

**Lumber Mill**

**CHALLENGE**

Competition based on lower costs from producers in Brazil and Canada



*In the two years prior to starting TAAF:*

**Sales Change:** -30%  
**Jobs Change:** -9%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

*Within two years, we were fully realizing the benefits of the (TAAF) projects; during the recession, we would not have initiated these on our own.*

Company executive

**SOLUTION**

NWTAAC worked with management to review and advise on a strategy to reduce costs and improve marketing execution.

**Investment**

NWTAAC secured approval for \$200,000 for outside expertise with the company matching at 50% (\$100,000). The company invested substantial additional funds to fully implement the strategy.

**Outside \* Expertise** \* Software Customization with GCon & Halo Software

\* Market Research with Pöyry

**RESULTS**

TAAF focused on information systems to track expense and analyze markets. The company was able to grow and approach its former peak sales levels with far greater efficiency. The firm employed \$99,945 of TAAF assistance over 5 years.

*Results from start of TAAF:*

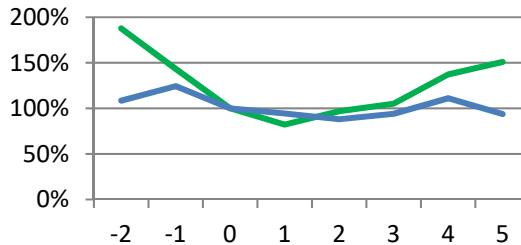
**Sales Change:** 51%  
**Jobs Change:** -6%  
**Productivity:** +61%

**TAAF Usage:** Full

**Status at Close:** Company stabilized

**Long-term:** Operating and growing

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