



Small Business Newsletter

Volume 10, Issue 5

May 2010

Covering Issues That Affect you

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.

IDEA10 Brought World of Engineered Fabrics to Miami Beach



IDEA10 Brought World of Nonwovens To Miami Beach

A strong showing of international visitors and exhibitors, along with significant presence of first-time exhibitors, were among the many highlights of the highly successful IDEA10 International Engineered Fabrics Conference and Exposition, held April 27-29 in Miami Beach, Florida.

IDEA10, the triennial event sponsored by INDA, featured 379 exhibiting companies from 22 countries, filling almost 400,000 gross square feet (37,000 square meters) of the

Miami Beach Convention Center. Exactly one half of the exhibitors were from outside of the United States.

In addition, there were approximately 5,500 attendees and more than one-third of them came from countries outside the U.S.

"IDEA10 was one of the most successful IDEA shows ever and the continued strong participation of foreign exhibitors and attendees is proof of the show's importance within the international nonwovens community," says INDA president Rory Holmes. "IDEA10 was truly a global event."

Of the 379 exhibiting companies, 143 were first-time exhibitors. "These new exhibitors, combined with the continued growth of international participation, speaks well of the continuing vibrancy of

the nonwovens industry here and abroad," says Holmes.

In addition to the thousands of attendees and hundreds of exhibitors on the show floor of the Miami Beach Convention Center, many more were doing business at the 40 meeting rooms utilized by many of the leading companies in the industry to facilitate their business discussions. The intense activity in this growing segment of the event enhanced the quantity and quality of business conducted during the three days of IDEA10.

Among the other highlights of IDEA10:

- The presentation of the IDEA10 Achievement Awards – sponsored by INDA and Nonwovens Industry magazine – recognized companies in five categories for the best new products

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introduced since IDEA07. The winners of the IDEA10 Achievement Awards were:

IDEA10 Machinery/Equipment Achievement Award:

ITW Dynatec: Vector™ Modular Metering Platform

IDEA10 Fibers/Raw Materials Achievement Award:

Bostik: Relyance™ Adhesive

IDEA10 Roll Goods Achievement Award:

PGI: Spinlace

IDEA10 Short-Life Converted Product Achievement Award:

Henkel/Dial: Purex® Complete 3-in-1™ Laundry Sheets

IDEA10 Long-Life Converted Product Achievement Award:

DuPont: Nomex® KD

- An IDEA10 Entrepreneurial Achievement Award was presented to Fi-Tech, which in 2009 took the bold step of forming a joint venture company with Uwe Gaedike, and successfully completed the purchase of Oerlikon Enka Tecnica GmbH.

- In a special moment during the IDEA10 Achievement Awards event, Holmes recognized the

accomplishments of former INDA Technical Director Cos Camelio, who passed away in May, 2008, shortly after retiring from the association. The IDEA Lifetime Achievement Award had been presented posthumously to Cos Camelio's wife, Phyllis, at a special event last year. Camelio has also been inducted into the Nonwovens Industry Hall of Fame.

- IDEA10 also saw the utilization of two "new media" formats during the course of the three-day event. The new IDEA10 "crowd-vine" social networking site and the debut of IDEA10 TV, produced in cooperation with INDA by Nonwovens Industry magazine, provided two significant steps in improved networking and communications during the three days of IDEA10.

- In addition, the IDEA News show newspaper, published by World Textile Publications, highlighted events and companies at IDEA10.
- The well-attended IDEA10 Conference focused on Global Markets and presentations on each of the three days provided attendees with insightful research into the engineered fabrics markets in North America, South America, Europe, Asia and India. The sixth session focused on emerging technologies.

IDEA2013, the next North American engineered fabrics exhibition, will be held April 23-25, 2013 at the Miami Beach Convention Center in Miami Beach, Florida.

For more information:
www.inda.org



IDEA10 Entrepreneurial Achievement Award

From left: Rod Zilenziger, Nonwovens Industry; Todd Bassett, Jeff Bassett, Fi-Tech

Quote of the Month:

"Take a tip from nature – your ears aren't made to shut, but your mouth is."

– St. Francis of Assisi

Five Companies Receive IDEA10 Achievement Awards

The IDEA10 Achievement Awards, which recognize the best new nonwoven and engineered fabric products introduced in the past three years, were presented in six different categories during a special ceremony on the second day of IDEA10 International Engineered Fabrics Conference and Exposition, April 28, 2010, in Miami Beach, Fla.

The IDEA10 Achievement Awards are co-sponsored by INDA, Association of the Nonwoven Fabrics industry and organizer of the tri-ennial IDEA Expo and Conference, and Nonwovens Industry magazine. They are presented to the leading new products in five separate categories – Equipment, Raw Materials, Roll Goods, Short-Life End Product and Long-Life End Product – as well as a special award in the Entrepreneur category.



IDEA10 Achievement Award Winners

From left: Rod Zilenziger, Nonwovens Industry; Justin Broome, ITW; Hyun Lim, DuPont; Cornelius Bessler, Henkel; Susan Violette, PGI; Courtney Korselt, Bostik; Rory Holmes, INDA

Nominated by the industry and chosen by online voting earlier this year, the five winners were:

IDEA10 Machinery/Equipment Achievement Award:

ITW Dynatec: Vector™ Modular Metering Platform



IDEA10 Fibers/Raw Materials Achievement Award:

Bostik: Relyance™ Adhesive



IDEA10 Roll Goods Achievement Award:

PGI: Spinlace



IDEA10 Short-Life Converted Product Achievement Award:

Henkel/Dial: Purex® Complete 3-in-1™ Laundry Sheets



IDEA10 Long-Life Converted Product Achievement Award:

DuPont: Nomex® KD



In addition, an IDEA10 Entrepreneurial Achievement Award was presented to Fi-Tech, which in 2009 took the uniquely bold step of forming a joint venture company with Owe Gaedike, and successfully completing the purchase of Oerlikon Enka Tecnica GmbH.

"IDEA10 is the only place this year that the entire industry is in one place at the same time and it is appropriate that the Achievement Awards be presented here because these companies and individuals have contributed greatly to the advancement of our industry," said INDA president Holmes. "All of the finalists already have my thanks and appreciation for their contributions to our business in the past three years."

In a special moment during the IDEA10 Achievement Awards event, Holmes recognized the accomplishments of former INDA technical director Cos Camelio, who passed away in May, 2008, shortly after retiring from the association. The

IDEA Lifetime Achievement Award had been presented posthumously to Camelio's wife, Phyllis, at a special event last year. Camelio has also been inducted into the Nonwovens Industry Hall of Fame.

The complete list of finalists in the five categories for the IDEA10 Achievement Awards:

The finalists:

EQUIPMENT

1. Elmarco: Nanospider™ Production Equipment
2. ITW Dynatec: Vector™ Modular Metering Platform

3. Teknoweb Srl: Futura Wet Wipes Converting Machine

RAW MATERIALS

1. Bostik: Relyance™ Adhesive
2. Kraton Polymers: MD6705 Stretch Technology
3. Tredegar: FlexFeel™ Elastic Laminate

ROLL GOODS (four finalists selected due to a tie in the selection voting)

1. Ahlstrom: Disruptor® nonwoven water filter media
2. Hollingsworth & Vose: Capaceon™ filter media
3. PGI: Spinlace Nonwoven

4. Sandler AG: sawasorb® exterior

SHORT LIFE CONVERTED PRODUCT

1. Henkel/Dial: Purex® Complete 3-in-1™ Laundry Sheets
2. Procter & Gamble: Always Infinity feminine hygiene pad
3. S.C. Johnson: Windex™ Outdoor All-in-One Cleaner

LONG-LIFE CONVERTED PRODUCT

1. DuPont: DuPont Nomex® KD
2. OMNOVA Solutions: Ecore™ Advanced Wall Technology
3. TenCate: TenCate GeoDetect®

How to Give Good Feedback to Your Top Employees



Giving feedback, particularly constructive feedback, is often a stressful task. As counterintuitive as it may seem, giving feedback to a top performer can be even tougher. Top performers may not have obvious development needs and in

identifying those needs, you can sometimes feel like you're being nitpicky or over-demanding. In addition, top performers may not be used to hearing constructive feedback and may rankle at the slightest hint that they're not perfect. However, Harvard Business Review explains that giving your best performers good feedback is essential to keeping them engaged, focused, and motivated.

When preparing for the conversation, remember that results don't always speak for themselves. High

performers often have great results; yet it's important to understand how they achieve those results, and often at what cost. Unfortunately, top performers often get results by forgoing other things, such as caring for their people, building alliances with others, or maintaining a healthy work/life balance. In addition, a top performer's strengths may often be his or her weaknesses. Think carefully about the behaviors that have enabled your star to succeed — they may be the same behaviors holding him or her back.

To make the most of your feedback session, focus the discussion on three levels: the star's current performance, his or her next performance frontier, and his or her future goals and aspirations. At the beginning of the session, set up the conversation by explaining you will be covering those three levels. Once you've agreed with your top performer on the agenda, start by talking about current performance.

Express Gratitude for Current Performance. Many managers make the mistake of assuming that their top performers already know how well they are doing. Always start your feedback session by specifically stating what your star has accomplished. Show gratitude for his or her contributions and successes. Constructive feedback is more easily received if it is preceded by genuine appreciation for hard work. Given how valuable your star is to you and your organi-

zation, you can't express enough how much you value him or her.

Now, What's the Next Performance Frontier? Top performers are likely committed to self-improvement — that's one of the ways they became top performers. As a manager, it's your responsibility to help him or her determine how to keep improving. Tap into that commitment and engage your high performer in a discussion about how he or she might achieve the next level of performance, whether it is a new sales target or a promotion. This part of the discussion should include recognition of what might be standing in the way and how to overcome those obstacles.

Identify Future Goals and Aspirations. Once you and your star have agreed on where he or she is headed, ask about motivation and values. To prompt him or her, ask questions such as: "What do you

want to be known for?" or "What matters most to you?" This will give him or her a chance to reflect on his or her career path and how this current role and the next performance frontier fit in. It will also allow you to figure out how you can align his or her motivations with those of the company.

Before you wrap up a feedback session with a high performer, always solicit feedback on how you are doing as a manager. Ask questions such as "How can I continue to support your high performance?" or "What can we do as an organization to keep getting better and supporting your great work?" This is important because it shows that you're an ally in achieving what he or she wants to achieve. This also helps cement the performer's connection to the organization.

10 Twitter Mistakes Made by Manufacturers



It seems Twitter is everywhere these days and even manufacturers are trying to figure out what they can do to participate in this latest social media tool. The

challenge is figuring out the best way to use social media to generate new business for your company. Norman Wright Jr., president and chief creative officer at Dimension X Advertising & Marketing, offers these tips on the 10 mistakes

manufacturers should avoid if they want to generate new business through Twitter:

1. Signing up then not participating. A telltale sign that Twitter is nothing more than a

check-off on your social media checklist. When you rarely post to Twitter, it will show.

2. Self-promotional tweets.

Marketers that sound more like car salesmen, constantly using promotional Tweets to tout their company's new hires, new business acquisitions, awards, etc.

3. Hiding behind the

company's veil. Using your company's name as the Twitter account without revealing who is doing the Tweeting. Even Ford Motor Company gets this right, allowing @ScottMonty to be the company's social media spokesperson under his own Twitter name rather than through the company's name. It's awkward to try and engage with a company. Social media is about people. A lot of the same principles of face-to-face networking apply to social media networks such as Twitter.

4. Auto responses. These will drive your prospects crazy. They are impersonal, and usually contain no value other than to clog up your Direct Message box, forcing you to scan through dozens and dozens of message to reach those who have sent you a personal one.

5. Little if any value to your

tweets. About 80-90% of my tweets are resources for my audience to help them with their new business challenges. They are a combination of posts from my blog and other resources that I usually find and pass on in my morning ritual of reading my RSS feeds in Google Reader. I use a tool called bit.ly to post an article, along with a shortened URL to Twitter.

6. Fail to generate Twitter

traffic 'to anything'. I have recommended to manufacturers that they should have a blog that becomes the "gateway" to the company and generates traffic to the blog through tools such as Twitter. The blog serves as the central component to your social media strategy.

7. Failing to use third party

Twitter tools. These tools can help you identify your best target audience and build your Twitter account's database of followers within the ratios mandated by Twitter. Your company's blog content can stay fresh with new postings but older posts have a very long shelf life from not only SEO but also through repurposing posts to Twitter using some third party Twitter Tools.

8. Using the reply function

when you should use a direct message. Not every reply needs to be shared with your entire Twitter audience. Almost all replies should probably be sent by Direct Message to the person.

9. Failing to engage in the

conversation. It amazes me that most marketers in the manufacturing industry have reservations about engaging with their prospective client audience. Social media and tools such as Twitter provide the most efficient means of creating a personal network with your best prospects. I have thousands of followers on Twitter alone and it is easy to stay engaged and be part of the conversations without it requiring an undue amount of time. I probably spend no more than 15 minutes a day responding through Twitter.

10. Allowing the early adopters

of Twitter to mandate how your company should use it. Face it, Twitter has superseded anything envisioned by its creators or early adopters "way back in 2006." Be creative about how you can use this tool to your benefit.

INDA EVENTS CALENDAR

Please visit <http://www.inda.org/events/index.html> for a complete list of upcoming events organized by INDA.

INDA Nonwovens Training Course

INDA Headquarters
June 15-17, 2010
Cary, North Carolina

INDA Elementary Training Course

July 20-21, 2010
INDA Headquarters
Cary, North Carolina

FILTRATION 2010

International Conference & Expo
November 30-December 2, 2010
Pennsylvania Convention Center
Philadelphia, Pennsylvania

World of Wipes 2010

International Conference
June 21-23, 2010
InterContinental Chicago
Chicago, Illinois

RISE

Research, Innovation & Science for
Engineered Fabrics Conference
September 20-23, 2010
Hilton Baltimore
Baltimore, Maryland

VISION 2011

Consumer Products Conference
January 10-12, 2011
Four Seasons Aviara
North San Diego, CA