

INDA's Small Business Newsletter

Covering Issues That Affect You

February 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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TYCO OVERCOMES BIG CONSUMER COMPANIES TO RECEIVE VISIONARY AWARD

A highly competitive Visionary Awards competition that saw Tyco Healthcare beat out larger consumer products rivals Procter & Gamble and Johnson & Johnson to receive the prestigious Visionary Award highlighted the successful VISION 2007 Consumer Products Conference, held January 21-24 in Denver.

INDA, organizer of the annual event has brought together companies from both the consumer products and engineered fabrics industries for the past six years, reports that almost 300 attendees from around the world converged on the Mile High City for the event.

The VISION attendees selected Tyco Healthcare Retail Group's Swim Pants 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.

"The voting for the recipient of the 2007 Visionary Award was by far the closest in the six-year history of the award, an indication of the quality of the six nominated finalists," said Michael Jacobsen, Visionary Award project coordinator. "The Tyco Swim Pants were selected over five other extremely deserving and successful consumer products from some of the biggest names in the business."

VISION SPEAKER BRANDT TELLS ABOUT DUMB BOSSES

One of the primary speakers at the VISION 2007 Consumer Products Conference in Denver last month was executive consultant John Brandt, CEO of the Manufacturing Performance Institute, who in addition to his other words of wisdom told the story of a holiday he coined "National Dumb Bosses Day." His tales are especially interesting to smaller businesses, which certainly have their share of poor bosses.

In a reader poll for a trade magazine, readers responded with countless tales of low-rent chicanery, petty viciousness and astounding boobhood. Over the next few issues of the INDA Small Business e-Report we will provide a sampling of these tales of mismanagement. This month's entry:

Emotional Insensitivity: "I got my start in human resources at a manufacturing company; my direct supervisor was a vice president. Early in my career he called and said he would like to hire a "handicapped" individual. I agreed that this was an admirable goal and offered to assist. I mentioned the local Easter Seals rehab facility along with some of the mental health facilities in our area.

My boss's reply? "I don't want to get involved with any druggies or alkie, and I don't want to be bothered with any of this accessibility stuff. Maybe you can find me someone with a small hand or a wooden leg."

You can't make this stuff up.

SMALL AND LARGE COMPANIES NOW VYING FOR IDEA07 ACHIEVEMENT AWARDS

Voting is now open to choose the recipients of the IDEA07 Achievement Awards, which will be presented during the IDEA07 International Engineered Fabrics Conference and Expo, April 24-26, 2007 in Miami Beach, Fla.

A total of 15 of the most innovative, successful new products in the nonwovens and engineered fabrics industries of the past three years have been nominated as finalists. The IDEA07 Achievement Awards, co-sponsored by INDA and *Nonwovens Industry* magazine, recognize the leading new products in five categories – Short-Life End Product, Long-Life End Product, Roll Goods, Raw Materials, and Machinery/Equipment – in the global engineered fabrics industry that have been introduced since IDEA04.

The Achievement Awards have been presented at every IDEA Show since 2001 and have become a measure of success for suppliers along all links of the industry's supply chain.

The industry can select the recipients in each category through online voting that began February 1 at both <http://www.nonwovens-industry.com> and <http://www.inda.org>. Voting will remain open through March 10.

The finalists (a complete explanation of the nominated products can be found at both websites):

Short-Life End Product

Huggies Pull-ups with Cool Alert, Kimberly-Clark
Swiffer Deep Ridges, Procter & Gamble
Love'N Sanitary Napkin/Panty Liner, Baby/Feminine Care Wipes, WIP srl (Wellness Innovation Project)

Long-Life End Product

HEPA Membrane Filters made with DuPont Teflon, APC Filtration
Eco-Logix Carpet Cushioning System, Shaw Innovation Flooring Systems
GeoPleat Air Filter, Filtration Group

Roll Goods

SpectraMax, CEREX Advanced Fabrics
Hybrid Membrane Technology, DuPont
Coated glass fiber-based nonwoven, Owens Corning

Raw Materials

Dur-O-Set Elite Ultra binder technology, Celanese
Sorona Polymer, DuPont
Fortrel Wellcare ADM, Wellman

Machinery/Equipment

Quik-Set Automatic Positioning Systems, Dienes
Twin Crown Needle, Foster Needle
Cheetah Folders, S&S Specialty Systems Inc.

EVERYBODY WANTS TO BE A SMALL BUSINESS

Once upon a time, a small business was seen solely as the domain of idiosyncratic, iconoclastic outsiders, willing to forego the security of corporate life to venture out on their own. But today entrepreneurs are America's role models.

So begins an inspiring insider's look at the Entrepreneurial Revolution that is driving the American economy today in the February 2007 issue of Fortune Small Business magazine. According to FSB, America is in the midst of the largest entrepreneurial surge this country has ever seen. Some of the numbers of illuminating:

- ☞ Nearly 672,000 new companies with employees were created in 2005. That is the largest business birthrate in U.S. history and is 30,000 more start-ups than in 2004 and a full 12% more than the dot-com hysteria of 1996.
- ☞ The trend shows no signs of slowing. The Bureau of Labor Statistics found that more businesses were created in the first quarter of 2006 than during the same period a year earlier.
- ☞ Even if they aren't actually starting a business, most Americans are dreaming about it. Sixty-six percent of respondents in a 2006 Yahoo Small Business and Harris Interactive survey said they wanted to start a company someday; 37% of those said they hoped they could do so within the next five years.
- ☞ While the dot-com small business expansion was fueled by technology firms, the current growth is coming from new construction companies (7% growth in startups) and manufacturing (43% growth).
- ☞ Today 36% of Americans work at firms with fewer than 100 employees, basically the same amount that work at companies with more than 2500 employees.

- ☒ On the downside, the Small Business Administration projects that 544,800 small businesses closed in 2005, a slight increase from the year before. An additional 39,201 probably filed for bankruptcy.
- ☒ While existing small businesses may be threatened by all of the nimble start-ups, FSB points out the positive in all of this growth. Forrester Research reports that in 2006 U.S. small businesses spent about \$138 billion on technology products and services, accounting for 19% of all IT spending. In other words, all of these new businesses need products and services.

INDA CALENDAR OF EVENTS 2007

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

Nonwovens Training Course, May 8-10, INDA Headquarters, Cary, NC

Elementary Nonwovens Training Course, June 20-21, INDA Headquarters, Cary, NC

World of Wipes, July 23-25, Intercontinental Buckhead, Atlanta, GA

Nonwovens Training Course, August 14-16, INDA Headquarters, Cary, NC

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

Nonwovens Training 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.

Michael Jacobsen, Editor, INDA Small Business e-Report