

# INDA's Small Business Newsletter

Covering Issues That Affect You

\*\*\*\*\*

January 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.

\*\*\*\*\*

### *In this Issue:*

**SMALLER INDA MEMBERS CAN BE A PART OF A LARGER ONLINE COMMUNITY**

**ALL COMPANIES CAN ATTEND THE INDA ANNUAL MEETING IN MARCH**

**SMALL BUSINESS TIP: MANAGING YOUR 'SOPHOMORE SLUMP'**

**SMALL BUSINESS TIP: TIME FOR A NEW YEAR'S RESOLUTION FOR YOUR SMALL BUSINESS**

**INDA MEMBERSHIP UP FOR THE YEAR, WELCOME NEW MEMBERS**

**INDA MEETINGS CALENDAR**

\*\*\*\*\*

## SMALLER INDA MEMBERS CAN BE A PART OF A LARGER ONLINE COMMUNITY

Ever feel like you are all by yourself out there, that as a smaller company in the nonwovens industry there is no one with whom to share your problems and concerns?

INDA has heard you and now the association has harnessed the global power of the Internet to offer the INDA Communication Action Network (ICAN) for its members. This unique tool will facilitate electronic networking among INDA members in the U.S. and around the world.

Launched last fall, ICAN is essentially an “industry forum” that allows member companies to ask and answer questions, participate in discussion forums and read and share company and industry news.

Members can sign up for free for any or all of the ICAN email communities:

- \* Small Business
- \* Sourcing
- \* Technology
- \* Marketing
- \* Government Relations
- \* International Trade
- \* Safety
- \* Human Resources

Other communities will be offered at member request as well.

The ICAN process is simple for INDA members:

- 📄 An individual posts a question by logging in to the Members Only section at [www.inda.org](http://www.inda.org)
- 📄 The question is posted to everyone who has signed up for that community
- 📄 The other community members respond from around the world with answers/suggestions to the question. The user can even choose to have the answers emailed directly to them.
- 📄 In addition, community members can log in at any time and get community news and participate in community forums and chats.

Everyone in any INDA member company is eligible for this service.

For more information: [www.inda.org](http://www.inda.org)

### **ALL COMPANIES CAN ATTEND THE INDA ANNUAL MEETING IN MARCH**

Now that you are linked to others with similar challenges electronically (see item above), as a smaller member company you should take the next step and get personal by attending the INDA Annual Meeting, March 5-7 at the Biltmore Hotel in Coral Gables, Fla.

INDA President Rory Holmes urges all INDA member companies to take advantage of the opportunity to see how their association works and help it plan for the future.

“The INDA Annual Meeting is a time for member companies of all sizes to network with their peers to foster a sense of cooperation and camaraderie within the nonwovens industry, and to develop a strategy for the future,” Holmes says. “I invite and encourage all INDA members to attend.”

The INDA Annual Meeting is one of two annual events designed to foster networking and communication between top executives. Only INDA Members are invited to the Annual Meeting.

The featured speaker at the 2006 Annual Meeting will be Peter Ricchiuti, a professor at Tulane University. The popular and always-entertaining Ricchiuti will provide a unique perspective on the global and domestic economic and business climate, tempered with personal insights into the impact of Hurricane Katrina on his home city of New Orleans.

Also on the schedule for the three-day event will be roundtable discussions on hot topics ranging from the need for innovation in engineered fabrics, the outlook for the global nonwovens industry and outside influences on the business of nonwovens.

INDA will also conduct its annual business meeting and present the “State of the Association” report. To enhance the networking, there will be golf and tennis outings as well as a spouse/guest program.

For more information on the INDA 2006 Annual Meeting, March 5-7 at the Biltmore Hotel in Coral Gables, Fla., contact INDA at 919-233-1210; [www.inda.org](http://www.inda.org).

### **SMALL BUSINESS TIP: TIME FOR A NEW YEAR'S RESOLUTION FOR YOUR SMALL BUSINESS**

It's a new year, and once again you have a fresh chance to reflect on your business and make plans for the future. Are you accomplishing what you set out to do? Has your mission changed? How can you streamline your business to create more sales?

Setting your priorities is a great first step in organizing your plan of action for the upcoming year, and a new year is a nice, neat time to do just that. These 10 basic tips of task prioritizing should help you on your way.

1. Use a paper-based, electronic or computerized list to keep track of your tasks, instead of relying on your memory. A list will give you a clear idea of what you need to accomplish.
2. Which tasks could you handle another day? If you would face no consequences by moving a task forward, move it ahead another day or another week.
3. Know the difference between important and urgent. Important means a task needs to be done, while urgent means it must be done immediately. Knowing the difference between the two will make prioritizing easier.
4. Realize that you can't do everything. This will help you to realistically prioritize your tasks.
5. Determine if postponing the task would affect other projects you are working on. Tasks and projects can have a domino effect. If you do one task, yet fail to do another, you may have wasted effort on the first task.
6. Set clear goals. There's a saying, "If you don't know where you're going, how will you know when you get there?" By not setting clear goals, you may be accomplishing tasks with short-term benefits.
7. Decide if the task will help you achieve your goals. If so, give it a higher priority.
8. Are you making a task a top priority because it's easy? Don't be fooled by easy tasks, especially when they could be done days or weeks later.
9. Focus on quality, not quantity of tasks. Accomplishing a few tasks that are a higher priority is better than accomplishing several lower priority tasks.
10. Which task will increase your income? If the task will only serve to keep you busy, it is not a top priority. Think in terms of how the task will improve your productivity and performance.

#### **SMALL BUSINESS TIP: MANAGING YOUR 'SOPHOMORE SLUMP'**

Sometimes too much success early on can lead to consequences for smaller companies down the road. For many, high initial customer interest leaves little time for marketing activities. That can lead to a "sophomore slump" and a struggle to create new business. What's the balance between serving customers and getting new ones?

If you're the fortunate one that was able to have started off with so much business, pat yourself on the back. But it's important to focus on acquiring new customers, too. For

many entrepreneurs, this means going to networking meetings (see Annual Meeting information above), creating and maintaining a blog, making phone calls, putting out a newsletter, and participating on listservs and in online forums.

To find the balance you need to keep your business afloat, use a 5-5-5 marketing formula. Initiate five different marketing activities each day. We suggest a mix of activities, because when you're starting out, you're not sure what methods will work best. Then, follow through every day on five activities from the prior day or week. For instance, if you sent a mailing to someone, follow up with a phone call the next week.

Maybe you want to tone it down a bit and initiate and follow through on five activities per week instead of five per day. If there's a seasonal pattern to your business, you'll want to provide other types of services during the down period. Alternatively, use your lax season for more intensive marketing, or offer off-season specials.

### **INDA MEMBERSHIP UP FOR THE YEAR, WELCOME NEW MEMBERS**

INDA's membership numbers took a bit of a roller coaster ride in 2005. Quite a few companies that had been long-time members left the association due to consolidations, buy-outs and downsizing. But at the same time, INDA welcomed 49 new companies, consultants, agencies and associations. Thus, even with the losses, these 49 new member companies have given INDA another year of growth and strengthened membership to more than 320.

Please welcome these new INDA members:

Aeolus Corporation  
Amantea Nonwovens, LLC  
Blue Heaven Enterprises  
Caware International Co. Ltd.  
Cheviot Company Ltd.  
Degussa Goldschmidt Chemical Co.  
Enoree Oaks Consulting Group  
Ginni Filaments Limited  
Hollister Inc.  
Edward C. Homonoff  
Kusters Corporation  
McKinsey & Company  
Micro-Filtration Inc.  
Molecular Visions LLC  
NatureWorks, LLC  
Weyerhaeuser Company  
Theodore Wirtz

Please contact Marilyn Bellinger at 919-233-1210 X118 or [mbellinger@inda.org](mailto:mbellinger@inda.org) if you know of any company that could benefit from INDA membership.

## INDA MEETINGS CALENDAR

2006

Vision 2006, January 15-18, Denver, CO

INDA Annual Meeting: March 5-7, Coral Gables, FL

INTC 2006: September 25-28, Hilton Americas – Houston, Houston, TX

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

Filtration 2006: November 28-30, Pennsylvania Convention Center, Philadelphia, PA

2007

IDEA 2007: April 24-26, Miami Beach Convention Center, Miami, FL

\*\*\*\*\*

## 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