



Born and raised in Los Angeles, **Jeffrey Lazar** has been a well-respected fixture in the hospitality manufacturing industry for more than twenty years. As Founder and CEO of **JL Furnishings and JLF/lone meadow**, Lazar is committed to exploring new, innovative methods of green design and manufacturing.

Lazar started in the furnishings industry at an early age owning several U.S.-based retail furniture outlets. In 1997, after realizing there was a gap in the sustainable hospitality furniture market, Lazar founded **JL Furnishings** (JLF), offering sustainable seating and cased goods. Based in Los Angeles, the company was recognized early on as a leading manufacturer of sustainable hospitality seating, offering a 75% green solution to their enviable slate of clients such as the Ritz Carlton, Wynn Resorts and Casinos, Turnberry Resorts and Holland America.

In 2005, Lazar reinforced his commitment to providing sustainable solutions to the hospitality industry by creating JLF's sister company, **lone meadow**. JLF/lone meadow is committed to manufacturing fully sustainable hospitality furnishings while not compromising quality, comfort, cost or design. Since the company was founded, JLF/lone meadow has utilized environmentally-sound materials in all of its products, such as recycled foam, SFI certified hardwood, water-based finishing with the lowest V.O.C. emissions, and sustainable fabrics from Designtex. Currently the company has attained a 95% green solution with the goal of becoming 100% sustainable in the near future. With a steadfast commitment to "green" design, JLF/lone meadow has remained the only manufacturer of fully sustainable hospitality seating.

Lazar is motivated to inspire others to share in his passion for green design and sustainable manufacturing. To encourage the next generation of furniture designers to think and practice green, Lazar co-founded the NEWH Green Scholarship Award with Designtex, which acknowledges and awards students committed to creating sustainable designs.

Jeffrey Lazar attended UCLA where he received a Bachelor of Fine Arts. Lazar also holds a Masters of Fine Arts from Berklee College of Music and a Presidential/Key Executive MBA from Pepperdine University. Prior to his career in hospitality furnishings, Lazar worked as a music artist, producing and writing songs for commercials and film, and later had a career as a solo artist.

Lazar resides in Los Angeles with his wife Lisa and their three sons Ross, Cameron and Dillon.