

# INDA's Small Business Newsletter

Covering Issues That Affect You

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April 15, 2008

## INDA SMALL BUSINESS E-REPORT

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Welcome to the **INDA Small Business e-Report**. This monthly e-publication provides INDA members with insight and advice on operating a successful small business in today's nonwovens industry.

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## GETTING THE MOST OUT OF OVERSEAS TRADE SHOWS

A lot of nonwovens companies from the United States headed to Switzerland for INDEX08 this month (April 15-18 in Geneva) and there are a host of other international shows that challenge the resources of smaller companies each year. You know that you have to be there if your customers and competitors are, but you also have to take care of business back on the home front. So if you are going to make the investment in attending an overseas trade show you may as well do it right.

Here is some good advice from a company called Cassel International, which specializes in global marketing and communications ([www.casselinternational.com](http://www.casselinternational.com)).

1. **Decide Why You Participate in an Overseas Trade Show.** What better way to quickly test if there is a potential market for your product? An overseas show can be the first step to uncovering new prospects and geographic markets for your product or service. In addition, you can often find just the right distribution partner who is looking for exactly what you have to offer.
2. **Find the Right Show.** Do your research! Find out about the other exhibitors — who they are, what product or service they offer and what countries they represent. Take a look to see if any of your competitors have exhibited in the past. Ask the trade show organizers to provide you with some information on the number and types of visitors that attend the show.
3. **Establish a Budget.** It is important to prioritize and decide which shows have the best mix of attendees to suit your purpose and establish a budget accordingly.
4. **Design Your Exhibit with the Region in Mind.** Unless you are exhibiting in a 100% English-speaking country, you will need to modify your exhibit to be as culturally friendly as possible. Consider using multi-lingual displays and marketing materials, review your product line to make sure it is acceptable for the region and be sure you've planned ahead for different electrical requirements if necessary. And by all means staff your booth with multi-lingual personnel.
5. **Plan Ahead.** Make your travel arrangements far in advance; for large trade shows, hotel space can fill up quickly. Be sure to check customs clearance issues to make sure your exhibit materials are at the show location in plenty of time for setup. Find out if the show allows on-floor selling; if so, have pricing and order forms available.

## DEFEND YOUR BUSINESS ELECTRONICALLY

It seems that almost every day we read about some company – small or large – somewhere exposing important data through a breach in their computer “firewall.” (For some reason it seems very often it is a government agency, but it happens to companies for all sizes as well.)

None other than Microsoft recently put out a missive to small businesses explaining how to protect themselves against hackers who know a heck of a lot more about computers than you do.

These broadband services and the ability to work remotely may have huge benefits when it comes to productivity, Microsoft points out, but without proper protection they leave you and your network exposed to a variety of incursions.

Denial of Service attacks, for example, can deprive a company and its employees of access to a resource such as their network, e-mail or website and can destroy files and programming. A Trojan Horse, on the other hand, is a piece of programming that sneaks onto a system and lurks until it's triggered by a date or event, at which time it activates and destroys files or creates a back door for intruders to enter. Attacks such as these can cost a small company a considerable amount of time and money. However they can be avoided by installing a firewall across your systems.

### *What is a firewall?*

A firewall is a piece of hardware or software that places a barrier between your network and the Internet. It prevents outsiders from accessing your network and systems and delving into your confidential information or performing malicious acts. It can further protect your systems by restricting the surfing activities of those on your network. A firewall examines each packet of data sent to your computer or network and decides, based on pre-determined parameters, whether or not to let it through. It also blocks attempts by unknown programs that may find their way onto your system.

### *What doesn't a firewall do?*

Firewalls don't protect your systems against viruses. For this you need anti-virus software that scans your computer on a regular basis and your emails as they arrive.

### *What types of firewall are available?*

- ⇒ Hardware firewalls are easy to use and install and are usually faster than their software counterparts and tend to be more reliable. One of the real benefits of a hardware firewall is that it will often come bundled with additional services. A hardware firewall may be more expensive, but you get more for your money.
- ⇒ Software firewalls traditionally run on top of your operating system. They tend to be more flexible and give you more control than their hardware counterparts (they're also less expensive). You can install a software firewall either onto the computer that acts as your Internet connection router, or on each system on your network.

### *What to look for when buying a software firewall:*

Ease of use. A good software firewall should offer you an easy-to-use interface that lets you effortlessly navigate through your choices and guides you through the process of setting up your firewall.

Automatic updates. Your firewall vendor should also make regular updates available to you at a reasonable price, and if they're automatic all the better. Most vendors will give you at least a year's worth of updates for free, after which you will need to pay for them.

## INDA IS ACTIVE IN INDIA

Ever think of doing business in India? Well, INDA has been very active in this emerging market and INDA president Rory Holmes is urging INDA members of all sizes to take advantage of the inroads the association has made in India through personal visits and seminars in that country.

"We have been promoting the work we've done in India for several reasons," Holmes says. "First and foremost is that I believe India represents the Next Big Thing for the nonwovens industry, worldwide. The Indian economy is growing at almost 10% per year and the number of Indian nationals that occupy the "middle class" and have disposable income now amounts to almost 400 million people."

The Indian economy and market for nonwoven manufacturing, converting and fabric sales will develop over the next five to 10 years into a huge opportunity for those companies that want to participate. It is INDA's role to research the market and provide its members with the best information regarding this developing market. We find that 64% of our members surveyed approve of our efforts in India to date.

That said, I also believe that each member must develop its own strategy for its activities (or not) in India and decide on how they want to deal with these opportunities. INDA can help by identifying the opportunities, by making introductions with business associates or partners in India, and by facilitating the development of strategic plans. All you need to do is ask.

INDA organized a successful "Link with India" in October of 2007, with more than 300 people attending the conference and table-top reception. INDA has also developed a training course on Geotextiles in India.

"Our plans in India for 2008 are quite modest," Holmes adds, pointing to a training course held this spring as well two or three additional "Elementary Training Courses" during the year. "We will continue to develop market information and identify potential customers, suppliers and partners for our members."

## LOOKING FOR INTERNS? TRY INDA.ORG

Realizing that hiring good employee and interns is always a challenge for smaller companies, INDA has established an online Intern Program to help bring together companies and young students looking for opportunities. As of earlier this month, well more than 100 students from all over the United States have posted their resumes and background information as part of the new online Intern Program sponsored by INDA.

Unveiled in January with the goal of identifying, recruiting and training the next generation of nonwovens industry professionals, the online Intern Program is bringing together nonwovens companies and young students and professionals considering the industry as a career. Currently, more than 120 interns have participated in the program. The Intern Program's goal is to help companies find qualified interns and employees where they are most comfortable - on the Internet - through the INDA Website at [www.inda.org](http://www.inda.org).

INDA also strongly urges companies to post their internship openings on the website to attract students interested in being a part of their companies.

Proving especially popular is a link where students can complete the intern form that is then posted online so that participating companies can review their interests and background and contact them if they have a match. In addition, the INDA website also allows INDA member companies to list their intern positions for all levels of positions within the company. The students then are able to check the available intern positions and contact the company directly.

To learn more about the online Intern Program or to register, log on to:

<http://www.inda.org/class/interns.html>

### **IN THE WIPES BUSINESS? THEN ATTEND WOW**

The second annual World of Wipes (WOW) International Conference plans to once again explore all aspects of the wipes business – from raw materials to substrates to converting and end-use applications – during three days of seminars and networking at the European-style Millennium Knickerbocker Hotel in Chicago, Ill. It is an ideal opportunity for smaller companies that service and supply the wipes business to meet and network with other companies of all sizes, including the major producers and converters.

This Conference, scheduled for June 16-18 and organized by INDA, is devoted solely to wipes, with a concentration on substrates, active ingredients, packaging, market metrics, industry challenges and market opportunities, particularly in Asia and Europe. The inaugural event in 2007 in Atlanta drew more than 200 attendees.

The 2008 WOW will include a focus on Converting and is designed for top management, marketing/sales executives, R&D personnel and technical/engineers from all links in the wipes supply chain. WOW was developed by the Wipes Committee of INDA.

Among other topics on the WOW agenda:

- ⇒ Sustainability
- ⇒ Green marketing ... What does green mean? Does anyone know? More importantly, can companies make any money being green?
- ⇒ New flushability standards unveiled
- ⇒ Private label vs. brand
- ⇒ Consumer wants, needs and trends. What consumers are not willing to pay for!
- ⇒ Tomorrow's technologies
- ⇒ Innovation Awards - "WIN at WOW!"

For more information: [www.inda.org](http://www.inda.org).

## INDA MEETINGS SCHEDULE

### 2008

April 8-10

Tennessee INDA Nonwovens Course, Hilton Knoxville, Knoxville, TN

May 8-9

Elementary Nonwovens Training Course, INDA Headquarters, Cary, NC

June 16-18

WOW08 (World of Wipes), The Millennium Knickerbocker Hotel Chicago, Chicago, IL

September 8

Nonwoven Enhancements 2008, Hilton Americas, Houston, TX

September 8-11

INTC 2008, Hilton Americas, Houston, TX

September 16-18

INDA Nonwovens Course, INDA Headquarters, Cary, NC

October 28-30, 2008

New Energy Technologies & Sustainability 2008, Marriott City Center, Raleigh, NC

December 9-11

Filtration 2008, Pennsylvania Convention Center, Philadelphia, PA

### 2009

January 26-29

Vision 2009, Sheraton New Orleans Canal Street, New Orleans, LA

February 22-24

Annual Meeting 2009, Four Seasons Aviara, Carlsbad, CA

May 5-7

Link with Asia 2009 - The East/West Business Connection, Sheraton Wall Centre, Vancouver, BC  
Canada

September 21-24

INTC 2009, Grand Hyatt Denver Downtown, Denver, CO

2010

April 27-29

IDEA 2010 International Conference & Expo, Miami Beach Convention Center, Miami Beach, FL

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**THAT'S ALL, FOLKS**

We would love to hear from you. Just email us at [mjacobson@inda.org](mailto:mjacobsen@inda.org) to let us know how you are getting along.

Michael Jacobsen

Editor

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