

# INDA's Small Business Newsletter

Covering Issues That Affect You

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November 15, 2006

## 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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### **INDA IS ON THE MOVE, BUT NOT TOO FAR**

It has been a busy Fall at INDA – hosting a number of in-house seminars, opening an office in India, putting the final touches on Filtration 2006 later this month and, of course, preparing for IDEA07 in Miami Beach next April – and now topping it off the association is moving its offices. Thankfully, though, the move is only into the next building. The new address is Suite 115, 1100 Crescent Green, Cary, NC 27518. The phone and fax numbers remain the same.

### **AATCC JOINS INDA, TAPPI AND THE FIBER SOCIETY TO PUBLISH JEFF**

Constantly striving to increase its presence among the industry's technical community, INDA has added another partner to publish the Journal of Engineered Fibers and Fabrics (JEFF), an electronic publication of original research and advances in fibers, fibrous materials and their components and applications.

This fall the American Association of Textile Chemists & Colorists (AATCC) joined founding partners INDA, TAPPI and The Fiber Society as a sponsor of the Journal of Engineered Fibers and Fabrics. The first complete issue of JEFF has been published on-line and can be viewed by any member of the technical community at [www.jeffjournal.org](http://www.jeffjournal.org).

An international, peer-reviewed scientific E-journal that publishes original research for any aspect of engineered fabric production and its value chain from fibers to end products, JEFF earlier this year replaced the International Nonwovens Journal, the long-time technical publication sponsored by INDA and TAPPI.

The submission process for papers for JEFF is all online at [www.jeffjournal.org](http://www.jeffjournal.org). A tab labeled "Submissions" at the top walks people through the process. Managing editor of JEFF is long-time industry executive Bill Haile. He can be reached via email at [jeffjournal@charter.net](mailto:jeffjournal@charter.net).

### **SO LITTLE TIME, SO MUCH TO DO!**

Because the IDEA show comes only once every three years, it is really easy for smaller companies to keep pushing it to the back burner by saying, "Oh, there's still a lot of time left!" Then one day you start to panic thinking, "There's so little time left before IDEA and I've got so much to do!" Well, the rockets should have started because the triennial IDEA show is just around the corner!

If your company has not reserved IDEA space yet, it is still not too late. Contact INDA's Associate Director of Sales, Marilyn Bellinger, at (919) 233-1210 ext. 118, [mbellinger@inda.org](mailto:mbellinger@inda.org) or Misty Ayers, Marketing/Sales Manager, (919) 233-1210 ext. 112, [mayers@inda.org](mailto:mayers@inda.org) and let them know what size space you will require.

### **SMALL BUSINESS TIP: 10 TIPS ON THE OFFICE CHRISTMAS PARTY**

It is mid-November, which means the Holiday season -- and all the challenges it brings to smaller companies -- is right around the corner. It is one of a small business manager's annual decisions -- what kind of Christmas party should the company host this year, and how can the company avoid the inevitable party-related personnel problems.

Research by Croner, a provider of employment and health and safety advice for businesses, indicates that one in two parties end up with colleagues fighting, one in three with incidents of sexual harassment, and one in five with accidents involving employees. But rather than scrap the party all together, Croner has issued its Top Ten "Rules of the Yule" to help bosses host a safe celebration.

1. Set a "Party Policy." This could be as simple as displaying employees' responsibilities, such as acceptable standards of behavior, on a notice board.
2. Identify potential hazards. This involves inspecting the venue to plan for drunken slips and trips, considering the safety of people going home after the event, and even identifying any potential conflict between employees so that table plans can be organized accordingly.
3. Issue behavioral guidelines. This should clarify unacceptable behavior, such as harassment, bullying and fighting. Employees should understand that, as this is technically a work activity, normal disciplinary procedures would be applied.
4. Invite husbands, wives ... and life-partners. If inviting employees' partners to the event, employers need to tread carefully. This should not be restricted to husbands and wives but also extended to partners of the opposite and same sex, to avoid potential sexual orientation discrimination claims.
5. Avoid "tittle tattle." Boozing bosses should avoid discussing promotion, career prospects or salary with employees who may use the convivial situation to discuss matters that are more suited to a formal appraisal or private meeting. The employee is likely to expect any career promises to be kept even if the employer can't remember the conversation!
6. Limit the spirit. If you supply the alcohol, or encourage its consumption, you may be legally responsible for the welfare of the employee if they suffer from drink induced disasters. The best solution is to limit the number of free drinks and be prepared to ask individuals to take it easy if they appear worse for wear.
7. Don't poison your staff. If providing a buffet, the food must be safe to eat. This is especially important if the event is being held in a company-owned cafeteria.

8. Ditch the mistletoe. The Christmas party is the perfect environment for a festive fling, but this could have repercussions when employees return to work. A brief encounter under the mistletoe can cause embarrassment in the workplace and put a strain on working relationships.
9. Curb drunk driving. Sensible bosses will issue advice before the party about not driving after having an alcoholic drink. Consider hiring a minibus for the end of the night, or provide the numbers of local taxi firms to demonstrate that reasonable steps have been taken to minimize this risk.
10. Don't expect miracles the morning after. Bosses should decide to what extent they will be lenient to staff coming to work with a hangover, arriving late, or even not at all, and inform employees. More important is the safety of employees, who may not be fully sober the next day, especially if they need to drive or operate machinery. Consider removing the risk to safety by giving them alternative work until they are fit to resume their normal tasks.

#### **ELEMENTARY NONWOVENS TRAINING COURSE NEXT MONTH**

As a smaller company you don't always have time to train your new staff on exactly what nonwovens are, so INDA has come up with the answer – an Elementary Nonwovens Training Course, designed for non-technical personnel interested in learning the basics of nonwovens technology, manufacturing and end products. The inaugural session is being held December 13-14, 2006 at the INDA Headquarters in Cary, N.C.

The course will teach non-technical attendees – from human resources and business development personnel to administrative staff, marketing/sales executives and CEOs – how to recognize nonwovens and to understand the various production methods, as well as an explanation of the diverse end-uses of nonwoven and engineered fabrics.

“There is a great need for people who are new to this industry to learn the basics of its technology and products and this course will provide them with this knowledge,” says INDA Technical Director Cos Camelio. “We call it ‘Nonwovens in Layman’s Terms,’ and that is exactly how this course is presented.”

During the two-day course, attendees will learn how to recognize various nonwovens, appreciate the diversity of the products made utilizing nonwovens processes and understand the production methods. The basics of nonwovens production methods – from air laid to thermal bonded – will also be explained in elementary terms, along with a review of the diverse end products produced using nonwoven fabrics. In addition, a session on world markets and trends in the industry will be presented by INDA’s Ian Butler.

Class size for this inaugural seminar is limited to 40 people. Cost for the course is \$990 for INDA members and \$1,390 for non-members. There is a \$100 discount per registration for two or more attendees from one company. For more information or to register, log on to the INDA website at [www.inda.org](http://www.inda.org).

### **A HEARTY WELCOME TO NEW INDA MEMBERS**

Allertex of America, Ltd.  
ASC International  
Batson Group, Inc.  
CavClear / Archovations, Inc.  
Clean and Science Co., Ltd.  
Clorox Services Company  
Franklin International  
Hof Textiles, Inc.  
ITW Total Innovation  
JTW Associates  
Kingray Corporation  
Maxcess International  
Packaging Dynamics Corporation / Thilmany Papers  
SciVolutions, Inc.

### **INDA CALENDAR OF EVENTS 2006-07**

#### **2006**

**Filtration 2006**, International Conference & Expo, November 28-30, 2006, Pennsylvania Convention Center, Philadelphia, PA

#### **2007**

**VISION 2007**, Consumer Products Conference, January 21-24, 2007, Grand Hyatt Denver, Denver, CO

**Annual Meeting 2007** (For INDA Members Only), February 25-27, 2007, Marriott Marco Island Resort, Golf Club & Spa, Marco Island, FL

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

**INTC 2007**, International Nonwovens Technical Conference, September 24-27, 2007, Renaissance Waverly Hotel, Atlanta, GA

**Filtration 2007**, International Conference & Expo, November 13-15, 2007, Navy Pier, Chicago, IL

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.

Michael Jacobsen  
Editor  
INDA Small Business e-Report