



Small Business Newsletter

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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.

INDA NOW ACCEPTING VISIONARY AWARD NOMINATIONS



The nomination process for the 2012 Visionary Award is now open to the global nonwovens and consumer products industries. INDA, which sponsors the annual award, will be accepting nominations through September 1.

First presented in 2002 at the inaugural VISION Consumer Products Conference in New Orleans, Louisiana, the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2012 Visionary Award will be presented at the VISION 2012 Consumer Products Conference, which returns to New Orleans from January 24-26, 2012 at the Hotel Intercontinental. The annual VISION Conference is organized by INDA and each year it brings together hundreds of executives from nonwovens and consumer products companies around the world for three days of education and networking.

The process and criteria for the 2012 Visionary Award are simple:

- 1 The finished consumer end product must contain a nonwoven fabric or utilize a nonwoven technology during its manufacturing process.
- 2 The consumer product has to have been introduced to the

trade or to consumers in 2010-11.

- 3 The product cannot have been selected as a finalist in any previous Visionary Award competition.
- 4 Companies can nominate their own products. While any number of products can be nominated, only one product per company will be selected as a finalist.

Products will be judged on their novel use of nonwoven technology, as well as on their consumer and trade acceptance. Eligible consumer product categories include disposable diapers, feminine hygiene product, adult incontinence products, household wipes and home filters, among others.

The nominees will be reviewed by

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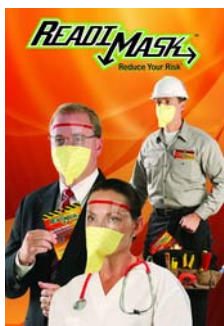
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an INDA selection committee and finalists will be selected to make presentations at the VISION 2012 Consumer Products Conference. Conference attendees will then vote on the recipient of the award and the recipient is announced on the final day of the VISION 2012 Consumer Products Conference.



Earlier this year the Readymask from Global Safety First, Manasquan, N.J., was selected over four other finalists – including Procter & Gamble

and Kimberly-Clark – by the attendees at the tenth annual VISION Conference in Carlsbad, Calif.

Previous recipients of the Visionary Award were Rockline's Regenerated Cotton Wipe (2010), Ahlstrom's Disruptor Filter Media (2009); Kimberly-Clark's Spa Sensials personal care treatment (2008); Tyco Healthcare Retail Group's 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).

Industry members may nominate a product at the INDA website – www.inda.org – and following the links to the nomination form on the site. Products can also be nominated by emailing an explanation of the product to Regina Spitzer, Visionary Awards coordinator, at rspitzer@inda.org. Samples of the product should also be sent to Regina Spitzer, INDA, Suite 115, 1100 Crescent Green, Cary, NC 27518; Phone: (919) 233-1210 ext. 128.

For more information on the VISION 2012 Consumer Products Conference, log on to www.inda.org.

ONE MORE INDA NONWOVENS COURSE IN JULY



There is only one more opportunity left in 2011 to attend the INDA Nonwovens Course — July 12-14, 2011, at INDA headquarters in Cary, North Carolina. Topics include Raw Material for Nonwovens, Web

Forming and Web Bonding Technologies, Web Conversion and Finishing Technologies, Nonwoven Products & Applications, Markets and Future Directions, and Environmental Issues. If you already know about nonwovens, but you need to know more, then you need to attend this course! Dr. Ed Vaughn is an outstanding instructor and is extremely entertaining. Cost: INDA Members, \$1,895; Non-Members, \$2,650.

For information on all reports or courses: Tracie Leatham, tleatham@inda.org; 919-233-1210, ext. 126; www.inda.org.

INDA NAMES PITT NEW MARKETING DIRECTOR



INDA, Association of the Nonwoven Fabrics Industry, has named Philip Pitt as its new Marketing Director, responsible for overseeing the association's marketing and public relations efforts.

Phil Pitt, formerly of Stanley Security Solutions, a division of Stanley Black & Decker, has been in charge of driving new product development and leading brand/marketing

strategy from concept to product launch for Stanley Security Solution's Sargent and Greenleaf business unit.

"We are pleased to add a person with Phil's business, marketing and management expertise to our team here at INDA," says INDA President Rory Holmes, "Phil Pitt brings with him the experience and enthusiasm needed for such a key position as our association redefines and develops the marketing and communications strategy that will lead us and our members into the future."

"I am excited about the challenges ahead at INDA and I look forward to working with such an excellent staff and members to continue INDA's

role as the leading worldwide trade association for the nonwovens and engineered fabrics industry," says Phil Pitt.

In addition to his position at Stanley Security Solutions, Pitt has held sales and marketing positions at Prudential DeMovellan Real Estate, Lexington, Kentucky; Source Technologies, Charlotte, North Carolina; and at Lexmark International, Lexington, Kentucky.

He has a Master's of Business Administration (MBA) from Georgia State University, Atlanta, Georgia and a Bachelors of Arts/BBA Marketing from Kennesaw State University, Marietta, Georgia.

INDA ACCEPTING NOMINATIONS FOR LIFETIME AWARDS

Nominations are now being accepted for INDA's Lifetime Technical Achievement Award & Lifetime Service Award. The deadline for submissions is August 1, 2011.

The criteria for the Lifetime Technical Achievement Award: Nonwovens related; INDA Member

(current/retired); 20 years in nonwovens related position; Participant in INDA now or in the past; Significant contributions to the technical advancement/commercial success of the industry.

The criteria for the Lifetime Service Award: INDA Member

(current/retired); 20 years in nonwovens related functions; Uncompensated present or past active INDA partner; Significant contributions to the growth of INDA events and the industry.

Contact Regina Spitzer, (919) 233-1210 ext. 128, rspitzer@inda.org

HOW TO SAVE MONEY AND KEEP COOL



Now that summertime is here – in many parts of the country, especially in the south where many nonwovens companies are located – it is

time for small businesses to take a good, hard look at the warm-weather energy usage. With energy prices taking a real chunk out of the bottom line of small businesses this year, here are some tips from the Small Business Energy Alliance on how to conserve energy while

conducting business as usual.

- Raise the setting on your air conditioner just three degrees. Most people won't notice this and it is estimated that each degree change can save you at least two percent on your energy bill. (The same goes the other way with your heat in the winter.)
- Install the modern-type fluorescent lights. They don't hum anymore, they come in conventional screw-in type bulbs and use 70 percent less energy than conventional bulbs and last 10

times longer. They also produce far less heat (see item above).

- Tune up your air conditioning. Even better, many utility companies will do the tune-up for you or at least give you a rebate on your bill for making the effort.
- Consider using laptop computers instead of the energy-guzzling desktop models. According to the California Efficiency Partnership Program, laptops use 90 percent less electricity than desktops.

HOW TO GIVE EMPLOYEES BETTER VACATIONS



Summer is just arriving and small business owners need to think about how they handle the summer vacations of their employees.

Barbara Babkirk,

in her Lifeworks Blog, wrote an entry about taking a vacation. In it, she expressed concern that people are not using their full vacation time, and many people rarely take a full week off from work. The reasons for a vacation are obvious; a more

rested and less stressed-out person will enjoy a better quality of life in the long run.

People that don't take all their vacation time, by and large, feel that they can't. They may feel that operations will fall apart when they leave, that there is too much work to do, or that it is too hard to prepare all the work and finish projects before leaving. These are all legitimate reasons that cause more stress in taking a vacation, making any vacation counter-productive. Here are a few things you, as an employer, can do to help

the vacation process keep your employees happy and productive.

- 1 Take vacations yourself. If you take time off, with some vacations lasting a week or more, you will set up a culture that values time away from the office. If you never take time off, people will be afraid to use their available time for fear of losing status with the boss.
- 2 Encourage planning ahead on vacations. Set up a system that encourages the employee to plan a few months in advance

for a week or more vacation. This way, there is no rush to finish projects just before the vacation begins. As the employer, you can avoid assigning new projects just a couple days before the vacation begins.

- 3** Beat the average on vacation time. Make sure the employees have plenty of time for vacations, and don't make them work for 10 years to get the full vacation benefit. Find out the average vacation times for similar jobs, and make sure you are giving more.
- 4** Have a system in place for the person leaving. If you are a small company, you may need to use a temp service to get the job done. Some companies

can get away with dividing the workload among non-vacating employees. Once you are set up, though, the process becomes much simpler. If you want people to take vacations, they need to believe they can do so without ruining the company or losing their job. It will cost you more in the short term, but will give you and the employee confidence in leaving the job behind during vacation.

- 5** Don't call the employee while he or she is away. This happens all the time to IT professionals, since they know how to do everything with the office computer systems. Try to solve the problem on your own and leave the resting employee alone. One phone call can ruin

an entire day, or even the whole week, if they now feel they are on call to the company. If it is an all-out emergency, make sure to pay the employee for his time.

- 6** Use vacations as an incentive. Sales, production, project completion, and almost anything can be rewarded. More vacation time or even a paid cruise or trip help to fortify the culture of valued time off.

These six ideas are sure to help your vacation process go more smoothly. If you haven't written down a process for an employee to take a vacation, do it now. It will put everyone on the same page.

HOW A SMALL BUSINESS OWNER CAN ENJOY SUMMER



This summer, while juggling your small business, your visitors, your kids, and everything else you need to take care of, remember to take time out to recharge your batteries. The following advice comes from a business column written by Rhonda Abrams. (Check out more of her excellent small business advice at www.rhonda.com.)

For those of us who own our own businesses it seems like everybody else gets to have fun while we have to keep minding the store. The kids are out of school, the relatives arrive next week, and we have to juggle jobs while our employees are on vacation.

As small business owners, no one gives us two or three weeks of vacation time, saying "use it or lose it."

We often figure we can't get away at all, especially in these tough economic times. We imagine clients will leave us, employees will cheat us, orders won't get shipped, and who will sign the checks? I've got news for you: If your business is that vulnerable, you've got bigger problems than taking a few days off.

However, summer does present special challenges to business owners. Here's "Rhonda's Handy-Dandy Summer Survival Guide."

- Set up rules for summer visitors. Here comes your penny-pinching brother-in-law Sheldon again. Too cheap to check in even at the Motel 6, he expects to take over your house and then have you be his personal tour guide. Visitors think self-employed people have all the free time in the world.

If you're not careful, summer visitors will monopolize your time, and their vacation becomes your vacation. Set limits well before anyone comes through your front door, and if necessary, say "No." It's OK to tell Sheldon, "I'm sorry, but I'm already fully committed

for August. I can't accommodate you."

If you do agree to have visitors, set clear expectations about what time you work and what time you can spend with them. The only person who can make them understand that you actually do work is you.

- Pawn off the kids. Don't imagine you can mind your kids and mind your business at the same time — even if you work at home. Children take time and energy. But don't forget that summer is also a good time to spend more time with your kids, so set aside times to be with them, too.
- Learn how to network at a barbecue. During summer, business socializing often switches from the boardroom to the barbecue, which can lead to some pretty sticky situations. Try balancing a paper plate full of fried chicken wings with one hand while reaching for a business card from your beach bag with the other. Not an easy task.

If a client or referral source invites you to a barbecue, it's a business event, so put on your (casual) business behavior. That doesn't mean you can't have fun, but mind your manners and watch

your alcoholic intake.

Bring your business cards but leave them in your pocket or bag until you're asked. Use this social time to get to know business contacts on a person-to-person basis. What baseball team do they root for? What sports are their kids involved in?

- Take a vacation. Many business owners typically feel their entire business will fall apart if they leave for even a few days. Others plan to take a vacation some day — when things slow down.

This year, money is tight, so a vacation doesn't have to mean a trip to Maui. A "stay-cation" may suffice — having fun in your own community. But get away from the office for at least a full week to recharge your batteries. Vacations help prevent burnout that can be a bigger threat to your company than leaving for a week at the beach.

Every year, set aside some time to make your family and friends — not your business — the center of your life.

INDA EVENTS CALENDAR

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

INDA Nonwovens Course

July 12-14, 2011
INDA Headquarters
Cary, NC

RISE 2011

Research, Innovation & Science for
Engineered Fabrics
October 3-6, 2011
Sheraton Raleigh Hotel
Raleigh, North Carolina

FILTRATION 2011

International Conference & Expo
November 15-17, 2011
Navy Pier
Chicago, Illinois USA

VISION 2012

Consumer Products Conference
January 24-26, 2012
Hotel InterContinental
New Orleans, Louisiana

INDA Nonwovens Course

February 21-23, 2012
INDA Headquarters
Cary, NC

World of Wipes 2012

International Conference
June 5-7, 2012
Hotel InterContinental
Chicago, Illinois

