

INDA's Small Business Newsletter

Covering Issues That Affect You

August 15, 2007

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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DEADLINE WAS SEPTEMBER 1 FOR COMPANIES TO NOMINATE THEMSELVES FOR 2008 VISIONARY AWARD

The deadline has already passed for companies to nominate themselves – or their customers – for the industry’s most prestigious award –the 2008 Visionary Award. Small companies could have nominated their own products or the products from their consumer products customers.

INDA, which sponsors the annual award, accepted nominations through September 1. Now in its seventh year, the award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

The 2008 Visionary Award will be presented at the VISION 2008 Consumer Products Conference, scheduled for February 11-14, 2008 in Fort Worth, Texas.

The process and criteria for the 2008 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 2006-07.
3. The product cannot have been selected as a finalist in any previous Visionary Award competition.
4. 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 2008 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 2007 Conference in Denver, Tyco Healthcare Retail Group’s (now Covidien) Swim Pants were named as the recipient of the 2007 Visionary Award. VISION 2007 attendees heard presentations from all of the finalists and selected the Swim Pants over five other nominated products – Cotton Feminine Hygiene Products, Corman Italy; Cool2Go Insulating Wrap, DuPont; Johnson’s Baby Extracare Wipes, Johnson & Johnson Europe; Petsleeves Petwear, Petsleeves; and Pampers Cruisers, Procter & Gamble.

Other previous winners include Chicopee's Disaster Relief Blanket (2006); BBA Fiberweb's Resolution Print Media (2005); Brillo Scrub 'n' Toss (2004); FMJ ChemBio's Civilian Quick Escape Mask (2003); and Procter & Gamble's Swiffer (2002).

For more information on the VISION 2008 Consumer Products Conference, log on to www.inda.org.

A 60 SECOND GUIDE TO MAKING A GOOD IMPRESSION

It's been said before, but this is one maxim that bears repeating: you never get a second chance to make a first impression. For smaller companies who sometimes only get one chance to meet with a customer for that hard-earned contract, making a good first impression is even more vital.

In just 60-seconds, we'll show you how to make a first impression to get the business you're waiting for. Brought to you by SCORE "Counselors to America's Small Business."

0:60 Business Image Is Important. In business, image is crucial to success and as a small business owner, everything from the way you greet clients to your style of dress reflects directly on your company. Think of such small things as: What about the car you drive? The paper you use for correspondence? And, the way you decorate your office?

0:46 Take a Moment to Assess Yourself and Analyze Your Image. Do you dress according to the standards of your industry? Are your clothes professional? Is your hair neat? Adjust your business style to the way you want people to see you.

0:20 Make Sure Marketing Materials Reflect Your Image. Take a look at your marketing materials. In fact, you should put marketing materials on the front lines of your image-building efforts because they often serve as your prospects' first introduction to you. Treat everything you do as gold, and your clients will, too.

0:11 Project a Professional Image. Have someone proofread every piece of written material before it leaves your office. Always be pleasant and helpful when answering the phone. People like to do business with happy, positive people.

0:03 Position Yourself for Success. Give referrals when you can't handle a job. People will respect your honesty and consideration. Do the job you promised and don't let your customer down. When a client or colleague runs into a snag, assist them. Heroes are not forgotten.

SEVEN SIMPLE RULES FOR BUILDING A CASH POOL

Although your income statement might show a healthy profit, it doesn't amount to a hill of beans if you have no cash flow. One of the biggest mistakes made by new small business owners is allowing clients and customers to buy now and pay later. In other words, extending credit.

Cash flow is the lifeblood of your business. Without it, your business will wither and die regardless of how many sales you've made or how much money is owed to you. Cash flow represents the amount of money coming in to your business through services rendered and products sold, and money going out to cover expenses and production costs. So integrate these seven simple rules (provided by Laurie Hayes, The HBB Source) to your operating strategies and enjoy the benefits of a steadily growing cash pool.

1. Request at least partial payment prior to delivering your product or service.
2. Pay every bill on time to avoid late payment charges and earlier only if special payment discounts apply.
3. Deposit payments as soon as you receive them.
4. Use a business credit card whenever possible for travel, meals, and minor expenses.
5. Create continuity sales.
6. Create something that allows you to do the work once, but profit from over and over again.
7. Invest your overflow.

THREE EASY STEPS FOR GETTING MORE CUSTOMERS

The good news and bad news about marketing is that price and results are not necessarily connected. You can pay the same price for poor results as you would for great results.

Here is an easy and effective method to plan your marketing so you can see better results from your marketing without spending more money.

1. Understand your strengths:

Ask yourself these questions: Why do people buy from you? What do you really do for your customers? How are you better than your competition? What special skills or advantages do you have?

The answers to these questions are your competitive advantages. They are what make you stand out from your competition. They may be related to price, location, professional skills, attitude, responsiveness or your own personality.

People buy from you because you do something for them no one else does. Understand this and you've taken the first step to better marketing.

2. Create a meaningful message:

The key in successful marketing is to deliver the right message to the right people as often as your budget will allow. So, you need a message that tells your target market why they should do business with you.

Your message should reflect your strengths because those are what you do best. And, your message should be in terms that your target market is interested in. In other words speak in their language and say what they want to hear.

3. Deliver your message as often as your budget allows.

Now you have to find and purchase the appropriate delivery vehicles (or media) for your marketing messages. There are three things to remember as you plan how to deliver your message:

1. Set a budget for the project.
2. Get the most exposure possible for that budget.
3. Focus your exposure on your target group.

Whatever you do, try to achieve a balanced mix of media when delivering your message. This increases awareness of your business and multiplies the impact of your message.

INDA CALENDAR OF EVENTS 2007

INTC 2007, September 24-27, Renaissance Waverly Hotel, Atlanta, GA

INDA Nonwovens Course, October 16-18, INDA Headquarters, Cary, NC

Filtration 2007, November 13-15, Navy Pier, Chicago, IL

Elementary Nonwovens Training Course, November 28-29, INDA Headquarters, Cary, NC

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.

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