

# INDA's Small Business Newsletter

Covering Issues That Affect You

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March 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

### **MARCH MADNESS CAN BE A GOOD THING FOR SMALL BIZ MORALE**

The three weeks of NCAA Men's Basketball March Madness is in full swing – especially in the college hoops-crazy south – and many small business owners lament the work time lost to employees paying more attention to their brackets than their business. But this doesn't necessarily have to be a bad thing, according to some business experts.

In fact, the pools and harmless wagering can be worth every penny, according to John Challenger, CEO of Chicago-based consulting firm Challenger, Gray & Christmas. "We basically think it's a good buy for American employers to embrace it," Challenger says. "It's a ready-made event for them to build spirit, to build better relationships among their employees."

Challenger puts the cost of forging better relationships in the workplace at \$1.2 billion, a tab American business is willing to accept because the line between work and personal lives has become blurred. "With Blackberries and cell phones, companies ask us to work on vacations, when we're commuting, at home, after hours, on weekends," Challenger says. "Work has become part and parcel of our personal time."

As a result, some companies are allowing employees to attend to personal needs during the workday, whether that means shopping for gifts at an online bookstore or filling out brackets for the NCAA pool, he said. Only 6 percent of human resource executives surveyed recently by Challenger Gray said they are taking measures to prevent workers from following the results by blocking access to sports Internet sites and streaming video.

Still, there is a legitimate concern that workers could overtax office computer networks, Challenger said. "Streaming video uses a lot of bandwidth, slowing everyone's Internet connections and possibly dragging down productivity for those actually trying to get work done," he said.

With such widespread interest, employers have three alternatives: embrace the event, and the accompanying pools; tolerate it, as long as it doesn't interfere with productivity; or ban such activities on company time. Most companies, unsure of the legality, take a middle ground and quietly allow employees to organize contests.

So, who do you have to go all the way?

## NCAA BASKETBALL BY THE NUMBERS

Wonder how many of your employees at your small business are watching or at least keeping track of the NCAA March Madness while at their desks? Take a look at these numbers and you'll have a good idea of just how much is going on at the desks of your "workers" these three weeks.

- 📄 79.1 million Americans have Internet access at work.
- 📄 29 percent of Americans say they are college basketball fans.
- 📄 13.5 minutes is the average amount of time spent on college basketball Internet sites during the NCAA tournament.
- 📄 \$1.2 billion is the total that March Madness could cost employers over 13 business days of the tournament, including time spent watching live streaming video.
- 📄 1.3 million basketball fans signed up for NCAAAsports.com March Madness on Demand in 2006.
- 📄 50 percent increase from a year ago of signups for CBS college basketball Webcast. Advertising sales doubled to \$9 million to \$10 million.

Sources: Challenger, Gray and Christmas Inc.; Bloomberg News, The Record Newspaper (NJ)

## DUMB BOSSES, PART TWO

Last issue of the Small Business e-News we recounted one of the "Dumb Boss" stories told by VISION 2007 Consumer Products Conference speaker John Brandt, CEO of the Manufacturing Performance Institute. Brandt, has established the holiday "National Dumb Bosses Day" and here is a second story he told that came out of research into business management:

From CB (a reader of his column in *IndustryWeek* trade magazine): I had the dubious pleasure of working at a large manufacturer where one of the workers keeled over and died of a massive heart attack on the line.

Later that day, the shop manager noticed that the now-deceased employee hadn't punched out. He asked why. One of the line workers heard the question and told him that the worker had "punched out permanently." When the shop manager asked what he meant, the employee replied, "He died, you %\$\$@. They wheeled him out of here this morning."

Said the manager: "Oh." Later we learned that shop manager had marked the guy's time card to show he didn't work the full day, so that he wouldn't get paid for the time he was dead.

John R. Brandt, formerly editor-in-chief of *IndustryWeek*, is a research and consulting firm based in Shaker Heights, Ohio.

## INDA SMALL BUSINESS NEWS

### **IDEA07 IS JUST ABOUT SOLD OUT**

Don't look now, but there is just a little over one month remaining until the IDEA07 International Engineered Fabrics Exposition and Conference opens its doors. And word comes from INDA that the show is almost completely sold out. A combination of a more exhibitors from outside of the U.S., larger booth space reserved by returning exhibitors and companies coming to IDEA for the first time will make IDEA07 the largest U.S. engineered fabrics industry event in history.

IDEA07 will take place April 24-26 at the Miami Beach Convention Center in Miami Beach, Fla. More than 400 companies have already reserved booth space for the three-day event.

This doesn't mean smaller companies don't still have the opportunity to be a part of IDEA07. There are still some booth spaces left and INDA, the organizer of the triennial IDEA trade shows, will always find room for a company that wants to be a part of the most important industry event of the year.

IDEA07 will also see increased international exhibitor participation, with an estimated 40 percent of the more than 400 exhibitors coming from outside of the United States. Also contributing to the increase in exhibit space is the addition of four pavilions – two for Chinese companies, one for Taiwanese companies and one for Turkish exhibitors – that will allow companies from those countries to present a unified presence.

INDA is also expecting close to 7,000 attendees to visit Miami Beach for the three-day event, making it the largest and most important engineered fabrics and nonwovens industry event of the year.

For more information on IDEA07 International Engineered Fabrics Exposition and Conference, log on to [www.idea07.com](http://www.idea07.com).

### **INDA NAMES STEVE OGLE AS NEW TECHNICAL DIRECTOR**

Steve Ogle, a long-time veteran of the nonwovens and technical textiles industry, will join INDA, Association of the Nonwoven Fabrics Industry, as its new Technical Director.

Ogle replaces Cos Camelio, who is retiring in June after six years as Technical Director of the association. Ogle will join INDA prior to the IDEA07 International Engineered Fabrics Exposition and Conference, April 24-26, 2007 in Miami Beach, Fla.

Ogle joins the association from Leggett & Platt, Inc., Nashville, TN where he most recently served as Vice President-Research and Development since 1997. Prior to that he spent 10 years in L&P's nonwoven manufacturing division, where his responsibilities included managing the new testing/research lab for L&P's nonwoven manufacturing division, establishing and managing the company's QC programs and coordinating intellectual property activities working with outside and in-house council.

Ogle has Associate & Bachelor degrees from Missouri Southern State College, Joplin, MO; and Post Graduate studies in Human Resource Development from Pittsburgh State University, Pittsburgh, KS.

“INDA is very fortunate to be able to add an executive of Steve’s caliber and experience to a key position on our staff,” said INDA President Rory Holmes. “As Technical Director, Steve will be in a position to facilitate our industry’s technical growth as well as to interact with companies and associations around the world in our increasingly global business.”

Holmes added that Ogle will have some big shoes to fill as he replaces the retiring Cos Camelio. “Cos has been a tremendous asset for our association and its members in his six years as Technical Director and his knowledge, leadership and personality will be missed. We wish him luck in his retirement.”

In his new position, Ogle will be responsible for directing the association’s technical efforts, working with INDA member companies on technical issues, coordinate research and testing methods with various associations and organizations around the world, and managing the Journal of Engineered Fibers and Fabrics (JEFF), the association’s research journal that is published together with TAPPI, The Fiber Society and AATCC.

### **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 Buckhead 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](http://www.inda.org), click on e-Registration and choose WOW. Or call INDA at 919-233-1282.

### **NEED AN IPOD? GO TO WWW.INDA.ORG**

For the past few 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 has been 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 has entered anyone updating his or her member information into a drawing to win a free 30GB iPod. The giveaway contest continues

through the start of IDEA07 and any INDA member 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

IDEA 2007, International Conference & Expo, April 24-26, 2007, Miami Beach Convention Center, Miami, FL

Nonwovens Training Course, May 8-10, INDA Headquarters, Cary, NC

Elementary Nonwovens Training Course, June 20-21, INDA Headquarters, Cary, NC

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

Nonwovens Training Course, August 14-16, INDA Headquarters, Cary, NC

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

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, N.C.

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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INDA Small Business e-Report