



Small Business Newsletter

Volume 10, Issue 2

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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.

Quote of the Month:

"Leadership: The art of getting someone else to do something you want done because he wants to do it."

— Dwight D. Eisenhower

New Exhibitors Driving Growth at IDEA10 in April

An impressive collection of first-time exhibitors from around the globe has combined with a strong lineup of returning companies to make the IDEA10 International Engineered Fabrics Conference and Exposition close to a sell-out once again.

With little more than two months remaining until IDEA10 opens its doors in the Miami Beach Convention Center in Miami Beach, Fla., the exposition floor is almost 90% filled, according to INDA, organizer of the tri-ennial nonwovens and engineered fabrics industry trade show.

Driving this sales performance even in challenging economic times is the addition of more than 80 new exhibitors coming from virtually every corner of the world where nonwovens are supplied, produced and used.

"The nonwovens industry has always been about innovation, driven by new, smaller compa-

nies investing in the future of this business," points out Rory Holmes, President of INDA.

"The impressive showing of new exhibitors at IDEA10 is an indication that this trend continues and that newer companies are taking an active leadership role in the future of our industry."

Three years ago IDEA07 was the most international IDEA show in history. Now, in addition to showcasing new companies IDEA10 will once again have a distinctly foreign flair. At IDEA07, 44% of exhibitors were from outside of the United States, with 40% of the 6,000 attendees coming from foreign countries. Holmes expects that once again close to half of IDEA10 exhibitors will be foreign-based.

"The international acceptance of IDEA10 reaffirms the event's role as a truly global event and points to the global strength of the nonwovens industry as a whole," Holmes adds. "Indeed, the world will be coming to

Miami Beach for IDEA10 in April and we are proud to host everyone."

Booth sales have been brisk since the beginning of the year, reports Marilyn Bellinger, Associate Director of Sales at INDA. Past IDEA exhibitors reserved their space early, and now most of the recent activity has been from the first-time, international exhibitors making IDEA10 a part of their 2010 trade show calendar.

Stressing that there is still room on the show floor for companies interested in participating in IDEA10, Bellinger says, "We are on track to have the most successful IDEA ever and we anticipate the show floor will be virtually sold out when IDEA10 opens on April 27."

For more information on IDEA10 International Engineered Fabrics Conference and Exposition: www.idea10.org



Miami Beach Convention Center, Miami Beach, Florida

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INDA Publishing IDEA10 Newsletter to Attract Attendees

INDA continues to publish its IDEA10 newsletter to draw more attendees for exhibitors. The newsletter is being sent via email to thousands of potential IDEA10 attendees worldwide each month up until the show, April 27-29, 2010 in Miami Beach, Fla.

This is an ideal opportunity for all companies – and smaller businesses in particular – to

gain the attention of present and potential new customers by highlighting new or improved products that your company will be showcasing at the IDEA10 exposition.

There is no cost for inclusion in the IDEA10 newsletter. All that exhibitors need to do to be included is to get creative and send information on and photos of products they want custom-

ers to see at IDEA10. A one or two paragraph description along with a photo of the product or products is all that is needed. The information should be mailed to [mjacobson@inda.org](mailto:mjacobsen@inda.org).

The IDEA10 newsletter began publishing on December 15th and runs through April 15th.



INDA Welcomes New Members

INDA is pleased to welcome its first new members of 2010:

[Asahi Kasei Spandex America](#)

Asahi Kasei Spandex supplies elastic fibers for use in baby diapers, adult diapers, and medical garments.

[Automation and Control Technology, Inc.](#)

Automation and Control Technology provides measurement equipment for basis weight and moisture as well as web inspection as part of an integrated solution. Applications include airlaid, wetlaid, carded, spunbond, meltblown and needlepunched nonwoven materials.

[Colbond, Inc.](#)

Colbond is a leading supplier worldwide of high performance nonwoven fabrics and three-dimensional matrix products, composites, and geosynthetics for the building, industrial, sports, civil engineering and automotive industries.

[Croda Inc.](#)

FDA approved biodegradable green fiber finishes for various market applications and production methods. The following special effects are offered: durable wicking agents, soil release polymers, emulsifiers, lubricants, anti-stats, extracts, skincare actives, emollients and proteins.

[Kansan Paper Converting Machinery Ltd.](#)

Located in Turkey, Kansan is a leading converting machinery manufacturer in the Middle East and Europe. Their products include wet-wipe machinery and automatic crossfold/interfold machinery.

[Kem-Wove, Inc.](#)

Kem-Wove Inc. manufactures highloft nonwoven roll goods for the filtration, industrial, construction, marine, automotive, medical, apparel, furniture, personal care and other markets. Their sister company, International Foam Products, Inc. offers lamination up to 100' wide and computerized cutting.

[Mallard Creek Polymers](#)

Supplier of styrene-butadiene, styrene-acrylic and acrylic emulsion polymers for a wide range of nonwoven markets including: durable, disposable wipes, highloft, industrial, apparel interlining, filters, roofing products, geotextiles, floor pads and many more applications.

[Maxcess International](#)

Maxcess manufactures web handling components and systems. (Fife web guides; Tidland winding and slitting; MAGPOWER control products) Significant participation in the nonwovens industry from the formation of the web to the final production and packaging of the finished nonwoven product.

[M.R. Snyder Co.](#)

M.R. Snyder Company designs, builds, programs and commissions control systems for the nonwovens industry. Their specialty is coordinated variable speed drive controls.

[Nonwoven Solutions, LLC](#)

Roll goods producer converting synthetic fibers into fabrics via carding and needlepunch processes. Commissioned services including precision slitting and die cutting.

[Research Converting Machinery RCM AB](#)

RCM manufacturers machines for the production of wipes in the cosmetic, baby and household industries.

[RDM Solutions Group, LLC](#)

RDM is a diverse group of 8 professionals with expertise in breaking ground on "greenfield" production facilities, creating "first of a kind" processes and products, optimizing existing processes and delivering custom solutions.

[Sellars Wipers & Sorbents](#)

Sellars is a leading manufacturer of nonwovens for wipes, shop towels, disposable wipers and sorbents that are made with recycled fibers.

[Sonoco Products Company](#)

Sonoco is a leading provider of quality cores for rolled pulp and nonwovens materials. The vast range of core sizes and features designed to meet specific customer applications, assist mills in lowering total costs.

[S&S Specialty Systems, Inc.](#)

Converting and packaging equipment manufacturer. Folding, Rewinding, etc. Custom design and build.

[Teknoweb Srl](#)

Teknoweb of Italy is a manufacturer of wet wipe machinery for the baby/child, cosmetic, pharmaceutical and automotive industries.

[Texsus Spa](#)

Texsus of Italy produces roll goods of airthroughbonded material for baby diapers, sanitary napkins and incontinence; specifically with acquisition-distribution layers and top sheet applications.

[TIDI Products](#)

TIDI is an end product manufacturer of face masks, washcloths, towels, sterilization wraps and drapes for the medical and dental arenas.

[Xerium Technologies, Inc.](#)

Xerium supplies fabrics, felts & roll technology for nonwoven machines.

Be an "Undercover Boss"



The recent highly-hyped debut of the new reality TV show Undercover Boss - where the CEO anonymously goes to work as an employee within his own company - led to a discussion about the concept in Harvard Business Review online. Robert Galford, Managing Partner at the *Center for Leading Organizations* and co-author of *The Trusted Advisor*, *The Trusted Leader*, and *Your Leadership Legacy*, asks, "What might you see, what might you learn by spending some meaningful time shoulder-to-shoulder with those in your

organization, understanding what goes on in their jobs, and how it affects what you do and how you manage?"

According to Mr. Galford, for CEO's today, the payoff to do this is quite high. Reasons include:

- An unfiltered finger on the pulse faster than anything.
- A clearer sense of what your people are doing with their time, and what the little annoyances are that can grow big.

- Lets people know, firsthand, that you are pretty accessible, interested in their work, and that you actually do care.

Here are some suggestions to get you started, each of which you can adapt or modify depending upon the location, the circumstances and the type of work you or your organization performs:

1. **Change location.** Move your desk to the middle of the action or the middle of the workforce. Do it for a

period of no less than three weeks — the longer, the better. Some executives have made the move permanent.

2. **Take a trip.** Ride, walk or travel with the frontline people, on off-hours and in less-than "showcase" locations. (Ed. Note: As if there are "showcase" locations in the nonwovens industry.)

3. **Shadow your workers.** Go to meetings and sales calls, not just with the big clients or customers, but with more representative ones as well.
4. **Make it personal.** Write personalized notes of thanks to your employees, and keep the channels and the communications open with them afterward.



Brain Functions That Improve with Age



"Can I still compete?" It's a question many of middle age small business owners increasingly ask as they get along in years. We watch younger colleagues master new computer systems with ease or pull all-nighters with nary a hair out of place and - quite naturally - we're concerned.

Luckily, recent research in brain science suggests that perhaps we should fret less. According to Barbara Strauch, deputy science editor and health and medical science editor at *The New York Times*, and author of *The Secret Life of the Grown-up*

Brain: The Surprising Talents of the Middle-Aged Mind (coming out in April), "Over the past few years, neuroscientists have begun to zero in on the brain's changes in middle age, and what they've found is encouraging. Results of long-term studies show that - contrary to stereotypes - we actually grow smarter in key areas in middle age which, with longer life spans, now stretches from our mid-40s to our mid- to late 60s."

In areas as diverse as vocabulary and inductive reasoning, our brains function better than they did in our 20s. As we age, we more easily get the "gist" of arguments. Even our judgment of others improves. Often, we simply "know" if someone — or some idea — is to be trusted. We also get better at knowing what to ignore and when to hold our tongues.

It's true that by midlife our brains can show some fraying. Brain processing speed slows down. Faced with new information, we often cannot master it as quickly as our younger peers. And there's little question that our short-term memories suffer. It's easy to panic when you find you can't remember the name of that person you know in the elevator, or even the movie you saw last week.

But it turns out that such skills don't really matter that much, even when running a smaller company. By midlife our brains have developed a whole host of talents that are, in the end, just as well suited to navigating the modern, complex workplace. As we age, we get better at seeing the possible. Younger brains, predictably, are set up to focus on the negative and potential trouble. Older brains, studies show, often reach solutions faster, in part, because they focus on what can be done.

By the time we reach middle age, millions of patterns have been established in our brains, and these connected pathways provide invaluable perspective — even when it's subconscious. For instance, some middle-aged managers talk about how solutions seem to "pop" into their heads "like magic."

It doesn't come from magic, of course, but from the very real - and often unappreciated - talents of our middle-aged brains. So there's still hope.

Department of Labor May Fine Businesses \$15,000 for Not Having Email

All businesses with a pension plan and/or a 401k must file certain forms with the Department of Labor. However, as of January 1, 2010 the DOL is going "paperless". For the 2009 Plan year, all forms must now be submitted to the DOL electronically. Unfortunately the DOL has announced no exceptions to this requirement, forcing businesses without email or who are unfamiliar with the Internet to get online or face a \$15,000 penalty.

Brett Goldstein, a Plainview, NY-based pension administrator and president of The Pension Department, states, the law is designed to save the government money by reducing manual operations.

Unfortunately, 20-28% of small businesses don't use email and may be forced to pay a \$15,000 penalty, says Goldstein. "Small business owners who don't have email, high speed Internet connections, and older business owners are going to have a hard time trying comply with the DOL's

mandate that everyone use the Internet to electronically file their Forms. Some small business owners may have an email address, they just don't understand how to use it. The new e-filing requirement will be burdensome to small business owners who will have to spend time away from their business to e-file. As small business owners don't want to spend time administering their 401k, this may be a disincentive for small businesses to establish new 401ks and, at worst, may lead to 401k plan terminations."

Due to concerns that some employers may have difficulty accessing the Internet, groups have approached the DOL seeking to clarify situations in which a tax preparer could electronically file the 5500 on behalf of the client. The DOL responded by saying that the ID and password given to employers so that they can electronic file the Form 5500, must be protected and not shared.

"A petition is being sent to the Department of Labor asking them to allow actuaries and tax preparers to file the Form 5500 on behalf of clients. It's one thing to allow companies to electronically file, but to mandate that everyone must file electronically without any exceptions is unconstitutional. To assume that every business in America has access to the Internet, and knows how to use it or wants to, is ridiculous. I have several clients that refuse to use the Internet or email. If this petition is not accepted by the Department of Labor, I will have to tell my clients that I can no longer service them; that's going to hurt my cash flow," says Brett.

The Department of Labor needs to make exceptions for people without Internet access or allow actuarial firms to electronically file on behalf of their clients.

INDA EVENTS CALENDAR

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

IDEA 2010

International Conference & Expo
April 27-29, 2010
Miami Beach Convention Center
Miami Beach, Florida
www.idea10.org

INDA Nonwovens Training Course

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

World of Wipes 2010

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

INDA Elementary Training Course

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

RISE

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

FILTRATION 2010

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