

# INDA's Small Business Newsletter

## INDA SMALL BUSINESS E-REPORT

June 17, 2002

**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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### **INDA CHAIRMAN PUTS FOCUS ON SMALL BUSINESS MEMBERS**

The demographics of the INDA membership have changed and INDA is making a concerted effort to focus on the needs of its growing number of small business members. That's the message given by INDA chairman Lee Sullivan, of Freudenberg, in two recent communications with the industry – at the INDA Annual Meeting this spring and again in the INDA News member newsletter sent out this month.

"We are now an association with many more smaller companies than in the past," Sullivan says. "It is a challenge for many of these companies to fully participate in our association due to their small staffs and heavy workload. We must continue to find ways to reach these members through our various

communications channels and through committee formats ... that will allow participation without a heavy travel burden."

Among the efforts INDA has made to reach out to all of its members – no matter what their size -- is an internal initiative in which each company will have an assigned INDA staff contact. This staff member will make sure every member is contacted regularly. If you're lucky, maybe you'll even be visited by your staff contact.

### **HOT OFF THE PRESS: VISION 2003 SET FOR NEW ORLEANS ...**

Smaller nonwovens and consumer products companies are not going to want to miss the most important three days on the meetings calendar next year – the VISION 2003 Consumer Products Conference, set for January 26-29, 2003 back in New Orleans, LA. The inaugural VISION Conference last January in New Orleans – truly the only industry conference of its kind devoted entirely to consumer products – was a resounding success. Keep an eye out for the promotional literature of log on to [www.inda.org](http://www.inda.org) to become a part of it.

### **... AND INDA IS LOOKING FOR A FEW PRODUCTS WITH VISION**

One of the best chances for smaller producers to gain recognition within the nonwovens and consumer products industry is to take part in the 2003 Visionary Awards. The awards, sponsored by INDA, are presented annually to consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing.

The call has gone out for nominations, which will be accepted until September 1. The nominees will then be reviewed by an INDA selection committee and five finalists will be selected to make presentations at the Vision 2003 Consumer Products Conference. While many of last year's nominated products were produced by smaller companies from around the world, the biggest of the big -- Procter & Gamble --- was the recipient of the 2002 Visionary Award for its Swiffer cleaning system.

The criteria for the 2003 Visionary Award are simple:

1. The finished product has to utilize a nonwoven fabric or related technology during its manufacturing.
2. The consumer product has to have been introduced to the trade or to consumers in 2001-2002.

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

To nominate a product, email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, at [mjacobson@inda.org](mailto:mjacobsen@inda.org) or call 201-612-6601 with any questions.

## **INDA CONTINUES TO GAIN NEW MEMBERS**

This has been an interesting membership year for INDA so far. We have lost some members and we have gained some, but more have joined knowing the benefits they will receive as INDA members will far outweigh the small expenditure. INDA is delighted to welcome the following companies as our latest 2002 members:

- T.J. Beall Company
- Belcan Corporation
- Georgia-Pacific Corporation
- Johnson & Johnson – Personal Products
- Louisiana State University School of Human Ecology
- Milliken & Company
- Owens Corning
- Rayonier
- Thantex Specialties

## **INSTANT MESSAGING: TODAY'S WATER COOLER**

Today's equivalent of the office water cooler – Instant Messaging – is harming productivity much more than those now-quaint office get-togethers ever did. At least in the old days bosses could actually see their employees goofing off.

Now, according to a report by Jupiter Media Matrix, the number of employees Instant Messaging while at work grew 26% from last October through April. The time spent: an estimated 7.2 billion minutes. Even Dagwood Bumstead couldn't waste that much time around the water cooler. Smaller businesses are urged to adapt and publicize their internal policies on Instant Messaging, citing productivity and security concerns as the reasons for keeping an eye on the labor-draining pastime.

## **INDA TESTIFYING ON FLAMMABILITY ISSUES**

A major issue impacting a large number of nonwovens producers and related companies is the continued study by various government agencies of flammability concerns. In response to a notice from the U.S. Consumer Product Safety Commission, INDA technical director, Cos Camelio, is testifying this week on the nonwovens industry's position on a draft proposal intended to establish national flammability standards for upholstered furniture. In a related issue, INDA is also preparing comments in response to draft revisions of state-level upholstered furniture flammability standards that have been in effect in California for more than 25 years.

In response to both of these initiatives (with the CPSC and the state of California), INDA convened a conference call in May during which industry positions were staked out by INDA staff and members who produce fire-resistant fabrics. Basically, INDA does not support or protest the development of a national standard, nor does the association have views on the need to revise California State standards. That said, however, INDA will urge CPSC and the California State Board of Home Furnishings to consider the benefits of fire-

resistant barrier fabrics in preventing the loss of life and property damage due to fires caused by ignition of upholstered furniture.

If either or both of these bodies decide to issue new/revised standards, INDA will continue to encourage the adoption of underlying test methods that can be met through the use of barrier fabrics. For more information, please contact Peter Mayberry, at 703-538-8804, [pmayberry@inda.org](mailto:pmayberry@inda.org).

### **EVERYTHING YOU WANT TO KNOW ABOUT NONWOVENS**

Since employee training is a luxury for many smaller nonwovens producers and suppliers, INDA and a consortium of industry educators have come to the rescue. INDA, the Clemson University School of Textiles and the Nonwovens Cooperative Research Center (NCSU) are jointly presenting a five-day seminar focusing on the hands-on development of nonwoven fabrics through a host of technologies from August 19-23 at the INDA headquarters in Cary, NC and nearby North Carolina State University.

The Nonwoven Product Development Workshop will allow participants to review and analyze the development process of nonwoven fabrics and converted products from conception through end market, including market research, material selection, finishing and performance testing. It will combine class work, lectures and hands-on practice that cover the entire range of nonwoven product development processes.

The only catch is that participation is extremely limited. So for more information email [jtyner@inda.org](mailto:jtyner@inda.org) right away to take part.

### **FEDERAL GOVERNMENT IS NO FRIEND OF SMALL BUSINESSES**

This from the "No Kidding" file: Federal agencies have an "abysmal" record of complying with laws intended to limit the impact of regulations on small businesses, a former aide to President Reagan told two subcommittees of the House Small Business Committee June 6.

Both the Regulatory Flexibility Act and the Small Business Regulatory Enforcement Fairness Act are intended to force federal agencies to be responsive to small businesses when drafting regulations, said David McIntosh, who is also a former congressman. A study by the Small Business Administration found, however, that one-third of federal regulations have been promulgated without a required "regulatory flexibility analysis" or contained an analysis that failed to meet the RFA's requirements, he said.

Small businesses pay a price for such actions, according to John Graham, who heads the Office of Information and Regulatory Affairs at the Office of Management and Budget. "Firms employing fewer than 20 employees face an annual regulatory burden of \$6,975 per employee," he told the committee.

Now you know where those costs are coming from.

## **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](http://www.inda.org).

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## **INDUSTRY MEETINGS UPDATE**

August 19-23, 2002: Nonwoven Product Development Workshop, Cary, NC. For information: [www.inda.org](http://www.inda.org)

September 24-26, 2002: INTC 2002, Atlanta, GA. For information: [www.inda.org](http://www.inda.org)

December 3-5, 2002: Filtration 2002, Washington, DC. For information: [www.inda.org](http://www.inda.org)

January 26-29, 2003: VISION 2003 Consumer Products Conference, New Orleans, LA. For information: [www.inda.org](http://www.inda.org)

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## **THAT'S ALL, FOLKS**

That's it for this month. The INDA Small Business e-Report will come to you again July 15. In the meantime, we would love to hear from you. Just email us at [mjacobsen@inda.org](mailto:mjacobsen@inda.org) to let us know how you are getting along.

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Editor  
INDA Small Business e-Report