

INDA's Small Business Newsletter

Covering Issues That Affect You

August 15, 2006

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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INDA IN JOINT PROGRAM WITH CHAMBER OF COMMERCE


In a move that will directly benefit its smaller member companies, INDA has partnered with the United States Chamber of Commerce to provide businesses with membership in both organizations.

Now, your INDA membership allows your company to also obtain Federation membership in the U.S. Chamber, the world's largest business federation.





For existing INDA members to take advantage of this and to begin a U.S. Chamber membership, create an online account:

www.uschamber.com/service/fed_membersonly

You will need the following information to create your account and access certain benefits, including members-only sections of the Small Business Center:

-  U.S. Chamber Member Number: 5348779
-  Valid Email Address

In addition to the INDA programs available to all members, the U.S. Chamber offers your business a number of benefits:

-  Small business resources: The U.S. Chamber's Small Business Center provides access to business tools and information, as well as a directory of local, state, and federal elected officials. Whether you need a financial toolkit or want to view your representative's voting record, this is where you'll find it. Log in today and help your business grow.
-  uschamber.com Weekly: This e-newsletter, delivered weekly on Tuesdays, gives you exclusive access to current news, commentary, tips and tools, and legislative updates specific to your region.
-  uschamber.com magazine: This monthly publication keeps you alert and up to date on legislation that affects your business. Whether it's taxes, energy, or transportation, the magazine tells you what you need to know.
-  Discounts and services: Receive deep discounts from market leaders on a variety of services, from shipping to job postings. The U.S. Chamber and its partners help you save money and increase profits. Take advantage of these benefits now.

Contact INDA for more information.

IDEA07 ACHIEVEMENT AWARDS DEADLINE IS APPROACHING

The deadline for submissions for the IDEA07 Achievement Awards is October 1 and all companies are strongly urged to turn in their nominations for these prestigious awards. It is a great opportunity for smaller companies to compete on the same stage as their larger competitors and to gain recognition throughout the nonwovens and engineered fabrics industry.

The IDEA07 Achievement Awards – being sponsored for the third consecutive IDEA show by INDA and *Nonwovens Industry* magazine – are designed to award innovation within the nonwovens and engineered fabrics industries. Smaller companies have traditionally played a major role in these awards, winning a number of them at both IDEA01 and IDEA04.

The IDEA07 Achievement Awards will be presented during the Opening Keynote Session at IDEA07, April 24-26, 2007, at the Miami Beach Convention Center in Miami Beach, FL.

All members of the global engineered fabrics industry are eligible for the IDEA07 Achievement Awards. **NOMINATIONS ARE OPEN NOW AND WILL BE ACCEPTED THROUGH OCTOBER 1.** These nominations can be made through a number of outlets, including the INDA website at www.inda.org and through the *Nonwovens Industry* site at www.nonwovens-industry.com. A Selection Committee will then select three finalists in each category, and in early 2007 members of the industry will have the opportunity to vote on the recipient in each category.

The IDEA07 Achievement Awards will be presented in six categories:

- ☞ IDEA07 Equipment Achievement Award ... Given to the company with the best equipment new product introduction since IDEA04.
- ☞ IDEA07 Roll Goods Achievement Award ... Given to the company with the best roll goods new product introduction since IDEA04.
- ☞ IDEA07 Raw Material Achievement Award ... Given to the company with the best fiber/raw material new product introduction since IDEA04.
- ☞ IDEA07 Short-Life Product Achievement Award ... Presented for the best new disposable product utilizing engineered fabrics introduced since IDEA04.
- ☞ IDEA07 Long-Life Product Achievement Award ... Presented for the best new durable product utilizing engineered fabrics introduced since IDEA04.
- ☞ IDEA07 Entrepreneur Achievement Award, for the company founded since IDEA04 that has made a significant impact on the engineered fabrics industry.

Nominations can be made online at www.inda.org or www.nonwovens-industry.com. Anyone with any questions can contact project coordinator Michael Jacobsen at 201-612-6601; [mjacobson@inda.org](mailto:mjacobsen@inda.org).

LAST CALL FOR 2007 VISIONARY AWARD NOMINATIONS

The deadline is even sooner for nominating products for the annual Visionary Award for companies involved in the consumer end of the business.

INDA, which sponsors the 2007 Visionary Award, will be accepting nominations through September 1. Now in its sixth year, the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process. The 2007 Visionary Award will be presented at the VISION 2007 Consumer Products Conference, scheduled for January 21-24, 2007 in Denver, Colo.

The process and criteria for the 2007 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 2005-06.
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 products, adult incontinence products, household wipes and home filters, among others.

The nominees will then be reviewed by an INDA selection committee and five finalists will be selected to make presentations at the VISION 2007 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 Conference.

Last January at the VISION 2006 Conference in Denver, the Disaster Relief Blanket from Chicopee was named the recipient of the 2006 Visionary Award. VISION 2006 attendees chose the Disaster Relief Blanket over four other finalists – the Mr. Clean Magic Reach from Procter & Gamble; Johnson & Johnson's Stayfree Advanced Protection; the Disposable Mitt with Body Wash from Kimberly-Clark; and Cotton Enhanced Baby Wipes from PGI Nonwovens.

Other previous winners include BBA Fiberweb Resolution Print Media (2005). Brillo Scrub 'n' Toss (2004), FMJ ChemBio for its Civilian Quick Escape Mask (2003) and Procter & Gamble's Swiffer cleaning system (2002).

To nominate a product, email an explanation of that product to Michael Jacobsen, Visionary Awards coordinator, at [mjacobson@inda.org](mailto:mjacobsen@inda.org). Samples of the product should also be sent to Michael Jacobsen, INDA, 22 Paterson Avenue, Midland Park, NJ 07432 USA.

Call 201-612-6601 with any questions. For more information on the VISION 2007 Consumer Products Conference, log on to www.inda.org.

SMALL BUSINESS TIP: CELEBRATION EQUALS MOTIVATION

Everybody loves a celebration, and it turns out "celebrating" your employees – their accomplishments, their special occasions, just for the heck of it – is one of the best non-monetary ways of keeping everyone happy.

According to an article in the Kansas City Business Journal, feeling connected has shown to be a primary motivator for employees – and that means feeling connected with their employers as well as their co-workers. Increasingly, organizations are finding creative ways to use celebrations to reward performance and foster camaraderie in their workforce.

For instance, the morning after a product passed a crucial test at Iteris, Inc., a maker of robots and space-borne tape recorders, a mariachi band paraded through the plant, followed by clerks from the local Baskin-Robbins offering free ice cream.

BlueCross BlueShield of North Carolina hosted a "parking lot lunch" with a tent and barbecue to thank staff for their hard work on a major corporate-wide initiative.

Firmani & Associates, a public relations firm in Seattle, closes one day per quarter so employees can go to a movie. Besides being a fun stress reducer, the outing promotes camaraderie.

Radio rating surveyor Arbitron celebrates the achievement of significant milestones with appropriate dinners and parties. When the company completed a phase of its Mexico project, there was a taco bar, music and sombreros.

Celebrations need not be elaborate to be effective. Give an employee a round of golf. Plan a roast of an employee at a company meeting. Have a welcome party for new employees. No matter what type of celebration you have, just remember that having a good time is the best motivator there is. People produce more when they have fun and feel good about their employer.

SMALL BUSINESS TIP: THE BENEFITS OF FAILING

A small business owner can not assume that something is over until it really is. Many successful people have found that they realized their success just when they mustered that extra strength and effort to push through the problem.

These same successful people view failure as only temporary and only for a limited time. They look at failure not as permanent, but as a great way to learn---even if it is painful at the time.

You say a lot to your customers – and competitors -- when you refuse to give up. So here are some practical steps you can implement in your business – and in your life -- to conquer any "failure."

1. Remember that failure is not really failure but only a great learning tool. If you can learn from it, then it is education.
2. Debrief. Be objective and not condemning. This can help you prepare for the next big challenge.
3. Keep records. Once you've written down the lesson you learned be sure to review it and go over it occasionally.
4. Prepare for possibilities. Have alternatives in place. Avoid problems by seeing them coming.

Business just keeps going. If you experienced a setback last week, this is a good week to learn from it and bounce back.

Learning from failure and setbacks is imperative to success in life. Losers give up when failure hits. It is the successful people who get up, learn from their mistakes, plan to acquire the skills and resources to not let the same "lesson" teach again, and move forward to achieve victory.

Go get 'em. And send in those IDEA Achievement Awards nominations by October 1. (see item above)

INDA CALENDAR OF EVENTS 2006-07

2006

INTC 2006, International Nonwovens Technical Conference, September 25-28, 2006, Hilton Americas – Houston, Houston, TX

Wisconsin Nonwovens Training Course, September 26-28, 2006, Blue Harbor Resort & Conference Center, Sheboygan, WI

Nonwovens Training Course, October 3-5, 2006, INDA Headquarters, Cary, NC

Needlepunch 2006 International Conference, October 17-19, 2006, Hilton Charlotte Center City, Charlotte, NC

Filtration 2006, International Conference & Expo, November 28-30, 2006, Pennsylvania Convention Center, Philadelphia, PA

Elementary Nonwovens Training Course, December 13-14, 2006, INDA Headquarters, Cary, NC

2007

VISION 2007, January 21-24, 2007, Grand Hyatt Denver, Denver, CO

Nonwovens Training Course, February 6-8, 2007, INDA Headquarters, Cary, NC

Annual Meeting 2007 (For INDA Members Only), February 25-27, 2007, Marriott Marco Island Resort, Golf Club & Spa, Marco Island, Florida

IDEA 2007, International Conference & Expo, April 24-26, 2007, Miami Beach Convention Center, Miami, FL

To learn more about any meetings, go to www.inda.org.

THAT'S ALL, FOLKS

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.

Michael Jacobsen, Editor, INDA Small Business e-Report