

INDA's Small Business Newsletter

March 15, 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.

MARK YOUR CALENDAR: **THE INDA ANNUAL MEETING IS SET FOR APRIL 25-27 IN ORLANDO, FLORIDA.** IT IS A GREAT OPPORTUNITY FOR SMALLER INDA MEMBERS TO NETWORK WITH THE TOP PEOPLE IN THE BUSINESS. GO TO WWW.INDA.ORG TODAY FOR MORE INFORMATION.

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WELCOME TO NEW INDA MEMBERS

With most of the winter behind us, INDA would like to send out a warm welcome to our newest members:

Butler Automatic Inc.
Ceco Environmental
Ciba Specialty Chemical
Milliken Coated Products
Molnlycke Health Care
Paper Converting Machine Corp. (PCMC)
Sheepscot Machine
Tufco

PAY ATTENTION: DEADLINE IS NEAR FOR FREE DIRECTORY LISTING

Don't wait any longer. Jun 1 is the deadline for every nonwoven company to complete their Directory Questionnaires electronically on the INDA website. The questionnaires will be used to compile this year's International Nonwovens Directory, which is expected to be four times larger than the previous directory.

Your company will be listed by the products/services it provides to the nonwovens industry. Don't miss your opportunity to be included in THE reference tool for the nonwovens industry. Please visit <http://www.inda.org/cgi-local/dq/dq.cgi> to electronically submit your listing or to download the questionnaire. Contact Tracey Barefoot - tbarefoot@inda.org - to have the form e-mailed or faxed to you.

This year's International Nonwovens Directory will consist of a hardcopy book and a one-year subscription to the On-Line Directory. A special section is available in the On-Line Directory for the displaying of all advertisements. Please contact Cindy Garcia at cgarcia@inda.org for an Advertising Kit.

HOW'S YOUR ADVERTISING LOOK THESE DAYS?

With no major U.S. nonwovens trade show scheduled this year - and with a continued reluctance by many to travel any more than necessary - it is more important than ever for nonwovens suppliers to consider advertising to spread their message. This is even more important for the smaller companies struggling to send a message in an industry dominated by the PGIs, Freudenberg's and DuPonts of the world of nonwovens.

The first step is to decide where to put your message and, second, to target your advertising to that audience.

Determine the media in which you want to advertise. Your choices range from the horizontal nonwovens industry magazines if you want to reach out to the entire market, or vertical end-product magazines to directly reach converters and buyers. Either one works well depending on your message, but you have to decide before proceeding to the following steps.

1. Set An Objective: Focus on one goal in each ad, either to generate orders, encourage inquiries or convey your company's attitude.
2. Develop A Plan. Look at the costs. See where your competitors advertise. Develop a budget. Don't hesitate to negotiate with the magazines. They want your business.
3. Develop A Message. Hey, this is the nonwovens industry. One message per ad, please. Don't make anything too complicated.
4. Go Pro. Sure, someone in your office can whip up an ad on his PC. And that's exactly the low-budget message you'll be sending out to the industry. If you are paying a few thousand dollars a page for your ad, at least make it look good.
5. Do What You Say. Oh, yea, make sure you can fill any promises you make in the ad. If you say you are the best or the fastest or the cheapest, make sure you are.
6. Track Results. Have some way to gauge the return on your advertising investment. A toll-free number works well, and many magazines offer Reader Service response

A CHANCE TO TEACH YOUR EMPLOYEES ABOUT NONWOVENS

It's tough to find money in the budget for training, so INDA is doing it for you very cost effectively by offering its ever-popular Nonwovens Training Course three more times this year. During each course, instructor Ed Vaughn of Clemson University spends two-and-a-half days thoroughly reviewing the technical aspects of the nonwovens industry in his plain-speaking format that is perfect for entry- and mid-level nonwoven professions. Space is limited, so register early.

Classes will be held May 14-16, August 13-15 and December 10-12, 2002. For information or to register: www.inda.org, or call Jessica Tyner at 919-233-1210, ext. 126.

DID YOU KNOW THAT ...

- * 64% of INDA's members are Small Businesses?
- * The Spotlight Program highlights a member each quarter on the INDA homepage?
- * You can have your company listed for free in the INDA Directory?
- * INDA offers free technical services to members?
- * INDA's website offers an on-line bookstore as well as on-line registrations?

THE HEART OF THE MATTER

Did you realize last month was Heart Month? We did, and here's some interesting heart-related facts we found for you.

- For adults working full-time, 50% of men average 55 hours a week, 28% of women average 51 hours a week— leaving less time for other pursuits, including physical activity.
- A full 25% of all deaths from heart disease were a direct result from physical inactivity (and could have been avoided).
- Increasing regular physical activity can decrease risk of heart disease to the same extent as quitting smoking.

- Guidelines indicate that moderate activity such as 30 minutes of walking (perhaps around the plant), gardening (plant a garden outside the office?) or swimming (okay, there's no work-related connection there) most days of the week is all it takes to get health benefits.
- Studies suggest middle-aged Americans who exercise daily and eat well (low fat, plenty of veggies) have about 80% lower risk of heart disease than their typical peers.

Hey, we care about your health. A healthy INDA member is a happy INDA member.

NEW INDA COMMITTEE IDEAL FOR SMALL COMPANIES

Any smaller nonwovens company that deals with international trade at all – but has neither the time nor the resources for serious DC lobbying – is going to want to take advantage the new INDA International Trade Committee. During its inaugural meeting in January, the ITC took a number of important steps, including the development of a draft mission statement and a list of short-term goals.

You can keep track of what ITC is up to on a special portion of the INDA website dedicated to the "ITC Bulletin." Included here are regularly updated summaries of important actions in the area of international trade. This information can be accessed through the "Global Activities" link on the homepage of www.inda.org, by clicking on "International Events."

INDUSTRY MEETINGS SCHEDULE

March 19-21, 2002: Needlepunch 2002 Conference, Greenville, SC. For information: www.inda.org

April 16-19, 2002: INDEX 2002, Geneva, Switzerland. For information: www.index02.org

April 25-27, 2002: INDA Annual Meeting, Orlando, FL. 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

THAT'S ALL, FOLKS

That's it for this month. The INDA Small Business e-Report will come to you again April 15 (have you done your taxes yet?). 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