

INDA's Small Business Newsletter

Covering Issues That Affect You

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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:

Small Companies Can Be Part Of 2005 Visionary Award
Vision 2005 Returning To New Orleans In 2005
Inspiration Is Everywhere
Another New Way To Fly Coming Soon From A New Small Business
What's This Wi-Fi Thing?
IDEA04 Survey Provides Look At Show's Strength

SMALL COMPANIES CAN BE PART OF 2005 VISIONARY AWARDS

In one of the few chances for smaller producers to compete on a level playing field with their larger competitors, the nomination process for the prestigious 2004 Visionary Award is now underway.

In its four years of existence, the Visionary Award, sponsored by INDA and presented in conjunction with the annual Vision Consumer Products Conference (see item below) has become the most prestigious award in the nonwoven and consumer products industries. The award recognizes consumer end products that utilize nonwoven fabrics or employ nonwoven technology during their manufacturing process.

INDA will be accepting nominations for the 2005 Visionary Award until September 1. The nominees will then be reviewed by an INDA selection committee and five finalists will be selected to make presentations at the Vision 2005 Consumer Products Conference. Conference attendees will then vote on the recipient of the award.

Last January at the Vision 2004 Conference in Las Vegas, the Brillo Scrub 'n Toss from Church & Dwight was selected by attendees as the recipient of the 2004 Visionary Award. Other previous winners include FMJ ChemBio for its Civilian Quick Escape Mask (2003) and Procter & Gamble's Swiffer cleaning system in 2002.

The criteria for the 2005 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 2003-2004.
3. The product cannot have been selected as a finalist in any previous Visionary Award competition.

Products will be judged on their novel use of nonwovens technology, as well as on their consumer and trade acceptance. Eligible consumer product categories include disposable diapers, feminine hygiene product, adult incontinence products, household wipes and home filters, among others.

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.

To nominate a product email an explanation of the product to Michael Jacobsen, Visionary Awards coordinator, at [mjacobson@inda.org](mailto:mjacobsen@inda.org) or call 201-612-6601 with any questions.

VISION 2005 RETURNING TO NEW ORLEANS IN JANUARY

It's official! The highly anticipated Vision 2005 Consumer Products Conference is returning to its home in New Orleans, LA. After a successful one-year trip to Las Vegas earlier this year for Vision 2004, Vision 2005 is now set for January 16-19, 2005 at the beautiful Sheraton New Orleans Hotel.

The Vision Committee is hard at work putting together a world-class program that will focus on all aspects of the global consumer products and nonwovens businesses, including new product development, global challenges, retail opportunities and raw material advances. Stay tuned for more information or log on to www.inda.org for registration and sponsorship information.

INSPIRATION IS EVERYWHERE

How's this for a role model? When asked who his inspiration was in starting a small business, Earl Graves, 69, Chairman & CEO of a company called Black Enterprise (startup year: 1969) answered that his inspiration was his father, a garment-district salesman. He explained it this way: "He was the best at it. If a winter coat was \$10 and a woman tried to get him down to \$7, he would offer to sell her two coats at \$9 each."

ANOTHER NEW WAY TO FLY COMING SOON FROM A SMALL BUSINESS

Looking outside the nonwovens industry for inspiration, we found the story of what is being called by CNN "The Next JetBlue." Called Independence Air, it will attempt to become the next big thing in discount airlines by flying small jets. Owned by regional feeder airline operator Atlantic Coast Airlines Holdings, Independence is set to start flying June 16 using the 50-seat regional jets it has been flying under the names "United Express" or "Delta Connection."

The airline's plans will bring the first taste of discount air fares to a number of secondary markets in cities from Columbia, S.C. (in the heart of nonwovens country), to Lansing, MI, to Portland, ME -- where it doesn't make sense to use the larger aircraft the other discount carriers fly. The smaller jets also allow Independence to have a greater frequency of flights, something desired by business travelers who pay somewhat of a premium for making last-minute reservations.

"Business travelers make the decisions based on schedule, leisure travelers do it based on price," said Independence Air spokesman Rick DeLisi. "We think we can be very competitive in both areas." Sounds like a winning formula.

WHAT'S THIS WI-FI THING?

Now, nonwovens companies are not exactly known for their ready acceptance of technology (does everyone have a Fax machine by now?), so we are taking it upon

ourselves to keep our readers up to date on the latest business-related technology. This month, we look at Wi-Fi. Huh?

Here's the insight: Your fleet of laptops that were once tethered to the desk by cables are about to be set free to roam the office or that shady tree just out back. Instead of a wire, there are radio waves that transmit the data up to a certain distance so your computer can communicate with a network or the Internet. Most wireless access points (the device that enables wireless connection for an existing wired network) are plug and play – plug it in and it just works. Sounds great, doesn't it?

But, of course, there are security issues any small company must consider. What many of these devices lack are instructions on how to secure your network. The radio waves of Wi-Fi are not bound to your office. They may and will extend to the surrounding property (sidewalks, parks, and the office next door). It is relatively simple to find an unprotected AP (access point) and be able to have complete access to every computer on the network easy (not that this author would know). You should take the following steps to secure your network. With that in mind, here are some steps to take as you (inevitably) go Wi-Fi:

1. Encryption: wireless networks have two standards for encrypting your data, WEP and WAP. WEP was the original, and the standard for wireless security. WAP (also known as TKIP) on the other hand is the new kid on the block. If you have the choice use WAP, it fixes many of the vulnerabilities that are inherent in WEP. Use WAP when you can, most equipment will be upgradable to WAP via firmware from the manufacturer.
2. MAC Filtering: Every piece of networking equipment has a MAC address. These are unique serial numbers that identified a piece of hardware. By creating an "allow list" for your wireless products you add another layer of protection between you and the hacker that is sitting outside your office.

Nothing in the world of computer security is foolproof, but taking these steps will make your business much safer. If you are not sure on how to set up any of these security measures there are many online tutorials or you could hire a local computer shop (or a hungry college student).

IDEA SURVEY PROVIDES LOOK AT SHOW'S STRENGTHS

While it is not to be shared with everyone in its complete form, the INDA Small Business Report editors want to pass on a few of the more interesting results from a comprehensive survey of attendees at the recent IDEA04 International Engineered Fabrics Conference and Exposition, held in Miami Beach, FL in late April. Here are just a few of the highlights.

- ☞ On a scale of 1-10 (with 10 being the highest), 74% of respondents rated IDEA04 a “7” or higher. The most common ranking was an “8.”
- ☞ Among the areas marked as being especially strong at IDEA04 (in order) were Quality of Attendees, Miami Beach Location, Number of Attendees and Potential Customers/Suppliers In One Place.
- ☞ When asked if they plan to exhibit at IDEA07 (again in Miami Beach), close to 96% of those who knew one way or the other said “yes.”

We'll see you then.

THAT'S ALL, FOLKS

The next INDA Small Business e-Report will come to you again July 15. In the meantime, 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