

INDA's Small Business Newsletter

Covering Issues That Affect You

February 15, 2008

INDA SMALL BUSINESS E-REPORT

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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THE 7 IRREFUTABLE RULES FOR SMALL BUSINESS GROWTH

One of the many highlights at the VISION 2008 Consumer Products Conference organized by INDA in Fort Worth, TX in mid-February was a presentation by business guru Steven Little, a senior consultant for Inc. Magazine. "Growth organizations put their focus on time, money and effort," he says. "There are seven areas to look for to do something differently than it has been done before."

Here we share what he calls his "7 Irrefutable Rules of Business Growth" as a service to our small business readers.

1. **Strong Sense of Purpose.** Everyone needs a reason for getting out of bed in the morning, and it can't be about money. Leaders set this sense of purpose and it permeates through the company. It takes many forms, but one thing is certain: Wealth accumulation is not a sense of purpose of leaders.
2. **Outstanding Market Intelligence.** Successful organizations need to see trends happening and then do something about them. A lot of companies have good internal intelligence, but need to do better with their outside intelligence.
3. **Effective Growth Planning.** Only 12% of privately held companies in the United States have a business plan that is written, well communicated and regularly updated. A full 80% of Inc. 500 companies do. Organizations that grow put time, money and effort to planning and that becomes a competitive advantage.
4. **Customer Driven Processes.** The more customer-driven your processes are, the more likely you are to grow, but that is not as easy as it seems. Too many companies internally define what is good, but that knowledge has to come from the outside, from the customer.
5. **Put The Power of Technology To Work.** The tools of business matter more now than ever and leaders have to be experts in the tools that are available to them. If you are in business, you are in the technology business.
6. **Best and Brightest.** The number one barrier to greatness for your organization is people. There are not enough skilled people for all of the opportunities and the job of a business growth leader is finding and keeping the best and brightest.
7. **See The Future.** It is impossible to predict the future, but leaders have to be able to tell the difference between the unexpected and the obvious.

THE BIG BEATS OUT THE SMALL FOR 2008 VISIONARY AWARD

In the battle of few Davids against a number of Goliaths, the big guy won this time as Kimberly-Clark was presented with the coveted 2008 Visionary Award at the recent VISION 2008 Consumer Products Conference in Fort Worth. K-C's SpaSensials defeated entries from five other companies in the voting done by VISION attendees.

"It was one of the closest votes in the seven-year history of the Visionary Award and the smaller companies did very well for themselves against some very strong competition from larger companies from around the world," says Visionary Award project coordinator Michael Jacobsen, of INDA.

Now in its seventh year, the Award is given annually to a new consumer product that utilizes nonwoven fabrics in its final form. The other five finalists were Curity Brand Nursing Pad, Covidien; Do-Rite Disposable Dog Diapers, Do-Rites; PowerTex Glass Cleaner, Ecolab; OMop Dry Sweeper Cloths, Method Products; and Consumer Shopping Bags, Reliance Industries (India).

OSHA MANAGEMENT SYSTEMS AVAILABLE TO SMALL BUSINESSES

Now any organization can invest in safety, for free! OSHA Safety & Health Management Systems for Small Businesses is classroom-quality, self-instructional training funded by OSHA and developed by North Carolina State University's Industrial Extension Service. This online program is designed to assist small- and medium-sized businesses in developing and implementing an effective safety and health management system that is:

- ⇒ Inexpensive and easy to develop
- ⇒ Performed in-house
- ⇒ Based on the specific needs of your workplace

OSHA Safety & Health Management Systems for Small Businesses is free and available online 24/7! To access this course: <http://www.ies.ncsu.edu/safetyhealthmgmt/>

IN CASE YOU MISSED IT: INDA INTERN PROGRAM NOW OPERATING

Announced last month in the INDA Small Business e-Report, this item is worth repeating for all the benefits it can bring to small business in the nonwovens industry.

INDA has initiated an ambitious online Intern Program that brings together nonwovens companies and young professionals considering the industry as a career. The Intern Program's goal is to help companies find qualified employees and the effort will communicate with these future executives where they are most comfortable – on the Internet – with the focus of the effort on the INDA Website at www.inda.org.

The key feature of the Intern Program is a link on the INDA Website that 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.

In addition, students can complete the intern form on the site, which will then be posted online so that participating companies can review their interests and background and contact them if they have a match.

INDA will be spreading the word on its new Intern Program through its newsletters and other publications as well as through outreach to leading engineering and textile schools and community colleges . . . from professional to entry level positions.

Another facet of INDA's educational and career outreach efforts is the establishment of a curriculum at Catawba Community College, located near Charlotte, North Carolina. This course will focus on training and education for potential factory and plant personnel.

INDA MEETINGS SCHEDULE

2008

Annual Meeting 2008 (For INDA Members Only)

February 24-26

Hyatt Regency Grand Cypress, Orlando, Florida

INTC 2008, International Nonwovens Technical Conference

September 8-11

Hilton Americas, Houston, Texas

Filtration 2008

December 9-11

Pennsylvania Convention Center, Philadelphia, PA

2009

INTC 2009, International Nonwovens Technical Conference

September 21-24

Grand Hyatt Denver Downtown, Denver, Colorado

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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