

INDA's Small Business Newsletter

Covering Issues That Affect You

May 15, 2006

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.

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BREAKING NEWS

INDA UNVEILS TRAINING COURSE FOR NON-TECHNICAL EXECUTIVES

The “mysteries” of nonwovens technology will be simply explained in a new Elementary Nonwovens training course designed to educate non-technical personnel in the nonwovens industry. This type of training is especially valuable for smaller companies where sales, marketing and customer service employees need to have a working knowledge of the technical side of the business as well.

Sponsored by INDA, the two-day course tentatively scheduled for this fall will simply and concisely explain fiber, fabric and process technologies utilized in the manufacturing of nonwovens and engineered fabrics. The Elementary Nonwovens course will include:

- 📄 An Overview of the Nonwovens Industry

- 📄 Fiber to Fabric Technology: A discussion of Needlepunched, Chemically Bonded, Thermal Bonded, Spunlaced, and Airlaid processes. For each technology, the course will explain the process, provide a demonstration of their manufacturing and discuss their characteristics. End products using the processes will be discussed and examined as well.

- 📄 Polymer to Fabrics: A basic look at the Spunbond and Meltblown processes. The course will explain the different fibers used in different fabrics and how they impact the end product’s performance.

- 📄 Comparison of Processes: A discussion on the advantages, disadvantages and properties of the various engineered fabric processes.

- 📄 Worldwide Trends and Opportunities. A discussion on the state of the industry, where opportunities lie worldwide and the impact of overcapacity on the industry.

The course will take place over two days for a total of nine hours. For more information: www.inda.org.

SMALL BUSINESS ADVICE

5 TIPS FOR QUICKLY FILLING A KEY POSITION

Every company has been in this position — a key employee suddenly resigns, leaving a gaping hole in a crucial area of the company. Since you are a small business you don’t have a lot of redundancy built in so that someone could easily move into that spot. You

need to fill it from the outside, and fill it fast. Here are five tips from American Express to doing just that when time is more important than money.

1. Consider using a contingency firm. These firms don't get paid unless you hire one of their candidates, so it is in their best interests to help you fill the position fast. Their strength is a long list of available candidates, and most of the pre-screening work is already done. One caveat: Contingency firms can be expensive, with fees based on percentage of first-year salary.
2. Networking. Get on the phone with owners of similar, but not competing, companies in your area to see if they know of any available prospects.
3. Outplacement firms. These firms help laid-off workers get jobs, so they have a lengthy list of candidates. They are often paid by the company that did the original lay-offs and the executives are usually strong prospects unfortunately caught up in a downsizing.
4. Help wanted. Advertise online, rather than in the newspapers. It is cheaper, more immediate and it is where today's modern job-seeker looks first. Use industry-specific sites or general sites like monster.com.
5. Make the decision. You find someone who fits the bill, but how can you make a quick decision without knowing more about him or her? Simple, ask their former employers. You can do it quickly and informally, or ask for a written review.

BABY IT'S HOT IN HERE! HOW TO SAVE MONEY AND KEEP COOL

Summertime is almost here and in many parts of the country – especially in the south where many nonwovens companies are located – it is already hot outside and in. With energy prices taking a real chunk out of the bottom line this year, here are some tips from the Small Business Energy Alliance on how to conserve energy while conducting business as usual.

- ☑ Raise the setting on your air conditioner just three degrees. Most people won't notice this and it is estimated that each degree change can save you at least two percent on your energy bill. (The same goes the other way with your heat in the winter.)
- ☑ Install the modern-type fluorescent lights. They don't hum anymore, they come in conventional screw-in type bulbs and use 70 percent less energy than conventional bulbs and last 10 times longer. They also produce far less heat (see item above).
- ☑ Tune up your air conditioning. Even better, many utility companies will do the tune-up for you or at least give you a rebate on your bill for making the effort.

- ☒ Consider using laptop computers instead of the energy-guzzling desktop models. According to the California Efficiency Partnership Program, laptops use 90 percent less electricity than desktops.

GET THE MOST OUT OF \$3 A GALLON GAS

No individual or company is immune from the higher automobile gasoline costs this summer, so in addition to making the conservation moves suggested above here are some tips from the Automobile Association of America on getting the most out of the \$3 you are spending for each gallon of gas.

The first is a no-brainer. Maintain clear air and fuel filters, make sure tires are inflated properly and tighten your gas cap. Apparently, loose ones cause emissions and reduce fuel economy.

When you are driving, maintain steady speeds, avoid rapid acceleration and extended idling, drive slower for less wind resistance and use the “recirculating” feature on your air conditioner. Better yet, turn off the AC and open the windows.

Finally, change your driving habits Combine errands with your daily commute, stagger work hours to avoid rush hour traffic, help your employees organize carpools, or even give bonuses for using mass transportation or (gasp) bicycling to work.

INDA NEWS

ICAN BRINGS INDUSTRY TOGETHER IN ONLINE COMMUNITIES

Smaller companies can share their experiences and ask questions of the colleagues in the Small Business section of the new INDA Communication Action Network (ICAN). Already serving as a community of INDA members since its launch over the winter, this unique business tool is designed to facilitate electronic networking among INDA members in the U.S. and around the world.

ICAN is essentially an “industry forum” that allows member companies to ask and answer questions, participate in discussion forums and read and share company and industry news.

In addition to the Small Business community, INDA members can sign up free for any or all of the ICAN email communities:

- ☒ Sourcing
- ☒ Technology
- ☒ Marketing
- ☒ Government Relations
- ☒ International Trade

- ☒ Safety
- ☒ Human Resources

To login, simply go to:

<https://imisw.inda.org/iMISCM/source/Security/Site-Logon.cfm>.

“INDA’s members are, indeed, a global community and ICAN is able to bring them together electronically through the reach and ease of the Internet,” says INDA President Rory Holmes. “ICAN will help to make our expansive world a little smaller and will allow INDA members to share their ideas, thoughts and concerns with each other.”

NEED TO REACH SOMEONE IN WASHINGTON D.C.? LOG ONTO INDA WEBSITE

Domestic government affairs, international trade developments and Federal Register Notices are just a few of the information resources offered in the continuously updated Government Affairs section of the INDA website at www.inda.org.

For smaller companies without the resources to employ their own lobbyists or otherwise have a presence in Washington, the Government Affairs section of the INDA website helps explain the workings of the federal and state governments, and how the actions of our various agencies impact the businesses of INDA members.

A highlight of the section is INDA’s Congressional Outreach Initiative, which assists INDA member companies in finding and contacting their local members of the House of Representatives and Senate. In addition to a listing of Congressional offices visited by INDA staff and members, the Outreach Initiative section helps INDA member companies make appointments with members of Congress.

Among the other sections included in this Members Only site:

- ☒ Government Memos and Letters with relevance to the engineered fabrics industry, dating back to 2004.
- ☒ A collection of the Capitol Comments columns written by Mayberry and Government Affairs Associate Jessica Franken in Nonwovens Industry magazine.
- ☒ An archive of the International Trade Bulletin notices published by the INDA Government Affairs office in Washington, D.C.
- ☒ Reports on U.S. Imports and Exports and U.S. Tariff Programs and Trade Barriers impacting the nonwovens and engineered fabrics business.

The Government Affairs section of the INDA website is being constantly updated and the association is looking for suggestions from INDA members on what should be included on it. INDA members should contact Misty Ayers at 919-233-1210, ext. 112, mayers@inda.org; or Peter Mayberry or Jessica Franken in the INDA Government

Affairs office in Washington, D.C. – (703)538-8805; pmayberry@inda.org or jfranken@inda.org.

INDA CALENDAR OF EVENTS 2006-07

2006

- 📅 Nonwovens Training Course, May 16-18, 2006, INDA Headquarters, Cary, NC
- 📅 Nonwovens Training Course, August 22-24, 2006, INDA Headquarters, Cary, NC
- 📅 INTC 2006,, International Nonwovens Technical Conference, September 25-28, 2006, Hilton Americas – Houston, Houston, Texas
- 📅 Nonwovens Training Course, October 3-5, 2006, INDA Headquarters, Cary, NC
- 📅 Needlepunch 2006 International Conference, October 17-19, 2006, Hilton Charlotte Center City, Charlotte, NC,
- 📅 Filtration 2006, International Conference & Expo, November 28-30, 2006, Pennsylvania Convention Center, Philadelphia, PA

2007

- 📅 Annual Meeting 2007 (For INDA Members Only), February 25-27, 2007, Marriott Marco Island Resort, Golf Club & Spa, Marco Island, Florida
- 📅 IDEA 2007, International Conference & Expo, April 24-26, 2007, Miami Beach Convention Center, Miami, FL

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 mjacobsen@inda.org to let us know how you are getting along.

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INDA Small Business e-Report

