

INDA's Small Business Newsletter

Covering Issues That Affect You

June 15, 2007

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 BUSINESS TIPS

**SUMMER'S HERE. HAVE YOUR EMPLOYEES GONE FISHING?
SMALL/DIVERSITY BUSINESS AWARDS ANNOUNCED
IS YOUR BODY LANGUAGE HELPING OR HURTING YOUR SMALL
BUSINESS?**

INDA SMALL BUSINESS NEWS

**SMALLER COMPANIES CAN BATTLE WITH BIG GUYS FOR 2008
VISIONARY AWARD**

**WOW: INDA TO EXPLORE WORLD OF WIPES
INDA CALENDAR OF EVENTS 2007**

SMALL BUSINESS TIPS

SUMMER'S HERE. HAVE YOUR EMPLOYEES GONE FISHING?

Summer's here, and you know what that means: vacation. Oh, you haven't taken a vacation in years because you have no one to mind your business while you're gone? Well, it's about time. With a little planning, you can go away with little or no negative effects on your business.

Here are some strategies for making sure your business doesn't go south while you go away:

- ⇒ Get someone to cover for you. Find a trusted industry colleague or capable friend to handle clients while you're gone.
- ⇒ Train employees to handle your pressing responsibilities while you're gone. If you hire the right people, train them, and treat them fairly, they'll handle your company as if it's their own.
- ⇒ Decide how to handle phone calls. If you want to stay in constant touch, set up call forwarding from your office phone to your cell phone or to the phone where you'll be staying. Make certain your cell phone service works in your vacation destination. If you don't want to answer phone calls, leave a voice mail message telling people when you'll be back and who they can call in an emergency.
- ⇒ Configure a method to deal with email. Make sure you will have reliable Internet access while you're away. If you don't want to check email, set up an out-of-office auto-response, letting correspondents know when you'll return.
- ⇒ Be realistic. Don't plan to go on vacation during your busy season or on the day a project is SUPPOSED to be completed – when it's likely to go over deadline.
- ⇒ Make a date and stick with it. Every entrepreneur says they'll take time off "when things slow down." Instead, set a definite date for a vacation. Make arrangements to cover your work – then make reservations. And stick with it!

With a bit of planning, you can get away without worrying – too much – about what will happen to your business. And you can put a sign up on your door saying, "Gone fishin'."

Excerpted from Rhonda Abrams' Gone Fishing at <http://www.rhondaonline.com>

SMALL/DIVERSITY BUSINESS AWARDS ANNOUNCED

DiversityBusiness will be conducting its 8th annual "Top Small Businesses in America" survey. This year's survey will determine the Top 500 Small Businesses in the United States, the Top 500 Diversity Owned Businesses in the United States, and for each state, the Top 50 Small Businesses as well as the Top 50 Diversity owned businesses.

DiversityBusiness research has been recognized and published by the world's most preeminent publications including Forbes Magazine, Business Week and thousands of media outlets throughout the world. Honorees will be recognized and honored at the 8th Annual Multicultural Business Conference in April 2008 in Orlando, Florida.

The national data collection effort is a massive undertaking. In order to participate, businesses must register by September 15th at www.DiversityBusiness.com.

All Small, Women and Minority owned businesses are encouraged to register. Last year's winners received enormous recognition and exposure for their companies.

DiversityBusiness is the nation's largest and most comprehensive online resources for Small, Women, and Minority owned businesses and large procurement organizations. It is a membership-based exchange platform that facilitates contacts and communication, streamlines business processes and provides vital business news and information.

IS YOUR BODY LANGUAGE HELPING OR HURTING YOUR SMALL BUSINESS?

Did you know that between 60-75 percent of your communication is nonverbal?

Knowing this and learning how to adapt your body language to improve rapport, build credibility and strengthen relationships will have a powerful impact on your business' bottom line. These non-verbal signals are even more important for small business people to be aware of -- and to master -- since there is little margin for error in the way you do business. After all, even the smallest difference in body language from one of your salespeople could mean the difference between a lifelong customer and "the one that got away."

According to an article by Laurie Hayes at www.businessknowhow.com, once you understand some basic interpretations of body language, you will also know how to respond more favorably to others by paying attention to what they're saying without words.

Following are 11 items to be cognizant of when communicating with others.

1. If circumstances require you to appear more powerful, stand instead of sit. Taking up more space sends an unconscious message of superiority and power. If standing is inappropriate, you can accomplish the same result by stretching your legs out or by having your arms on the side of your chair.
2. Many people move their heads to get approval from others, but if you want to appear more powerful, keep your head movements to a minimum.
3. Pay attention to your hands. Hands that are formed in a pyramid shape (fingers and thumbs on both hands touching, with palms wide apart) indicate power. This is referred to as "steepling" and communicates your intellect. Animate your body when you speak. Studies show that gestures give the listener confidence in the speaker.

4. Sometimes, when you are around people you don't know, you may perfect your hair or fiddle with your clothes. This is referred to as "grooming" and subconsciously communicates your desire to appear more presentable which will in turn, boost your confidence. When you find yourself in situations where strangers surround you, be aware of this tendency and keep it in check.
5. Show your abdomen (belly) to indicate confidence and trustworthiness. Many men and women cross their arms to hide expanding waistlines or because they're self-conscious of their chests, however, this gesture can be interpreted as being close-minded, detached and deceitful.
6. Mirror other's body movement where appropriate. We are attracted to others who are similar to ourselves, so if you want to establish rapport with someone, mirror their body movements. The important thing to remember is to be subtle.
7. Keep your hands away from your hair. Playing with your hair indicates lack of confidence.
8. If you are a man and want a woman to be comfortable with you, do whatever you can to keep your eye level below hers. Women are on average 5.5 inches shorter than men and have negative feelings when engaged in conversation with men ranging from inadequacy to resentment to frustration. These feelings are tamed when you sit so that your eye level is lower than hers.
9. Maintain eye contact. The eyes are the most expressive part of the human body and making eye contact is critical to successful social interaction. It signifies respect and attention. It tells the person you are speaking with, "I am more interested in you than anything else at this time." In order to maintain steady eye contact without staring and creating discomfort, maintain eye contact for between one and ten seconds at a time -- more so while listening than talking.
10. Be aware of your leg positioning when sitting with a prospect or client. Sitting with your legs crossed and one foot kicking slightly communicates boredom. Sit with your legs slightly apart to indicate that you are open and relaxed.
11. Lean into it gradually. For years communications experts recommended leaning towards others promptly when engaged in conversation as a means of building rapport, but subsequent studies have shown that leaning towards someone too early in a conversation causes a negative reaction by creating discomfort and higher levels of dislike for that person.

And one final piece of advice: As you begin your quest for communication improvement, start with the basics — SMILE.

INDA SMALL BUSINESS NEWS

SMALLER COMPANIES CAN BATTLE WITH BIG GUYS FOR 2008 VISIONARY AWARD

Nonwovens and consumer products companies of all sizes will once again be competing for the industry's most prestigious recognition as the nomination process for the 2008 Visionary Award opens this week. Important note: 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 5-7, 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); Church & Dwight's Brillo Scrub 'n' Toss (2004); FMJ ChemBio's (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. 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.

WOW: INDA TO EXPLORE WORLD OF WIPES

Any smaller companies that do any sort of business in the growing wipes business – from raw materials to equipment to roll goods and converting – will want to be a part of the inaugural World of Wipes (WOW) International Conference, scheduled for July 23-25, 2007 at the InterContinental Hotel in Atlanta, Ga.

This new Conference, organized by INDA, is devoted solely to wipes, with a focus on substrates, active ingredients, packaging, market metrics, industry challenges and market opportunities, particularly in Asia and Europe. A special session will also be held on sustainability in the wipes market.

The Conference is designed for top management, marketing/sales executives, R&D personnel and technical/engineers from all links in the wipes supply chain. WOW was developed by the Wipes Committee of INDA.

To register for the World of Wipes International Conference: www.inda.org, click on e-Registration and choose WOW. Or call INDA at 919-233-1282.

INDA CALENDAR OF EVENTS 2007

World of Wipes, July 23-25, Intercontinental Buckhead, Atlanta, GA

Nonwovens Training Course, August 14-16, INDA Headquarters, Cary, N.C.

INTC 2007, September 24-27, Renaissance Waverly Hotel, Atlanta, Georgia

Nonwovens Training Course, October 16-18, INDA Headquarters, Cary, N.C.

The Link with India, October 16-18, 2007, Renaissance Mumbai Hotel & Convention Centre, Mumbai, India

Filtration 2007, November 13-15, Navy Pier, Chicago, IL

Elementary Nonwovens Training Course, November 28-29, INDA Headquarters, Cary, N.C.

To learn more about any 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.

Michael Jacobsen
Editor
INDA Small Business e-Report