

# INDA's Small Business Newsletter

Covering Issues That Affect You

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July 16, 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

### COOL OFFICES SOMETIMES LEAD TO HOT EMPLOYEES

You like it comfortably cool, your cubicle neighbor likes it freezing and, even worse, the boss doesn't want to run the air conditioner at all. As summer temperatures rise and air conditioners get turned on, chilly office temperatures can lead to tiffs in the workplace, according to a report by the International Facility Management Association. Complaints about office temperatures top the 10 most common office complaints.

"There are temperature comfort ranges. It's kind of a science and an art," says Don Young of IFMA. "Some workers wear sweaters, and the people next to them are hot." From bringing flannel pajamas to the office to keeping space heaters running by their desks, workers are finding numerous ways to battle the cool temperatures indoors this summer.

Some companies are finding ways to compromise between hot and cold employees. At one New York office, cold employees barter soft drinks for time without air conditioning. Other firms install dummy thermostats so workers think they have control over the temperature.

The battle over the thermostat is not only a source of workplace arguments, but it has an impact on the bottom line. When office temperatures were turned up from 68 to 77 degrees Fahrenheit, typing errors fell 44 percent and overall typing output rose 150 percent, citing a 2004 Cornell University study.

That translates into about an extra \$2 per worker in productivity when temperatures are turned up.

### SIMPLER IS BETTER FOR SMALL COMPANIES

Speaking of summertime, when the living is supposedly easier, you may want to take note of how difficult and unrewarding life is for employees at the big companies you battle with every day. They may have more resources and fancier offices, but that doesn't necessarily mean they are happier.

In fact, according to a recent survey conducted by Global Integration, a consulting, training and facilitation firm, 40 percent of people working in large global companies say their organizations are less satisfying places to work than they were five years ago.

The reason: While companies routinely poll their employees about job satisfaction, they often fall short on implementing any suggestions because their management techniques are outdated. For example, communication problems are often addressed by forming project teams, which only lead to more meetings and conference calls and, you guessed it, less time actually communicating with the very employees who felt out of touch in the first place. The solution is to make it possible for these employees to meet

individually with their bosses rather than waiting for a memo generated by some upper-level meeting.

Global Integration recommends that companies – primarily the larger ones, but it is good advice for smaller companies as well – simplify how they communicate by giving employees only need-to-know information, reevaluating how they survey employees and updating their own management techniques.

Aren't you glad you work in a small company?

### **FUZZY MATH FOR FEDERAL SMALL BUSINESS CONTRACTS**

As it has often done in the past – and with some justification – Fortune Small Business magazine recently took the federal government and the Small Business Administration to task for its supposed commitment to providing opportunities for smaller businesses to grab government contracts. It seems this time the House of Representatives passed the Small Business Fairness in Contracting Act in May with the expressed goal of raising the government goal for small business participation in federal government procurement contracts from 23 percent to 30 percent.

But there is really no reason for small companies to celebrate because, as has been the case in the past, the numbers don't really tell the whole – or a true – story.

In a late 2006 report, the SBA proudly noted that in fiscal 2005 a total of almost \$80 billion, or 25 percent, of the \$314 billion federal procurement budget, went to small businesses. But it seems this \$324 billion number excludes, though a host of loopholes, about \$64 billion in government contracts that weren't there for the taking by smaller vendors. Plus, the \$80 billion in contracts attributed to small business contracts includes at least \$3 billion that went to divisions and subsidiaries of large corporations. Bottom line: Small businesses actually only received about 20 percent of the government contracts.

### **INDA SMALL BUSINESS NEWS**

#### **INDA WELCOMES NEW MEMBER COMPANIES**

Every year, several companies become INDA members just to obtain the reduced rates at our conferences, expositions, training courses and on new publications. In fact, there are so many things to do that more and more companies are joining to take advantage of member savings!

Please welcome these new member companies, who can now enjoy large savings on each and every INDA event and publication purchase:

Advance Nonwoven A/S  
American Hygiene Industries  
Andco International Co.  
Appleton Papers  
The Arvind Mills Ltd.

Automatic Handling International  
Berkshire Corporation  
Blue Ridge Fiber Solutions Inc.  
Bottom Line Results LLC  
Cherney Microbiological Services, Ltd.  
Conversion Technology International  
DAK Americas LLC  
Engqvist Consulting  
Fis Fiber Industries SA de CV  
Gessner & Associates  
Glenmar Technology  
Haltex Non-woven Fabrics  
Huntsman Textile Effects  
Janesville Acoustics  
Meierhoefer Consulting  
Nu-Tex Styles, Inc.  
Oxco  
Polimeros y Derivados SA de CV  
Reliance Industries Ltd.  
Sellars Wipers & Sorbents  
SNS Nano Fiber Technology Co. LLC  
Strata America  
Subburaj Cotton Mills Pvt. Ltd.  
Super Spinning Mills Ltd.  
Surat Technical Education & Research  
TSI Filtration Technologies, Inc.  
U.S. Department of Veteran Affairs  
U.S. Nonwovens Corporation  
Western Michigan University

**STILL TIME FOR SMALLER COMPANIES TO NOMINATE THEMSELVES FOR  
2008 VISIONARY AWARD**

With perhaps business slowing a bit during the warm summer months, now is a good time for smaller companies to nominate themselves – or their customers – for the industry’s most prestigious award – the 2008 Visionary Award. Small companies can – and should – nominate their own products or the products from their consumer products customers.

INDA, which sponsors the annual award, will be accepting 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 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); 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).

To nominate a product, email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, at [mjacobsen@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 2008 Consumer Products Conference, log on to [www.inda.org](http://www.inda.org).

## INDA CALENDAR OF EVENTS 2007

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](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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