

INDA's Small Business Newsletter

Covering Issues That Affect You

July 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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TWO INDA AWARD PROGRAMS SHOULD INTEREST SMALL COMPANIES

It happens every three years when an IDEA show rolls around, and this time there are some great opportunities for smaller companies to compete for recognition with the big boys out there. The IDEA07 Achievement Awards recognize products in a host of categories developed since IDEA04, while the annual Visionary Awards will be of interest for smaller companies doing business in consumer products.

IDEA07 ACHIEVEMENT AWARDS RECOGNIZE NEW PRODUCTS' DEVELOPMENT

For the third consecutive IDEA show, INDA and Nonwovens Industry magazine are co-sponsoring the IDEA Achievement Awards, designed to award innovation within the nonwovens and engineered fabrics industries. Smaller companies have traditionally played a major role in these prestigious awards, winning a number of them at both IDEA01 and IDEA04.

The IDEA07 Achievement Awards will recognize the leading companies, individuals and new products in the global engineered fabrics industry. The 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 in six categories 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).

NOMINATIONS ALSO NOW BEING ACCEPTED FOR 2007 VISIONARY AWARD

At the same time as the industry gears up for IDEA07 and the IDEA07 Achievement Awards, the annual Visionary Award nomination process is also underway 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.

A CHANGING INDUSTRY MEANS CHANGING MEMBERSHIP

In the mid-nineties, INDA staff watched as some nonwovens players bought out or merged with others. Large companies were formed from several small ones and name changes were so common, it was hard for us to keep our information up to date!

Over the past year or two, the nonwovens and technical textile industry have been going through one of their "Repositioning Eras" once again. Companies are being bought, buying other companies, merging and diversifying. Old companies are being re-named and new companies are emerging. And once again, we at INDA are finding it hard to keep our information up to date!

If your company is changing names, owners, people, address, etc., please drop us a quick e-mail to let us know of these changes. You may give them to our Member Services/Marketing Coordinator, Misty Ayers by phone at 919-233-1210 Ext. 112 or e-mail her at mayers@inda.org.

WELCOME TO NEW INDA MEMBERS

Please welcome the following new member companies by checking out their web links on the INDA website! They just may have something that you need!

[Barnhardt Manufacturing Company](#)

[Bekaert Carding Solutions](#)

[Clariant Corporation](#)

[Curt G. Joa](#)

[Cytec Industries](#)

[InChem Corporation](#)

[Spuntex Co.](#)

[TechTex Solutions Inc.](#)

HOW TO TELL IF YOU NEED TO HIRE MORE EMPLOYEES

It's summertime and the living is easy, unless it happens to be a busy time for your company and you and your staff are working all of the time when you'd rather be on the beach or fishing in a mountain stream. So what to do?

In a current article from Entrepreneur.com, author David Javitch explains that as a business owner, one of your most important tasks is workforce management. It's your job to make sure you have the right people – and the right number of people – to keep your company running smoothly. But how can you really be sure the time is right to bring in additional staff? There are at least seven common clues:

1. Your employees are working very hard – perhaps too hard – and they're letting you know, by complaining that they have too much to do. Complaints of this nature aren't uncommon, but your task is to determine if they're legitimate. You can do this by talking to your employees and asking them to validate their concerns of being "overworked."

Then, take a look at attendance and productivity indicators to substantiate their claims. If what you find confirms their feedback, then you might decide to reorganize and restructure roles and responsibilities to better deal with the workflow. Or you could use your new knowledge as a guide to hiring additional employees.

2. Employees claim they want to take on more tasks or spend additional time on current ones – if only they had the time.
3. The growth curve for your products or services is increasing, and you identify that as a positive trend, not just a blip on the consumer radar.
4. You see an opportunity for growth and expansion in your industry or related industries, and decide that now's the time to take a calculated risk to expand. But current employees aren't available to assume additional responsibilities.
5. You determine that your employee's existing job skills and knowledge are fine for your company's current level of productivity, but to expand you'll need either increased skills and knowledge or simply a completely new and different set of skills and knowledge.
6. Revenue is at or above target and you project it to continue; other than financially rewarding yourself and/or your employees, you wonder what to do with the increased revenue. A couple of new employees might help to increase revenue faster than before.

SMALL BUSINESSES CAN BENEFIT FROM INDA GOVERNMENT AFFAIRS WEBSITE

Finally this month, we all realize that smaller companies need a voice in Washington, D.C., but can't afford the investment in their own representatives. That's where INDA and its D.C. offices come to the rescue.

Smaller INDA members will be interested in the information resources offered in the continuously evolving Government Affairs section of the INDA, Association of the Nonwoven Fabrics Industry's website: www.inda.org.

"The Government Affairs section of the INDA website helps explain the workings of the federal and state governments, and how the actions of our legislative, executive and judicial branches of government impact INDA member businesses," according to INDA's Director of Government Affairs Peter Mayberry. "This site provides the timely information our member companies need to help in their business decisions. Basically, we have done the research for our member companies to make it easier for them to navigate the complexities of our government agencies."

One highlight is the area of the Government Affairs Website devoted to describing and updating members on the status of INDA's ongoing Congressional Outreach Initiative, which was launched in 2003 to raise awareness about the nonwoven fabrics industry among critical policy decision makers on Capitol Hill. In addition to listing those Congressional offices that have already been visited by INDA staff and its members, the section also helps provides information about how INDA members can secure appointments with their elected lawmakers.

Among other features included in this “Members Only” site:

- 📄 Internal INDA correspondence dating back to 2004 addressing various public policy matters related to the nonwoven fabrics industry;
- 📄 Previous editions of Nonwovens Industry’s “Capitol Comments” column;
- 📄 An archive of INDA Washington’s monthly International Trade Bulletin;
- 📄 Annual U.S. Import/Export statistics for nonwoven roll goods and other trade related information impacting the nonwoven fabrics industry.

INDA always welcomes input from its members on ways that the Government Affairs Website may be expanded and improved. To provide input or suggestions, please contact Misty Ayers at 919-233-1210, ext. 112, mayers@inda.org; or Peter Mayberry or Jessica Franken in the INDA Government Affairs office in Washington, D.C. – (703)538-8805; pmayberry@inda.org or jfranken@inda.org.

INDA CALENDAR OF EVENTS 2006-07

2006

Nonwovens Training Course, August 22-24, 2006
INDA Headquarters, Cary, NC

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

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

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

To learn more about any of the 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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INDA Small Business e-Report