TAA for Firms

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**Program Overview**  
Three-Phase Process to Competitiveness

**Phase One**  
Certification  
(No Cost to firm)

**Phase Two**  
Assessment & Plan  
(75% Gov / 25% Firm)

**Phase Three**  
Implementation  
(50% Gov / 50% Firm)

- **Petition Development**  
- **Diagnostic Analysis of Firm**  
- **Recovery Plan**  
  (Objective Assessment of Business and competitive recovery plan)

- **Project 1**
- **Project 2**
- **Project 3**
- **Project 4**
- **Project 5**
TAAF Service Model

- Cooperative process – Recovery is a joint TAAC / firm effort
- Unbiased assessment – Strategically oriented
- Customized recovery plan – Firm’s critical needs prioritized
- Private-sector professional consultants – Assures high quality projects and best provider fit
- Full spectrum of projects possible – Anything non-asset based
- Multi-year engagement – Facilitates significant impact on firm
TAAF Success Drivers

- Cost sharing (firm has significant “skin in the game”)
- Assistance highly targeted across multiple functional areas of the business
- Service model flexibility across client sizes / industries
- Established TAAC network with regional delivery model
- Experienced business professionals (broad and deep private sector experience among TAAF management, staff and consultants)
TAAF’S UNIQUE ROLE

- Non-confrontational trade remedy – VS. quotas, tariffs, embargos
- Market-driven – Does not compete with private sector and clients share cost of all technical assistance received (generally dollar-for-dollar match)
- Objectives fit the national competitiveness agenda – repositioning domestic producers in the global arena
- Shores up American rural communities through local employer stabilization
TAAF Results

Scope of Jobs and Firms Affected

- 864 currently active client firms; 80,497 jobs supported
- Current estimated national backlog is $20,999,031

Urban Institute Evaluation (1998) reported an improved firm survival, job growth, and increased sales w/ a taxpayer ROI of up to 348%.
TAAF RESULTS
2009 – 2013

- Measured impacts and results over 5 year period:
  - 9,340 Jobs created and retained
  - $3.97 Billion increase in sales
TAA Centers

- All 50 states covered by 11 centers. [www.taacenters.org](http://www.taacenters.org)

- AURO states covered by:
  - Arkansas – Mid-America TAAC - [www.missouribusiness.net/taa](http://www.missouribusiness.net/taa)
  - New Mexico – Rocky Mountain TAAC - [www.rmtaac.org](http://www.rmtaac.org)
  - Texas, Louisiana, Oklahoma – Southwest TAAC - [www.swtaac.org](http://www.swtaac.org)