

INDA's Small Business Newsletter

Covering Issues That Affect You

July 15, 2002

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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BREAKING NEWS: INDA PRESIDENT WIRTZ TO RETIRE AT END OF THE YEAR

After more than 30 years in various aspects of the nonwovens industry, Ted Wirtz will retire as president of INDA, Association of the Nonwoven Fabrics Industry, at the end of the year. He has been president of INDA since December 1996, during which INDA has doubled its membership and solidified its position as the most influential nonwovens trade association in the world.

"I take great pride in leaving INDA in better shape than it was when I arrived six years ago and I have confidence that the excellent board of directors, INDA staff and the new president will continue this momentum," Mr. Wirtz said.

INDA has retained the executive recruiting firm Bruce Edwards & Associates, Durham, North Carolina, to conduct the search for its next president. For information: brucedwar@aol.com.

INDA SEEKING INPUT FROM SMALL BUSINESS MEMBERS

With a majority of INDA members classified as "small" companies, INDA is reaching out to the industry seeking input on the formation of a Small Business Advisory Group. With the goal of dealing with the myriad issues facing smaller nonwovens producers and suppliers in today's business environment, the Advisory Group will be comprised of key members looking to share their ideas on what needs to be done. A first meeting -- either at the INDA offices in Cary, NC or by teleconference -- is being scheduled for this fall. Anyone interested in being part of the formation of this vital committee should contact Misty Ayers at INDA, 919-233-1210; mayers@inda.org. We look forward to having you be a part of the process.

B-TO-B MARKETING A GREAT WAY TO COMMUNICATE ... IF YOU DO IT RIGHT

Reaching out to your business customers through advertising, newsletters, promotional pieces and the like should certainly be a major component of your sales and marketing effort. But these business-to-business (B-to-B) efforts have to be done right or a small company like yours risks wasting everyone's time and, even worse, looking like an amateur.

With that in mind, pay attention to these "Top 10 Tips for Business Writers" as offered by a group called B2Btalk.org:

1. Avoid buzzwords.
2. Use conversational words and phrases.
3. Keep sentences short. (Like that one.)
4. Write in the active, not passive, voice.

5. Edit to ensure a clear message.
6. Provide useful information. Don't waste everyone's time.
7. Use a warm, friendly tone.
8. Limit paragraphs to one topic.
9. Proofread to make sure everything is spelled right.
10. Invest in and use a style guide.

SHORTER VACATIONS ON TAP THIS SUMMER

Blame it on the economy or safety concerns, but most small business executives are saying they plan on shorter holidays this summer. Unfortunately for them, 3% say they plan no vacation; on the flip side, a fortunate 1% plan on a vacation of one month or longer. The majority fall into these categories:

63% - 2-5 days: 63%
28% - 6-10 days: 28%
5% - 11-15 days: 5%

The same survey by the American Management Association finds that the people who are not planning on taking a summer vacation at all have various reasons:

Tighter budget: 35%
Heavier workload: 18%
Unemployed: 14%
Used vacation money for something else: 10%
Economy too unstable: 7%

THE SHORT COURSE IS THE BEST

Companies looking for a cost-effective way to train their employees – and their executives – about the ins and outs of nonwovens production need look no further than the Nonwovens Training Course, sponsored by INDA. The next course is set for August 13 - 15 and one of its improvements will include a tour of the Nonwovens Cooperative Research Center, a world-renowned research facility. See everything from carded to meltblown lines. Click here for complete details: <http://www.inda.org/events/trains/nwcsbrochure.pdf>

Register on-line at www.inda.org and click on the e-commerce tab!

INTC SET FOR SEPTEMBER IN ATLANTA

The top technical meeting of the year for the nonwovens industry -- the International Nonwovens Technical Conference (INTC) 2002 -- will be held September 24 - 26, 2002 at the Renaissance Waverly Hotel in Atlanta, Georgia. This year's INTC continues the tradition that was begun in 2000 by TAPPI, The Technical Association of the Pulp and Paper Industry), and INDA (Co-Sponsors of INTC).

The technical content of INTC is unsurpassed anywhere in the world and the networking opportunities for smaller companies are unparalleled. You can be

sure all of your big nonwovens customers will be there, along with a few others you may want to be your customers. For more information and to register: www.inda.org.

SMALL BUSINESSES NEED TO EMBRACE DIVERSITY

In a recent survey, personnel managers at companies of all sizes expect certain demographic trends to have significant impact over the next five years.

- Diversity in the workplace, getting different ethnic populations to work in teams.
- Large organizations are more likely than small or medium organizations to increase diversity training.
- Addressing their needs of an aging population.
- Health care issues and succession planning are major concerns.
- A growing need for training and retraining, as well as for retirement planning.
- Growth in the number of single parents will force a review of family policies.
- An increased need for flexibility in dealing with family issues and an increased awareness of different types of families.

INDUSTRY MEETINGS UPDATE

BUY A REPORT, GET A FREE SEMINAR

Smaller companies looking for the biggest bang for their buck will want to take advantage of an interesting offer from INDA. Anyone purchasing the "Analysis of the Nonwovens Industry in North America" or the "Worldwide Outlook for the Nonwovens Industry" reports qualifies for free attendance at the Nonwoven Statistics Seminar - North America & Worldwide. The seminar is set for September 10 from 10 a.m.-2 p.m. at INDA Headquarters in Cary, NC. Click here for complete details: <http://www.inda.org/events/trainings/nwstats2.pdf>

CALENDAR OF EVENTS

August 19-23, 2002: Nonwoven Product Development Workshop, Cary, NC. For information: www.inda.org

September 24-26, 2002: INTC 2002, Atlanta, GA. For information: www.inda.org

December 3-5, 2002: Filtration 2002, Washington, DC. For information: www.inda.org

January 26-29, 2003: VISION 2003 Consumer Products Conference, New Orleans, LA. For information: www.inda.org

THAT'S ALL, FOLKS

That's it for this month. The INDA Small Business e-Report will come to you again August 15. In the meantime, 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.

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INDA Small Business e-Report