

INDA's Small Business Newsletter

Covering Issues That Affect You

November 2009

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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INDA Names Five Finalists for 2010 Visionary Award

Five consumer products covering a range of end-use applications have been nominated as finalists for the prestigious 2010 Visionary Award.

Now in its ninth year, the Award – which is given annually to a new consumer product that utilizes nonwoven fabrics in its final form – will be presented at the VISION 2010 Consumer Products Conference, January 20-22, 2010 in New Orleans, Louisiana. The finalists will make presentations during VISION 2010 and conference attendees will vote on the recipient of the 2010 Visionary Award.

“Even in the challenging business climate of the past 12 months, consumer products’ companies have invested in the development of new products and these five finalists of the 2010 Visionary Award are proof of the success of these efforts,” says Visionary Award Chairman Michael Jacobsen, of INDA, Association of the Nonwoven Fabrics Industry, organizer of the annual Vision Consumer Products Conference.

“They represent the most significant advances in incorporating nonwovens technology into consumer products and they are being recognized not only for their technical attributes, but for their novel use of nonwoven fabrics as well,” Jacobsen adds.

The five finalists are:

The Dial Corporation/Henkel, Purex Complete 3-in-1 Laundry Sheets

The product does it all in one easy-to-use sheet. Consumers can use the same sheet from washer to the dryer providing cleaning, softening and anti-static benefits. Each sheet contains the proper amount of detergent, softener and anti-static agent for a single load of wash.

Advanced Cleaning Technologies, The Ultimate Cloth

The Ultimate Cloth is a patented, exclusive technology that makes it “the best cleaning cloth in the industry today.” The Ultimate Cloth is a streak-free window cleaner that cleans and polishes windows, mirrors, windshields and glass as well as many soft surfaces such as leather and vinyl.

Rockline Industries, Regenerated Cotton Wipe

The substrate for the Regenerated Cotton Wipe is made from 100% biodegradable materials – the blend is 25% viscose and 75% cotton. The cotton is produced from the post-industrial waste from the manufacturing of T-shirts, and the recovery process to regenerate the cotton is energy and water friendly.

Procter & Gamble, Infinity feminine hygiene pad

This newest feminine hygiene pad from P&G features a soft cover sheet designed to work with the pad's Infinicel core, Microdots for fast absorption, a new wing design for secure protection, form-fitting channels for leakage protection and a wider design in the back to provide increased coverage.

Superior Felt and Filtration/Wein Products, Fitseal disposable respirator mask

This mask employs nonwoven tribo technology coupled with a medical adhesion system that makes it an effective disposable mask in swine flu/H1N1 protection as well as for use in protection in dealing with SARS, Avian Bird Flu, disaster clean up, emergency response, terrorism and tourism abroad.

Last February at VISION 2009 in New Orleans, Ahlstrom's Disruptor™ nonwoven water filter media received the 2009 Visionary Award. Previous recipients include Kimberly-Clark's Spa Sensials personal care treatment (2008); Covidien's (Tyco) Swim Pants (2007); Chicopee's Disaster Relief Blanket (2006); Fiberweb's Resolution Print Media (2005); Church & Dwight's Brillo Scrub 'n' Toss (2004); FMJ ChemBio's Civilian Quick Escape Mask (2003); and Procter & Gamble's Swiffer (2002).

For complete program and registration information for VISION 2010:

<http://www.inda.org/events/vision10/>

Nominations Still Open for IDEA10 Achievement Awards

In other awards news, nominations are still open for the prestigious IDEA10 Achievement Awards, which are once again being co-sponsored by INDA, Association of the Nonwoven Fabrics Industry, and *Nonwovens Industry* magazine. The awards, presented every three years in conjunction with the IDEA International Engineered Fabrics Exposition and Conference, are designed to award innovation within the nonwovens and engineered fabrics industries. Nominations will be accepted through December 31, 2009.

The IDEA10 Achievement Awards will recognize the leading companies, individuals and new products in the global engineered fabrics industry. The awards will be presented on the show floor during IDEA10, April 27-29, 2010, at the Miami Convention Center in Miami Beach, FL.

All members of the global engineered fabrics industry are eligible for the IDEA10 Achievement Awards. Nominations can be made in five categories through a number of outlets, including the INDA website at www.inda.org and through the *Nonwovens Industry* site at www.nonwovens-industry.com.

A Selection Committee will then select three finalists in each category, and in early 2010 members of the industry will have the opportunity to vote on the recipient in each category through the Nonwovens Industry and INDA websites.

"These IDEA Achievement Awards promote innovation and recognize outstanding achievement within the worldwide engineered fabrics community and it is fitting that they will be presented during IDEA10, the most important industry trade show of the year," says Rory Holmes, President of INDA, the organizer of the triennial IDEA Conference and Exposition.

Nominations are being accepted in five categories:

- IDEA10 Equipment Achievement Award ... Given to the company with the best equipment new product introduction since IDEA07.
- IDEA10 Roll Goods Achievement Award ... Given to the company with the best roll goods new product introduction since IDEA07.
- IDEA10 Raw Material Achievement Award ... Given to the company with the best fiber/raw material new product introduction since IDEA07.
- IDEA10 Short-Life Product Achievement Award ... Presented for the best new disposable product utilizing engineered fabrics introduced since IDEA07.
- IDEA10 Long-Life Product Achievement Award ... Presented for the best new durable product utilizing engineered fabrics introduced since IDEA07.

Anyone with questions on the nomination process should contact project coordinator Michael Jacobsen at 201-396-7005; mjacobsen@inda.org.

INDA to Hold Wipes Webinar

In other INDA news, the association will offer — in association with *Nonwovens Industry* magazine — a Consumer Wipes Tutorial webinar on Wednesday, December 9th at 10-11:30 Eastern Standard time. The webinar, which is available for a cost of \$150, is open to both newcomers and industry veterans. The webinar will cover the 'A-Z's' of Wipe Technology, including:

- The basics of wipes production
- Become a better buyer
- Compare different technologies
- Get new ideas
- Get up to speed quickly
- Consider new technologies for your products
- Determine the advantages/disadvantages of processes

Featured nonwoven technologies include carding, spunlacing, needlepunching, dry form pump and coform.

Presented by industry veteran Rory Holmes, President of INDA, this is a cost-effective way to learn the basics of this exciting market category.

To register, visit: www.nonwovens-industry.com/webinars

SMALL BUSINESS ADVICE

Swine Flu Revisited; National Emergency Causes Concern for Small Businesses

A recent issue of Small Business News talked about swine flu and the CDC's advice for small companies. Now that President Obama has declared this a national emergency and cases are being diagnosed throughout the country, it's worth revisiting. Some estimates predict the pandemic could cost the U.S. economy up to \$700 billion in lost productivity. Small businesses could be hit particularly hard and of further concern,

new studies have also shown that many people with swine flu may be able to spread the virus for a week or more after symptoms first appear, longer than experts had thought. Again, here's what you can do to prevent the flu from impacting your business.

1. Wash your hands. Hand-washing is still the best way to prevent colds and other respiratory and infectious diseases that are transmitted by hand to mouth or hand to nose/eye contact," says Samuel Grief, MD, medical director of campus care at the University of Illinois at Chicago. "Soap acts as a vehicle to trap the germs (i.e. viruses, bacteria) that are loosened by the act of rubbing your hands together under water. These germs can then be rinsed away by the water."
2. Alcohol-based sanitizers are also effective. Consider installing one in your office.
3. Cover your nose and mouth with a tissue when you cough or sneeze. Avoid touching your eyes, nose and mouth.
4. Stay home if you get sick and limit contact with others.
5. Find healthy ways to deal with stress and anxiety.
6. Maintain healthy eating habits and stay well hydrated.
7. Consider getting a flu shot.
8. Keep your office clean. Clean the surfaces you touch with Lysol or Clorox disposable wipes before you touch them and clean them often. This pertains to counters, door knobs, keyboards, trash cans and pens. Keep all surfaces as clean as possible and use towels and wipes rather than touching door handles, restroom handles, and any items the public touches often.
9. Consider a more lenient sick-day policy and cross-train employees as much as possible so they can cover for different departments within your business.

For more information: "Planning for 2009 H1N1 Influenza: A Preparedness Guide for Small Business."

The guide is available online:

<http://www.flu.gov/professional/business/smallbiz.html>

Sidebar: H1N1 Symptoms

Swine flu can cause mild to severe illness, and at times can lead to death. The flu is different from a cold and usually comes on suddenly. According to the CDC, the symptoms below are usually referred to as "flu-like symptoms."

- Fever (usually high)
- Headache
- Extreme tiredness
- Dry cough
- Sore throat
- Runny or stuffy nose
- Muscle aches
- Stomach symptoms, such as nausea, vomiting, and diarrhea, also can occur but are more common in children than adults

When and How to Say "No"

It may be that swine flu hits your employee base or maybe you suddenly have more orders than you ever dreamed possible. Whatever the cause, knowing how and when to say no will ultimately be one of the best skills you can learn as you run a small business.

An article on the Success magazine website discusses this trait; here's what they have to say:

"No" is a word that can save you time, energy and precious resources when you know when and how to use it purposefully. But many people have a difficult time saying "no" because they sincerely want to help and don't want to disappoint others. So they take on more than they can handle, compromising the quality of performance, neglecting their own priorities, and burying themselves under mountains of responsibilities, tasks and activities that will never lead to their ultimate vision. That's why it's important to know when to say "no" – so rather than react to other's demands, you respond based on your values and priorities.

One of the biggest reasons people have a difficult time saying "no" is because they haven't clarified their own intention; other people's goals become more important than their own in the absence of a specific vision.

Here is one question that will support you in determining when it makes sense to say "no" – ask yourself: Is this essential? And by essential, I don't mean necessary or required. Rather, "essential" means, is it "of your essence" based on your values and vision? In other words, will this task lead you quickly and effectively to the best result that is aligned with your highest intention? If not, the answer is clearly "no".

Learning to say "no" to non-essential tasks creates a path to freedom and success. It will clear your schedule of mental clutter so you can harness your life force and focus your attention on the realization of your goals. Having a clear vision and a strong sense of purpose gives you the discernment to know which actions yield the greatest return on investment for your time, energy and resources.

Avoiding Email Overload

In today's technology-crazed society, email has been a boon to business, but it can also be the bane of your existence. Below, Harvard Business Review provides tips on how to reduce email overload:

As a Recipient

1. To avoid constant distractions, turn off automatic notifications of incoming e-mail. Then establish specific times during the day when you check and take action on messages.

2. Don't waste time sorting messages into folders; inbox search engines make that unnecessary. (One possible exception: Create an "urgent action" folder—but don't forget to check it.)
3. Don't highlight messages you intend to deal with later by marking them as "unread." In Microsoft Outlook, accidentally typing in the wrong keyboard shortcut will irrevocably designate every item in your inbox as "read." ("Undo" isn't an option, it turns out.)
4. If you won't be able to respond to an e-mail for several days, acknowledge receipt and tell the sender when you're likely to get to it.

As a Sender

1. Make messages easy to digest by writing a clear subject line and starting the body with the key point. Use boldface headings, bullet points, or numbering to highlight action items – and to note who's responsible for each one.
2. To eliminate the need for recipients to open very short messages, put the entire contents in the subject line, followed by "eom" (end of message).
3. Whenever possible, paste the contents of an attachment into the body of the message.
4. Minimize e-mail ping pong by making suggestions ("Should we meet at 10?") rather than asking open-ended questions ("When should we meet?").
5. Before you choose "reply to all," stop and consider the e-mail burden that your choice places on each recipient. If you wouldn't be able to justify that burden, remove the recipient from the send list.
6. For your own sake, send less e-mail: An outgoing message generates, on average, roughly two responses.

INDA MEETINGS CALENDAR

2009

[Filtration 2009 International Conference & Expo](#)

November 17-19, Navy Pier, Chicago, IL

2010

[VISION 2010 Consumer Products Conference](#)

January 20-22, Sheraton Canal Street, New Orleans, LA

[IDEA 2010 International Conference & Expo](#)

April 27-29, Miami Beach Convention Center, Miami Beach, FL

[INDA Nonwovens Course](#)

June, INDA Headquarters, Cary, NC

Elementary Training Course

June 8-9, INDA Headquarters, Cary, NC

World of Wipes 2010

June 20-23, InterContinental Chicago, Chicago, IL

INTC 2010, The International Nonwovens Technical Conference

September 20-23, Hilton Baltimore, Baltimore, MD

Filtration 2010, International Conference & Expo

November 30-December 2, Pennsylvania Convention Center, Philadelphia, PA

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