

# INDA's Small Business Newsletter

Covering Issues That Affect You

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May 15, 2003

## 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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## REPORT FROM INDA'S ANNUAL MEETING

For those smaller INDA members who did not attend the INDA Annual Meeting last month in Baltimore, here's a quick synopsis of a few things that went on:

- Ted Wirtz, Interim President, provided a brief State of the Association report. Of particular interest to smaller members: "Since 1989, INDA has seen no change in dues for its members except for one year, when they actually decreased." Dues count for only 19% of total revenues at INDA.
- There are currently 15 active INDA committees, which last year held 47 meetings involving more than 650 people and accounting for an estimated 7800 man-hours "of combined energy." Says Wirtz: "When we work together, we get a lot done."
- The revamped INDA website remains the association's most important connection to the outside world, receiving 350,000 hits from 19,000 unique visitors PER MONTH in the first quarter of the year. Among the most popular destinations is the International Nonwovens Journal technical magazine, which is only available on-line and received 41,000 hits from 1448 visitors for the Winter, 2002 issue. "It is absolutely amazing that a technical journal of this nature is drawing so much attention," Wirtz says.
- INDA has initiated a program with North Carolina State University to create a curriculum for a degree in nonwovens.
- The melding of nonwovens and technical textiles at IDEA 04 is going well as the promotion for the largest industry event of 2004 kicks into high gear.
- After a year in the Northeast city, the INDA Annual Meeting returns to a resort location next year, being held February 15-17 at the Don CeSar Beach Resort in St. Petersburg, FL.
- Lee Sullivan's term as Chairman ended and he handed over the role of "Chairperson" (the new, politically correct terminology adopted in INDA by-laws during the meeting) to Dennis Tavernetti, BBA Nonwovens. In his farewell comments, Sullivan said that "INDA has made significant strides to being a dynamic, growth organization. If some people think we are being too aggressive, I take that as a compliment. It is our role to be the leader in the industry."

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### **THE NUMBERS SHOW BUSINESS FLYING HAS DROPPED**

Try telling this to anyone who has spent a few hours cooped up in the middle seat of a flight from Greenville to Atlanta, but the numbers indicate that business flying has dropped precipitously. Although 34 million Americans made at least one 50-mile business trip in the past year, fewer are choosing to fly. The reasons:

- 38% said there was less need
- 35% said price/economy a major factor
- 19% cited safety/security reasons
- 17% felt flying had become inconvenient
- 8% lacked time or ability to fly.

Numbers courtesy of Travel Industry Association of America & Bureau of Transportation Statistics/USA TODAY.

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### **VISION 2004 CONFERENCE MOVING TO LAS VEGAS**

The highly successful Vision Consumer Products Conference, which attracted more than 500 people to New Orleans in January, is headed to a new location in its third year. INDA, which sponsors the annual event, announced this week that Vision 2004 will be held in Las Vegas, Nevada at the Mandalay Bay Hotel. The dates: January 25-28.

INDA decided to take Vision "on the road" in 2004 following in-depth surveying of attendees at the Vision 2003 Conference in New Orleans last January. There was a consensus that after two years in The Crescent City a different site will be welcomed by the hundreds of attendees at what has quickly become the consumer products industry's leading conference and networking opportunity.

The program for Vision 2004 is currently being put together by the Vision Committee and further details, including how to be involved in the prestigious Visionary Awards, will be announced soon.

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### **INDUSTRY NEWS: FEDS CRACKING DOWN ON BOGUS SARS PRODUCTS, INCLUDING WIPES**

The government earlier this month ordered 48 Web sites to stop promoting bogus ways to prevent and treat SARS – including the use of disposable wipes -- as health officials urged Americans to beware of quacks preying on their fears. Internet sites are illegally claiming that dietary supplements from vitamin C and oregano oil to colloidal silver and

belladonna can treat or cure the new respiratory illness, regulators charged. Others promise SARS "protection kits" that include personal air purifiers, gloves, masks and disposable alcohol wipes.

"Scam artists follow the headlines, trying to make a fast buck with products that play off the news," said Howard Beales of the Federal Trade Commission, which conducted the crackdown along with the Food and Drug Administration.

Many of the products also were advertised as anthrax defenses during the 2001 bioterrorist attack, and the government cracked down then, too.

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### **DC REPORT: BIG BUSINESS GETTING TOO MANY SMALL BIZ CONTRACTS**

Concerns that large businesses are receiving federal contracts intended for small businesses are justified, and problems in the reporting of small business contract awards raise "serious questions" about the use of federal databases to measure achievement of small business contracting goals, a General Accounting Office representative told the House Committee on Small Business May 7.

For example, the Federal Procurement Data System (FPDS) indicates that five large companies reviewed by GAO received contracts totaling \$1.1 billion in fiscal year 2001, including \$460 million as small business awards. In reviewing 131 individual contract actions awarded to these five large companies by four federal buying activities, which reported the actions as awards to small businesses, GAO found that:

- In 17 actions, the misreporting was due to errors made by contracting officials regarding business size; and
- In 114 actions, the misreporting was due to federal regulations that permit a company to be considered a small business during the life of the contract, even if it has grown into a large business, merged with another company, or been acquired by a large business.

Cooper told the panel that the rule proposed by the Small Business Administration April 25 to require companies to recertify their small business status under the applicable size standard each year for the duration of a contract makes sense at a time when federal contracts can extend up to 20 years.

Small Business Committee Chairman Donald Manzullo (R-Ill.) said that he plans to include a single statutory size standard of 500 employees for manufacturing when the Small Business Act is reauthorized in this session of Congress. While he pledged to take direct action against large businesses that intentionally misrepresent their size status for

the purpose of obtaining federal contracts, Manzullo noted that the current multiplicity of size standards contributes to confusion among both government buyers and potential offerers about the size standard applicable to a particular procurement.

Manzullo also questioned whether there should be different standards for different purposes--that is, qualifying for a small business loan versus qualifying for a small business set-aside procurement.

The committee will consider these and other issues when it addresses the reauthorization in June, Manzullo said.

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### FREE MESSAGES?

Finally, what do you do for your employees beyond giving a paycheck every two weeks? A growing number of companies such as yours have added non-traditional perks to their compensation packages. According to the Society for Human Resource Management, today's top perks are:

- 21% offer stress management
- 8% offer massage therapy
- 1% facilitate a nap during the work day.
- The really smart ones offer free online newsletters from their trade associations.

Okay, we made that last one up. Enjoy your Memorial Day holiday.

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### THAT'S ALL, FOLKS

The next INDA Small Business e-Report will come to you again June 16. 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.

Michael Jacobsen  
Editor  
INDA Small Business e-Report