

Trade Adjustment Assistance for Firms (TAAF)

Pump Manufacturer

CHALLENGE

Competition from lower cost products from China and other countries



In the two years prior to starting TAAF:

Sales Change: -26%
Jobs Change: -14%

NWTAAC assisted company to prepare a petition for TAAF

Often an increase in employment precedes an expected increase in sales.

Referred to TAAF by:

Local Economic Development Office

SOLUTION

NWTAAC worked with management to review and advise on a strategy to build on advantages in quality, design, technology, and service while improving communication to customer base.

Investment NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested substantial additional funds to fully implement the strategy.

Outside Expertise * Website and marketing materials with Advantage Advertising, Inc.

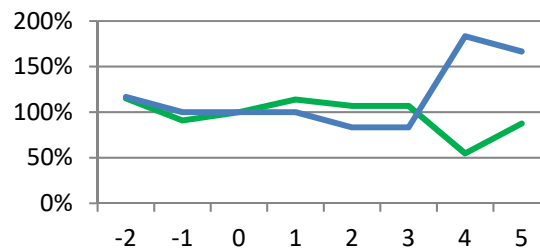
RESULTS

TAAF focused on marketing objectives. The company was able to find a stable market position based on its strategy and customer relationships. The firm employed \$13,350 of TAAF assistance over 5 years.

Results from start of TAAF:

Sales Change: -12%
Jobs Change: 67%
Productivity: -47%

Table: Indexed **SALES** and **JOBS** by program year, TAAF start = 100% and year 0.



*Active for 5 years with 1 year of ongoing follow-up

TAAF Usage: Partial
Status at Close: Company stabilized
Long-term: Operating

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



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Trade Adjustment Assistance for Firms
 Alaska, Idaho, Oregon, Washington



NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest