



NETAAC

New England Trade Adjustment Assistance Center

The New England Trade Adjustment Assistance Center (NETAAC) was formed to aid manufacturing companies in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont that have been negatively impacted by import trade.

Qualifying businesses receive financial assistance to co-fund business-reviving initiatives that can address marketing, branding, strategy planning, e-commerce, lean manufacturing, ISO registration, and more.

NETAAC receives funding through the *Economic Development Administration (EDA)*, under the *U.S. Department of Commerce*, through the national *Trade Adjustment Assistance (TAA) for Firms* program.

In 1998, The Urban Institute conducted an independent study that confirmed the program's effectiveness in helping U.S. manufacturers offset adverse effects of foreign trade.



For detailed information and online pre-application form, visit:

www.netaac.org

Discover NETAAC. Rediscover Success.

What NETAAC clients are saying:

"Working with NETAAC gave us an incredible insight into our strengths and, more importantly, our weaknesses. We were then afforded the opportunity to actually improve our organization. We are now a much leaner, more competitive and more profitable company!"

*Scott Close, Owner
Pa-Ted Spring Company, LLC — Connecticut*

"Assistance from NETAAC significantly improved our competitive position in the worldwide packaging machinery marketplace. Without their assistance, it would not have been economically feasible for us to improve our website, literature, and trade show presence. Application for funding was easy and the approval was fast. I highly recommend all New England based companies to investigate what NETAAC can do for them."

*Mark Jacobson, Vice President
Econocorp, Inc. — Massachusetts*

"The extra help NETAAC provided allowed us to accomplish several goals. Strategically, the investment enabled us to totally reposition ourselves on the web, in print, and with our key customers...giving us a presence we could never have attained without NETAAC's assistance. We strongly advocate using NETAAC...the experience was positive, and the sales impact has been more than we expected."

*Deb Parkinson, Vice President of Sales & Marketing
ChemArt Company — Rhode Island*

*Sponsored by the U.S. Department of Commerce
Economic Development Administration*



NETAAC

New England Trade Adjustment Assistance Center

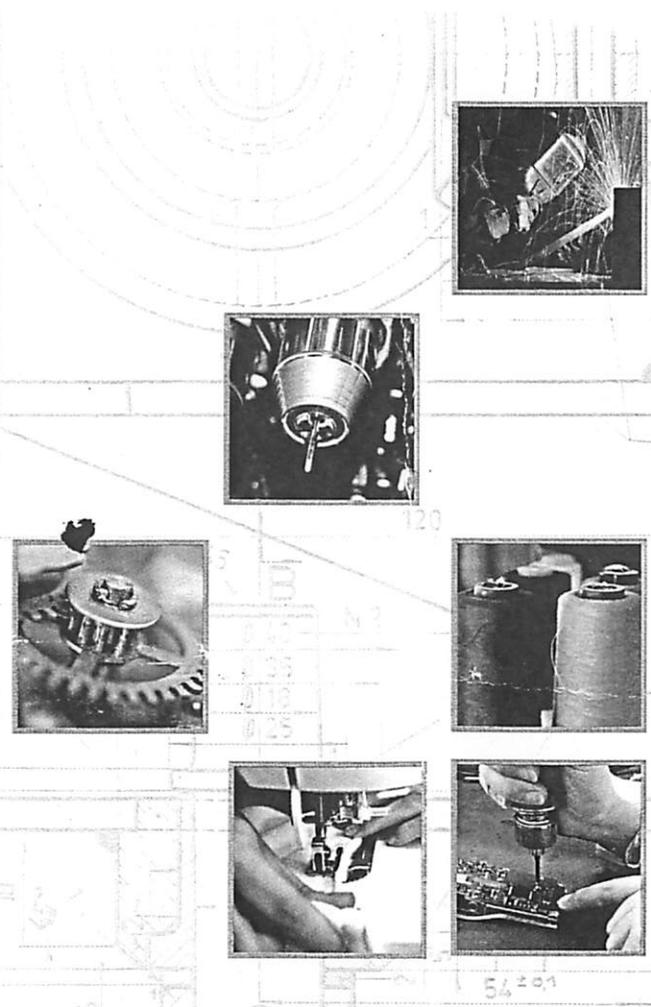
New England Trade Adjustment Assistance Center, Inc.
600 Suffolk Street, Lowell, MA 01854

ph: 978.446.9870 fax: 978.446.9820
www.netaac.org



NETAAC

New England Trade Adjustment Assistance Center



Business hurt by import trade?

Grant assistance is now available

Financial aid is available for New England businesses that have experienced:

- Declines in product sales and/or product production
- A reduction in workforce (or anticipate a workforce reduction)

Application is easy—and we assist you with the process

PHASE 1: Certification

NETAAC assists you—free of charge—to help evaluate eligibility. We coordinate research, obtain data, prepare paperwork, and submit your case for certification to the United States Department of Commerce in Washington.

PHASE 2: Adjustment Proposal

Upon certification, we conduct a detailed analysis of your operations, and draft an *Adjustment Proposal* identifying strengths, weaknesses, and recommended strategies for reviving your business. The *Adjustment Proposal* is then submitted to Washington for grant approval. NETAAC pays 75% of any costs incurred in this phase—you are responsible for just 25%.

PHASE 3: Implementation

Once your grant is awarded, NETAAC assists with the selection and hiring of independent consultants to implement each strategy. Your NETAAC grant covers either 50% or 75% of strategy deployment costs, depending on the total grant amount you are awarded.

Helping Businesses Rediscover Success



NETAAC grants go to co-fund business-reviving programs in 4 categories

Assistance available through NETAAC goes to co-fund custom-designed programs that provide a competitive edge through improved manufacturing, management, marketing, and information technology.

As a grant recipient, you retain control over implementing these programs, including selecting and utilizing the skills of private-sector technical and consulting firms throughout the marketplace.

Private firms selected must meet with NETAAC approval, and we can assist in the recommendation or assessment of consultants if requested. However, NETAAC has no stake in who provides these services, other than to make certain the provider is competent, responsive, and working in your best interest.

Financial Management and General Management Assistance

Management assistance allows you to implement more exacting, more profitable methods for controlling business. Important management assistance includes:

- Profit Planning/Cash Management/Budgeting
- Strategic Planning
- Expansion Diversification & Divestiture Studies
- Organizational Analysis
- Cost Management
- Human Resources Planning & Executive Search
- Compensation & Incentive Programs
- Customized Training Design & Implementation
- Quality Management
- Succession Planning
- Debt Restructuring



Information Technology Assistance

Our information technology assistance programs provide resources to help implement time-saving, money-saving office automation and system integration that includes:

- Hardware/Software Evaluation & Recommendation
- System Conversion & Enhancements
- Office Automation, E-Commerce
- Custom Programming
- Integrated Manufacturing Systems
- Electronic Data Interchange (EDI)



Manufacturing Assistance

Manufacturing assistance provides you with control over your grant package to help implement, test, and run improvements to your manufacturing processes.

Manufacturing processes and classifications that this assistance can be applied to include:

- ISO/QS 9000 Preparation & Registration
- Operations Analysis
- Manufacturing Technology Review
- Productivity Improvement
- Production Planning, Scheduling & Layout
- Cellular Manufacturing Design & Implementation
- CAD/CAM Selection & Implementation
- Material Handling Methods
- Product Development, Design & Testing
- Quality Assurance
- Process Engineering



Marketing Assistance

Marketing assistance can be applied to help develop more powerful and competitive branding, marketing, and advertising and communications. Marketing improvements that qualify include:

- Market Research
- Analysis of Competition
- Branding or Brand Refinement
- Marketing & Sales Strategy
- Advertising/Sales Promotions
- Brochure and Collateral Design
- Website Development
- Website Enhancement Including SEO, SEM & Video
- Distribution Analysis & Development
- Distributor & Sales Rep Search
- Sales Force Management Programs
- Customer Service Analysis
- Product Line Evaluation
- Export Marketing & Development



NETAAC
New England Trade Adjustment Assistance Center

Helping Businesses Rediscover Success
Over 25 years of providing trade adjustment assistance to New England manufacturers adversely affected by import trade.

Now Available:
Financial Assistance Grants to help revive New England Businesses

You qualify for NETAAC assistance if:

- Your industry is affected by import trade
- You have experienced or anticipate a reduction in sales and/or production
- You have reduced or anticipate a reduction in your workforce

The New England Trade Adjustment Assistance Center (NETAAC) was formed to aid New England manufacturers and businesses that have been negatively impacted by import trade. Qualifying businesses can receive financial assistance through a revolving loan that helps to fund business-reviving marketing, research, and R&D projects. These projects can include marketing and customer service, equipment, and ISO compliance and registration services. For a more detailed description of the program, visit our website at www.netaac.org.

Funding is provided to NETAAC by the Economic Development Administration under the U.S. Department of Commerce through the National Trade Adjustment Assistance (NTAA) for Trade Program. The Grant Income includes an additional study of the program and continued in other states.

Phone: 978.446.9870
Fax: 978.446.9820

New England Trade Adjustment Assistance Center, Inc. (NETAAC), 600 Suffolk St., Lowell, MA 01854