

# INDA's Small Business Newsletter

Covering Issues That Affect You

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January 15, 2007

## INDA SMALL BUSINESS E-REPORT

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**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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## **SMALL BUSINESS TIPS**

### **AS 2007 BEGINS, FOUR TIPS FOR EFFECTIVE BUSINESS PLANNING**

As 2007 begins, take a few minutes to read through these four tips for putting your business house in order for the next 12 months.

1. Clearly define your business idea and be able to succinctly articulate it. Know your mission.
2. Examine your motives. Make sure that you have a passion for owning a business and for this particular business.
3. Be willing to commit to the hours, discipline, continuous learning and the frustrations of owning your own business.
4. Conduct a competitive analysis in your market, including products, prices, promotions, advertising, distribution, quality, service, and be aware of the outside influences that affect your business. Seek help from other small businesses, vendors, professionals, government agencies, employees, trade associations and trade shows. Be alert, ask questions.

### **IS THE GREEN TREND IMPACTING YOUR BUSINESS?**

One of the most important trends affecting small businesses in 2007 will continue to be the consumers' hunger for – and insistence upon – green products. Much of that demand is fueled by aging baby boomers, according to Bill Rosenzweig, adjunct professor of social entrepreneurship at the University of California, Berkeley, and managing partner at venture fund Great Spirit Ventures.

The Baby Boomers have "expectations of control over their life. It's one of the trends that's just going to keep happening; there's bound to be opportunities to serve the aging baby boomer population for years," says Rosenzweig.

To serve that population in 2007, consumer health and food products that marry disease prevention and nutrition are going to be hot, says Rosenzweig. And he should know, since his venture fund recently backed a snack company that sells a wellness bar to enhance the immune system, and a company that makes a preventive mouth rinse that kills heart disease-causing bacteria. There is also a plethora of dependable businesses built around serving boomers' concerns about longevity, many of which are franchises that will make their franchisors and owners a lot of money in 2007.

Matthew Shay, president of the Washington-based International Franchise Association, says the best opportunities for entrepreneurs reflect changing U.S. demographics. Franchise opportunities in non-medical home-care services look like they'll be strong for some time, he says. And franchise opportunities surrounding the promotion of good health and fitness have been, and continue to be, attractive, Shay adds. "Aging baby boomers want to stay fit and live longer."

Sounds right up the nonwovens industry's alley, doesn't it?

### **A 60-SECOND GUIDE TO ORGANIZING YOUR BUSINESS**

As our final service to get you thinking about getting organized for the new year, here's a guide to organizing your business in 60 seconds. Why should you do this? As a small business, when you organize your business and eliminate the clutter, you will feel reenergized. You will find that you are easily motivated to get straight to work when you don't have a mess to deal with. You will save time otherwise wasted looking through piles or searching for a missing document on your computer. Begin by establishing a plan. Prioritize your list, set a date with yourself and identify your motivation. Source: SCORE, Counselors to America's Business. [www.score.org](http://www.score.org)

**0:60 – Create a Clutter-free Desktop.** Throw away items you don't use, like pens that don't write, old computer disks, and scrap paper. Keep only the supplies you regularly use on your desk. This usually includes several pens and pencils, a stapler, scissors, paperclips, a post-it pad, a note pad, a calendar and a phone message book. Clear out your drawers and designate a purpose for each one. If your desk has three drawers, consider creating a supply drawer, a personal drawer and an identity drawer, containing items with your company logo on them.

**0:46 – Generate Storage Space When None Exists.** Storage space can be easily added through shelving, cabinet installation, drawers, storage units, bookcases and file cabinets. Shelves are inexpensive, easy to install and can store books, files, binders, supplies or whatever you need.

**0:38 – Manage Your Mail.** It's easy to let the mail pile up, but save yourself time in the long run and deal with incoming mail immediately. Sort your mail as soon as it arrives. Throw away junk mail, forward mail to the appropriate people when necessary, open and separate the rest of the mail and file it when appropriate.

**0:20 – Maintain an Efficient Filing System.** Files that you do not use anymore, but may need in the future are best stored in file boxes. File boxes can be stored on shelves, in a closet or at an off-site storage center to save space. Know what you can throw away and what you need to keep. Throw away outdated information. Keep legal documents such as contracts, warranties and tax documents. Organize your files by color-coding, alphabetically, or by type of file.

**0:11 – Maintain an Organized Computer.** Keep your computer organized by using helpful software, clearly naming files, saving files to appropriate folders and creating shortcuts on your desktop. Software you should own includes an up-to-date version of Microsoft Office, virus protection software like Norton System Works, a contact management database, such as ACT!, Goldmine and Microsoft Project.

**0:03 – Keep Track of Time.** Scheduling is crucial. Have a daily plan and stick to it. Schedule your time on a planner. When contacting people, leave detailed voice and email messages, stating exactly what you need so the person will be prepared with the information when they call or email you back.

## **INDA SMALL BUSINESS NEWS**

### **INDA MEMBERS CAN JOIN U.S. CHAMBER PARTNERSHIP**

All INDA members, large and small, can become part of the U.S. Chamber of Commerce Federation Partnership, which offers a host of interesting benefits at no cost. Among them, all small businesses can receive one free job posting and other discounts from Monster.com as a benefit of their complimentary U.S. Chamber membership via its Federation Partnership with INDA. Check it out:

[www.uschamber.com/federation/partners/marketing.htm](http://www.uschamber.com/federation/partners/marketing.htm).

### **IDEA07 CONFERENCE EVEN MORE AFFORDABLE FOR SMALL COMPANIES**

A world-class program focusing on many of the key marketing and technical issues facing smaller companies in the global engineered fabrics industry in the 21st Century will take place during the three days of the IDEA07 International Engineered Fabrics Conference and Expo, April 24-26, 2007 in Miami Beach, Fla.

The reformatted Conference is especially attractive to smaller companies because attendance at all is included in one lower fee, and the subjects are of particular interest to executives at smaller companies looking for new business opportunities.

- ☞ India ... Presentations by two of the leading authorities on the Indian nonwovens and textiles market will provide insight into the current situation in India and the extreme potential in this emerging market for nonwovens and technical textiles. Saumitra Chaudhuri, Chief Economist for ICRA, India, will speak on “India as an Economic Power – Prospects for Growth,” and Dr. J.N. Singh, Textile Commissioner for the Indian Textile Ministry, will offer a presentation on “Developments in India’s Technical Textile Industry.”
- ☞ Energy ... Uncertain energy costs worldwide have an incredible impact on the production of nonwoven fibers and fabrics, and Dennis J. Stanley, Chemicals Energy Planning Advisor for ExxonMobil Chemical Company, will provide

insight into “Analyzing Energy Costs for Savings.” A second paper on “Cost of Fuels: Impact of Market Forces, Trends, Strategies,” will be presented by Bob Bazemore, Vice President, Regulated Fuels Department of Progress Energy.

- ☐ Innovation ... “The Case for Innovation Management – Return to Profitable Growth,” will be the subject of a presentation by Paul Mugge, Director of the Center of Innovation Management Studies at North Carolina State University, to kick off the Innovation session. He will be joined by Stuart L. Hart, Ph.D., S.C. Johnson Chair of Sustainable Global Enterprise and Professor of Management at Cornell University, who will speak on “Driving Innovation from the Base of the Pyramid.”

INDA has made attending the Conference even simpler and more affordable for IDEA07 attendees. Registration for the entire Conference session is available at one lower price than in the past, making the IDEA07 conference the most efficient way to receive the information needed for an in-depth look at the business.

Being held April 24-26, 2007 in the Miami Beach Convention Center in the cosmopolitan city of Miami Beach, Fla., IDEA07 will bring together hundreds of companies and thousands of attendees from anywhere in the world where nonwovens and engineered fabrics are produced and used in finished products.

For more information on IDEA07, visit [www.idea07.com](http://www.idea07.com).

### **[WWW.INDA.ORG](http://www.inda.org)**

For the past three months visitors to [www.inda.org](http://www.inda.org) have been asked to update their member profiles and to provide information on their interests in INDA services. It was part of the association’s continuing effort to offer up-to-date information and important member services to the global nonwovens and engineered fabrics industry.

As an incentive to participate, INDA entered anyone updating his or her member information into a drawing to win a free 30GB iPod. The contest was for entries submitted November 6 thru December 14 and close to 1,000 individuals took part.

Earlier this month Mark Berman, of Fiberweb PLC, in South Carolina, had his name selected and won the iPod.

The giveaway contest continues for a second phase as well. Anyone who visits [www.inda.org](http://www.inda.org) between now and the opening of the IDEA07 International Engineered Fabrics Conference and Exposition, April 24, 2007, will be eligible to win the iPod.

## INDA CALENDAR OF EVENTS 2007

*VISION 2007*, Consumer Products Conference, January 21-24, 2007 in Denver, CO

*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](http://www.inda.org).

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### 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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