



# 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 Offers Everyone Access To Its Career Corner

INDA is pleased to bring its members a series of articles called "Career Corner" that gives tips and helpful advice on recruiting new employees, interviewing, resume writing and background reporting. With the economy picking up, the time is right for getting the pieces in place to add new personnel to handle all of that new business you'll be getting.

Lisa Sprowls of Recruiter Solutions International has prepared the content for the

newsletter articles. Have a question? Contact Lisa at [lisa@rsipeople.com](mailto:lisa@rsipeople.com) and your question could be addressed in a future newsletter. See Lisa's article on The Art of Hiring and Interviewing later in this newsletter.

### New INDA Report Looks At Cartridge Filter Market

After enduring challenging times due to the soft U.S. economy and the even slower home construction and home improvement business, the North American cartridge filter market in 2011 totaled approximately \$293 million at retail, while at the producer's level sales for these products is estimated at \$190 million.

These findings and more are contained in a recently released Segment Analysis of the Nonwoven Cartridge Market for Swimming Pools and Spas. The market-specific report is part of an ongoing series of in-depth research projects focusing on vital segments of the business of filtration being published by INDA. These Segment

Analysis reports will be compiled into an extensive Liquid Filtration INDA publication at a later date.

"The cartridge market for swimming pools and spas has gone through hard times over the past few years as the housing industry slumped and consumers have found it increasingly difficult to obtain financing to install swimming pools and spas," says INDA President Rory Holmes, who points out that pool and spa installation volume has dropped precipitously for several years.

In fact, according to the INDA report, installations, which had annual volume in the 380,000 to 395,000 range in 2003-04,

bottomed out at 184,000 units in 2008, with slow growth continuing since that time. Spas were in a similar position, with volume dropping during the same period from 417,000 units to 175,000 units.

However, according to the INDA report, over the next five years the pool and spa construction industry will continue to build new pools and spas at a modest but slightly accelerated pace of 3-4% per year.

For more information or to obtain a copy of the report on the Nonwoven Cartridge Market for Swimming Pools and Spas: [www.inda.org](http://www.inda.org)

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## Looking For Insight Into Washington? Try Out 'INDA on The Issues'

As part of its ongoing commitment to keep its members current on government and legislative issues that impact their businesses, INDA has unveiled an informative and timely section in the Government Affairs section of its [inda.org](http://inda.org) website.

The new Members Only section – called "INDA on the Issues" – focuses on the critical legislation and regulations impacting the domestic and global operations of INDA member companies. With regular updates and expert analysis provided by the INDA staff and the association's Washington, D.C. offices, "INDA on the

Issues" is an expansion of INDA's Government Affairs services to its members.

In addition to providing news and updates on policies vital to INDA members, the "INDA on the Issues" section provides valuable links to legislative and regulatory resources as well. It also details INDA's positions on current affairs and the association's actions to date on these issues.

Currently on the site are reviews and explanations on Environmental, Human Resources, Taxes, International Trade,

Health Care/Medical and Product Safety Policies. These policies and their impact are constantly updated by the INDA Washington, D.C. offices.

INDA members can access the "INDA on the Issues" section through the INDA website at <http://imisw.inda.org/wcm/>. After logging in, select "Member Services", "Government Affairs", "INDA on the Issues".

## INDA Looking For Help In Wallpaper Research

If your company is involved with making wallpaper or wall coverings, then INDA needs your help.

INDA has been contacted by the Commodity Classification Standards Board (CCSB), an arm of the National Motor Freight Traffic Association, a group that represents numerous transportation companies and motor carriers. The CCSB is responsible for compiling the NMFTA's National Motor Freight Classification (NMFC), a trucking industry standard that provides a comparison of commodities moving in commerce and establishes guidelines regarding the appropriate freight "class" of commodities being transported via domestic less-than-

truckload (LTL) carriers based on an evaluation of the commodity's "transportability" determined by four transportation characteristics: density, stowability, handling and liability.

Although CCSB is not a government entity and does not set rates, as its website notes, "the NMFC provides both carriers and shippers with a standard by which to begin negotiations" as they determine corresponding freight charges.

The CCSB is looking to update the provisions of the NMFC for wallpaper/wall coverings and is seeking input from affected industry. Often times, when NMFC

undertakes this kind of update, the revisions result in new freight classifications and corresponding freight charge hikes for the commodity being evaluated.

If your company is involved in the wallpaper/wall coverings market and ships these products via domestic LTL carriers, please contact INDA and take part in this important effort. Be advised that if your company chooses to respond, the questionnaire must be completed and returned to the CCSB by October 25, 2011. Contact Jessica Franken, [jfranken@inda.org](mailto:jfranken@inda.org), for more information.

## Smaller Companies Can Find Suppliers - And Customers - At Filtration 2011

Celebrating its 20th anniversary as the most important three days each year for the global filtration business, the Filtration 2011 International Conference and Exposition will feature more than 125 exhibitors from all links in the filter supply chain at Navy Pier in Chicago, Illinois, from November 15-17, 2011.

Exhibitors will be showcasing the latest

products, technologies and end products for filtration, while an extensive three-day Conference Program will cover diverse aspects of filtration technology, new products and research. INDA, the organizer of the annual trade show, expects the three-day event to attract close to 1500 attendees from 30 countries to network, attend the Conference and walk the aisles of the Navy Pier exhibition hall.

In addition to the Exposition, the Filtration 2011 Conference will provide insight into the latest technical developments in filtration from some of the industry's leading companies and research institutions.

One of the highlights of the Filtration 2011 Conference will be a session called "Twenty

Years of Progress Looking into the Future." Executives from four leading filtration companies – Ahlstrom, AAF, Flanders and Hollingsworth & Vose – will share a brief historical perspective of progress and market developments, their current view of the filtration marketplace, and a focused look to future trends and dynamics in the

business.

Also as part of the Filtration 2011 Conference, the always well-attended Filtration 101 & Filtration 201 sessions will cover the basics of both Air and Liquid Filtration, along with discussions of common applications in both fields.

For more information on the Filtration 2011 International Conference and Exposition: [www.inda.org](http://www.inda.org).

## Medical Supply Company Goes Green

HVO recently introduced its Waste Reduction and Green Initiative Program to help promote corporate sustainability in the workplace. The target goal for this project is to decrease HVO's current waste stream by 50% and reduce HVO's disposal fees by tens of thousands of dollars.

The HVO Waste Reduction Team will hold quarterly meetings to set annual program targets, report on performance and track annual cost savings. Additionally, they have set up sorting stations throughout the facility for recycling HVO's medical materials including: paper-based non-wovens, SMS fabric, clear and frosted plastics, and colored plastic/film materials. Further-

more, HVO's Waste Reduction Team is working with the HVO Community Programs business division to help create new training opportunities for their clients with disabilities.

HVO produces medical drapes and other medical devices for domestic and international surgical needs. HVO is also a nonprofit mission-driven company that provides local vocational training and employment opportunities to adults with disadvantages and disabilities. HVO's blended workforce presents a successful combination of disabled and non-disabled employees to achieve daily production levels. HVO is ISO 9001 and 13485 regis-

tered and regulated and audited by the FDA.

For more information on HVO's Waste Reduction and Green Initiative Program please contact Beth Chittum at 828-456-4455 extension 1138 or [bchittum@hvoinc.com](mailto:bchittum@hvoinc.com). Or visit [www.hvoinc.com](http://www.hvoinc.com).

## The Art Of Hiring And Interviewing

(This article is excerpted from INDA's Career Corner and is written by Lisa Sprowls of Recruiter Solutions International.)

Once a candidate has been found by a recruiter or by an employer, the full art of interviewing will begin. This process can take anywhere from days to months to conduct, both in speaking with individuals on the phone and in bringing them in for an in person meeting. As time takes its toll on everyone, it is important for employers to remember that during the interview phase, to keep excitement and interest up on the part of the prospective candidate.

For the candidates, the interview phase provides an opportunity for them to get to know the company and the individuals they will be working with. It also provides a

chance to think about their past experiences and the people with whom they have formed relationships. These relationships that have been formed are important, especially when looking at a new position. Why? Because with the majority of organizations now requiring a full background check on any prospective candidates either before or contingent upon an offer, names of references will be asked to be provided which will speak on behalf of the candidate.

There are two different types of reports that can be run. The first is a consumer report which defined under the Fair Credit Reporting Act (FCRA) as "any written, oral, or other communication of any information by a consumer reporting agency bearing on a consumer's credit worthiness,

credit standing, credit capacity, character, general reputation, personal characteristics, or mode of living which is used or expected to be used or collected in whole or in part for the purpose of serving as a factor in establishing the consumer's eligibility credit or insurance to be used primarily for personal, family or household purposes; employment purposes; or any other purpose authorized under Section 604 of the FCRA." In general, Consumer Reports contain factual information, including criminal records, credit reports, educational verifications and motor vehicle records.

The second is called an Investigative Consumer Report which is defined under the FCRA as "consumer report or portion thereof in which information on a

consumer's character, general reputation, personal characteristics, or mode of living is obtained through personal interviews with neighbors, friends, or associates of the consumer reported on or with other with whom he is acquainted or who may have knowledge concerning any such items of information." In general, Investigative Consumer Reports contain opinions about your candidates/employees, including employment performance related issues and reference verifications.

In reality both types of reports are usually run on candidates, but comments from references is a vitally important part of the process and in the decision making of the organization. These individuals will either make or sometimes break the decision. You want to make sure that the references you provide will be able to talk about your background as it relates to the position for which you are interviewing. Provide references who will be able to comment on your character, strengths, weaknesses and

if they themselves would hire you to be a part of their own team. So be sure that during the interview process you start making notes as to who the references will be that you will provide should they decide to extend an offer.

## Kortex 2011 Returns In November In Korea

Korea's only Textile Machinery Trade Fair – KORTEx, the 18th Korea International Textile Machinery Exhibition) – will be held from November 2-5 this year at the New EXCO, Daegu, Korea. EXCO's exhibition and convention facilities recently expanded to double their capacity. This will enable EXCO to hold international-scaled exhibitions in a larger area than ever.

KORTEx 2011 is hosted by Daegu Metro-

politan City, Province of Gyeong Sang Buk-do, Korea Federation of Textile Industries and is organized by Korea Textile Machinery Association (KOTMA), Korea Sewing Machinery Industrial Association, KOTRA, and EXCO.

Thanks to the FTAs negotiated with EU and the U.S, the Korean textile industry survived the last financial crisis and now shows rapidly growing demand for textile

machinery. According to the last report by KTDI (Korea Textile Development Institute), there will be more than \$107 million in investment in Daegu & Gyeong Sang Buk-do alone in the next three years.

For more information:  
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## Social Media May Just Save Email

Is email sexy again? Last year, Google introduced Gmail Priority Inbox, a new feature that learns to identify your important email for you. Imagine, just the email you need right now, right in front of you. Then Facebook announced a major messaging rethink. Facebook Messages will be a "modern messaging system" that unifies email, Facebook messages, chat and SMS in a single application. Like Google, Facebook also recognizes that some emails are more important than others. What's important for Facebook? Email from Friends of course. Non-Friend emails will side-step the Inbox and land in the "Other" folder.

Two new but very different takes on an old email effectiveness challenge: how to bring your important email forward.

Gmail, Facebook? ... But I use Outlook! Yes, at work we all do, and like most other business email users you too might be wondering how these and other social developments affect you.

As for highlighting important email, don't expect help from Microsoft anytime soon. While Outlook excels as an email program, it's the Outlook add-in market we look to for productivity automation. On the social front there is hope. Outlook 2010 includes a Social Connector feature for passive awareness. A good start.

What's social got to do with business? In case you are inclined to dismiss social communication and its tools as only for younger generations (or to use when not at work), I challenge you to consider that our interactions at work couldn't be more

social. Email is often awkward and too formal in our social world of business. That these emerging social tools better handle it outside of email, and in a complementary way to email, is now a re-defining opportunity for email, and for you. Read on to learn how.

Three Indisputable Email truths. To better understand how social media can help email, let's be up front about what we all now know to be true.

Truth #1: Email doesn't do social. An asynchronous medium, email fails us for communications requiring real-time back and forth, discussions, emotionally sensitive issues, and urgent matters.

Truth #2: Email is for the keepers. Emails to set meetings and interim updates are

Truth #3: Email is the world's most popular business information system. Surprised? Where does your most important business information reside? Many haven't noticed, but with automatic sorting and browsing tools, vastly improved searching and cheap disk space all converging, email now rocks as a way to manage your information.

#### Three Ways to Up Your Email Game

##### 1. USE SMS & CHAT FOR THROW-AWAY EMAILS

Your first surprise may come when you notice people who are unresponsive via email often respond quickly to your text (SMS) messages. And you'll find chat surprisingly effective for clarifying things in quick Q&A sessions. It's easy to set up free accounts.

Is it professional? Absolutely, when used appropriately. You'll see rapid and broad uptake of these tools this year. For your team, consider Yammer, a social networking product designed specifically for internal communications. Either way, start with those you communicate with most, and you'll soon enjoy correspondingly fewer emails.

**2. SEPARATE OUT YOUR IMPORTANT EMAIL**  
When helping clients we look to see how many newsletters they receive. If just a handful, Outlook's Rules feature can handle the job. For more, we recommend Nelson Email Organizer, an Outlook add-in that separates correspondent (important) mail from bulk mail that can be read later.

##### 3. KEEP ALL THE OUTLOOK EMAILS YOU WANT

People who work hard deleting email and religiously file to folders may feel efficient, when in fact they're stuck in old ways. The trend today is to email less but save more of it, and find it using new browsing and searching technologies instead of filing.

We help shift people into the new ways. For many, improving their workflow and how they use Outlook is just what's needed. For those managing many external relationships, more is needed. Nelson Email Organizer has its own version of "friends" — it puts all email (sent and received) from each person you correspond with into automatically-created NEO virtual folders. It makes it easy to browse to any email you need.

For those who just want to improve on Outlook's search, X1 or NEO Find can be a great fit.

Can social media really save email? Not entirely. But increasingly it will take over the social exchanges email is poor at. Then email programs can do what they do best - manage the information we all need to better do our jobs.

This article was written by Tom Gibson, principal trainer for Slipstream Advantage Group. He coaches busy professionals and trains companies in the new ways to manage email. Contact Tom at [SlipstreamAdvantageGroup.com](http://SlipstreamAdvantageGroup.com).

## 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  
November 1-2, 2011  
INDA Headquarters  
Cary, NC

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

BondCon  
April 24-26, 2012  
Hotel InterContinental  
Greenville, South Carolina

INDA Nonwovens Course  
February 21-23, 2012  
INDA Headquarters  
Cary, NC

IDEA 2013  
April 23-25, 2013  
International Conference and Expo  
Miami Beach Convention Center  
Miami Beach, Florida