most dedicated customer service since 1974". www.techsew.com

Tejas Industries
9 Year Sponsor

Tejas Industries continues as a LEADING producer and supplier of AMERICAN RAWHIDE made in Hereford, Texas, BEEF CAPITAL of the World.

The Leather Crafters & Saddlers Journal
11 Year Sponsor

Your bi-monthly source for how-to, leatherworking projects, patterns and suppliers.

Timberline Saddle Tree, Inc.
1 Year Sponsor

Supplying top-grade, custom-made saddle trees for OVER 35 YEARS. Tel: 435-789-8228.

Weaver Leather
4 Year Sponsor

Dedicated to exceeding every customer's expectation, Weaver is your one stop shop for leather, hardware, tools, machinery and more!

Weber Stirrups
4 Year Sponsor

27 years of making quality hand-made stirrups just for you! www.weberstirrups.com

Y-Knot Lace
2 Year Sponsor

Enhance the Quality & Beauty of your projects with our **Top Quality Kangaroo Lace**. Thinner & easier to use than calf with stronger tensile strength.

Zelikovitz Leathers
2 Year Sponsor

Since 1890, providing quality service and products to leathercrafters. Visit your online Leathercraft Superstore at . . . www.zelistore.com!



The 11th World Leather Debut

Maker's Statement Form

May - 18 - 19 - 20, 2012

If you chose to purchase a Maker's Statement (see Registration Form, Section 3), please record your Maker's Statement below and submit this form with your registration form and payment. Your Maker's Statement can be up to 20 words in length and can publicize any information you wish. The thought behind the statement is to provide the maker the opportunity to promote themselves and their leatherworking services (if applicable) to the public. All maker's statements are subject to publisher's approval.



The 11th World Leather Debut Registration Form

May 18 - 19 - 20, 2012

Friday Noon-5 Saturday 8-5 Sunday 8-11

Greetings Contestants,

The Registration Form has **seven sections** of which some or all may apply to you, depending on arrival, departure and sale of your entry. The seven sections are as follows:

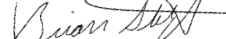
- Section 1** - Main - Contact Info.
- Section 2** - Item ID, Category & Stand Rental
- Section 3** - Makers Directory
- Section 4** - Arrival of Entry
- Section 5** - Departure of Entry
- Section 6** - Sale of Entry
- Section 7** - Payment (in that order).

Please complete all sections that apply to your entry. **One registration form is required for each item entered.**

Registration of your entry with payment is due at The Leather Crafters & Saddlers Journal office by 11:59 p.m. CST, Wednesday, May 2, 2012. Registrations received after this date and time cannot be allowed to compete in the Debut. Please see Section 2C. of the Rules and Regulations.

Physical delivery of the item entered in the Debut is due at the Holiday Inn in Sheridan, Wyoming by 5:00 p.m. MST, Thursday, May 17, 2012. Please see Section 4 of the Rules and Regulations.

Be sure to read the enclosed Rules & Regulations of the Debut for complete details regarding your entry in The World Leather Debut.

Thank you,  Brian Stelzel, Debut Manager

Questions? Contact:



222 Blackburn St
Rhineland, WI 54501 USA

Tel: 715-362-5393
Toll Free: 888-289-6409
Fax: 715-362-5391
e-mail: journal@newnorth.net
www.leathercraftersjournal.com

Section 1 - Main Contact Information

Please complete one Registration Form for each entry. Only your name is necessary in Section 1 on subsequent registration forms.

Entry # of # total entries

Individual Maker's Name: _____ e-mail: _____

Company: _____

Address: _____ Website: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Day Time Telephone: _____

Name Badges: Badges are available (at no cost) for contestants to wear during the trade show, informing others of their participation as a contestant in The Debut. Please record your name below as you want it to appear on your badge.

Badge Name: _____

Section 2 - Item Identification, Category & Stand Rental

A small sign identifying your name, item, category and sale price will accompany your entry while on display at the Debut. **Please complete the next two lines carefully** – what you write here will appear on your item's ID sign.

Name of Maker (as you want it displayed on ID sign with entry): _____

Other info. to appear on ID sign & Makers Directory (Title, etc.) 50 characters max: _____

Brief Description of Entry - **will not** appear on ID sign: _____

- Category (circle one)

1. Boots	4. Chaps & Chinks *	7. Personal Items - Tooled	10. Saddles - Geometric or Basket Stamped *	12. Tack & Sdl Actrmts
2. Braided Items - Leather	5. Clothing	8. Pictures	11. Stand Alone - Tooled	13. Un-Tooled Items
3. Braided Items - Rawhide	6. Holsters & Gun Belts	9. Saddles - Carved *	14. Youth: <u> </u> Junior	<u> </u> Senior

• Photograph of Entry: Enclosed Will be sent at later date Not Available

• * Stand Rental - Saddle & Chap stands are available to rent at a cost of \$5⁰⁰ each. I will rent # saddle stands and/or # chap stands. Total cost = \$. I will bring my own stand. Note: Number of stands are limited - first-come, first-served basis.

Section 3 - Makers Directory

Business Cards are welcome!

- See Item #7 of Rules and Regulations. Include my contact information in the Makers Directory as reflected in Section 1 on this Registraton Form.
- Include my Maker's Statement for \$20.00. (Record your Statement on the enclosed Maker's Statement Form)

Section 4 - Arrival of Entry

- Will you bring your item or ship your item to the Debut? Bring ___ Ship ___
- If bringing your entry(s), check it in at the Sugarland Dining Room between 12:30 p.m. and 5:00 p.m. MST on Thursday, May 17, 2012.
- If your entry cannot be checked in by the 5:00 p.m. deadline on Thursday, May 17, 2012, it will need to be shipped.
- If shipping, what shipping method do you expect to utilize? (USPS, UPS, etc.) _____
- If shipping, please ship your item to: Holiday Inn, Attn: World Leather Debut, 1809 Sugarland Dr, Sheridan, Wyoming 82801 USA, Tel: 307-672-8931 to arrive between Thursday, May 10, 2012 and 5:00 p.m. MST on Thursday, May 17, 2012.

Section 5 - Departure of Entry

- Will your entry be picked-up at the Debut or are we to return ship your entry from the Debut? (Assuming it is not sold) Pick-Up ___ Return Ship to Me ___ (Provide good, new, sturdy packaging for safe return shipping of your entry).
- If picking-up your entry, please do so between 11:00 a.m. and 2:00 p.m. MST on Sunday, May 20, 2012. Entries not picked up by 2:00 p.m. on the 20th will be assessed a \$20⁰⁰ handling fee in addition to repacking and return shipping fees.
- If we are to return ship the item to you, which shipping company are we to use? Check ONE:
Shipping Company: UPS-Air UPS-Ground Fed Express-Air Fed Express-Ground.
US Postal Service: Priority Mail First Class Mail Parcel Post.
- Return shipping funds need to be 50% more than original shipping costs. See Item #5D of Rules and Regulations.
- A \$10⁰⁰ repacking fee applies to each shipping container to be return shipped. See Item #5E of Rules and Regulations.
- How much is your item to be insured for? \$ _____ - Include the cost for insurance in your return shipping funds.
- Record shipping fees (include cost of insurance if applicable) and repacking fees in Section 7 below.
- Please list any special return shipping instructions, if applicable. _____

Section 6 - Sale of Entry

- Please review carefully Item #6 of the Rules and Regulations.
- Will your entry be For Sale? Yes ___ No ___ (If Yes, please complete the rest of Section 6. If No, go to Section 7.)
- Sale price of the entry? \$ _____ (This price will be reflected on the Identification Sign referenced in Section 2.)

Section 7 - Payment

Please complete the following payment summary and **include payment** for the total amount due with the registration form. If multiple entries will be made, please combine all totals together and record on the first Registration Form only.

- Entry Fee(s) - # of Entries _____ (X) \$30.00 (Youth \$10.00) \$ _____
- Return Shipping Funds (include insurance if applicable) \$ _____
- Repacking Fees if return shipping entry(s) (\$10.00 per cntnr) \$ _____
- Stand Rental Fee (Saddles or Chaps) from Section 2 \$ _____
- Makers Statement Fee (\$20.00) from Section 3 \$ _____
- Total Entry, Ship, Repack, Stand Rental & Mkrs Statmnt Fees \$ _____

Please make all funds payable to
The Leather Crafters & Saddlers Journal.
Payment Method: Cash, Check, Money Order,
Visa, Mastercard, Am Express, Discover
All funds in US dollars, payable through
a US bank. Thank you.

Charge/Debit Card# _____ Exp _____ 3 Digit Code off Back of Card _____

All Contestants

I agree to all terms, conditions and fees as described in the Rules and Regulations and the Registration Form of The World Leather Debut.

X _____
Signature of Contestant Date

Youth Contestants and Parents/Guardians

I give _____ permission to participate in the 11th World Leather Debut as a contestant in the Youth Category.

I give *The Leather Crafters & Saddlers Journal* permission to publish photograph's of the contestant's leatherwork along with their name in *The Leather Crafters & Saddlers Journal*, on the magazine's web site and/or in CD/DVD or other reporting format.

X _____
Signature of Parent or Guardian Date