



**Imports Got Your
Number(s)?
Take Ours.**

**404.894.6787 or
404.385.4222**



SETAAC

guiding transformation

www.setaac.org



Use Our Number to Get Yours Back Up

You've got even more competitors this year than last, and they're likely from all over the globe. That means prices stay down and operating costs stay up. The reality of sustained, open-trade agreements means that imports keep coming. You've already made major pricing adjustments, invested in real efficiency improvements and may even have a few ideas for new products or markets—but all that costs money and your sales may be suffering along with your margins. If employment is also down, you lack the resources to plan and implement those critical, innovative changes that could well mean a thriving company.

If both sales and employment are trending downward, the SETAAC can help you to chart a course to improve your competitive position and profitability.



"We could not have afforded to submit a patent for a new product without the assistance of SETAAC. Our representative was wonderful to keep in touch, aware of deadlines and very organized."

Karen Bonn, RN, COF, RFO, President
Restorative Medical, Inc.
Brandenburg, Kentucky



We've Been Around to Turn Companies Around

Since 1974, when the Economic Development Administration (EDA) launched Trade Adjustment Assistance for Firms, we've helped manufacturers develop and implement turnaround strategies as they adjust to import impact. SETAAC is located at and calls on the resources of Georgia Tech in Atlanta, Georgia. We're one of 11 regional centers located throughout the country, serving clients in eight Southeastern states.





We'll Pre-Qualify You – No Fees, No Catch

We can determine with one short worksheet whether your company is a good candidate for certification and project funds. If we can prove a 5 percent decline in sales and employment, along with import impact in the main product category, you're eligible. If you do qualify, we'll act as your firm's advocate throughout the entire process.

"I give a lot of credit to SETAAC. They came here, studied the situation, they said what they were going to do, and they did it. They were very action-oriented, and they believed in us."

*Pam Bruce, President
Villa Rica Knitters
Villa Rica, Georgia*

"From start to finish, SETAAC was more like a partner in my business looking out for my best interests. And our results speak for themselves."

*Rusty Powell, Founder and President
Harbor Furniture
Elberta, Alabama*





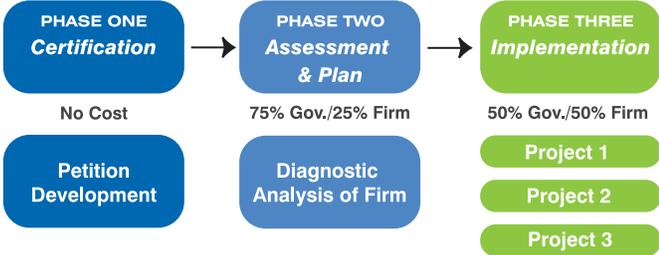
We'll Partner with You Throughout the Process

Phase One is a no-cost certification. We take your history and basic data and prepare a “petition” that is reviewed by EDA.

Phase Two is the development of an Adjustment Plan (AP), in which we recommend mission-critical projects. In order to this, we will visit your company and get your ideas and issues out on the table. We then write and submit your “AP” for EDA approval.

Phase Three is the part you'll be waiting for, when we issue RFPs for your major project(s) to private-sector consultants, who submit quotes for implementing those project(s) in manageable stages. Your SETAAC project manager will take care of the writing, contracting and process paperwork on your behalf – former clients will tell you we make that part easy!

Phases 2 and 3 are “cost-shared” between your firm and the federal government, like this:





We'll Match Your Money to Make You More

The program funds strategically sound projects that improve the firm's competitive position (we cannot buy assets). Here are some common examples:

- Strategic planning and target market identification/planning
- Identification and development of new products and new markets/prototyping
- Web site design/e-commerce implementation/sales literature
- Lean manufacturing, Six Sigma, continuous improvement programs and custom process engineering solutions
- Production system innovation or re-engineering
- Quality compliance certifications/CE/ISO upgrades
- ERP and production software installation and integration
- Export feasibility assistance.





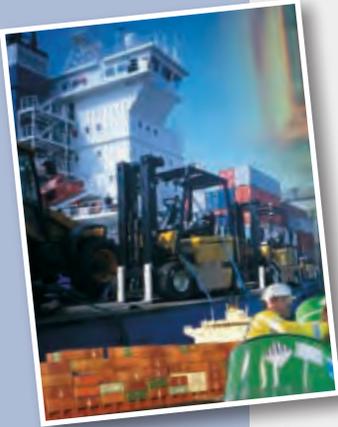
You'll Be in Good Company

- Over the past three years, SETAAC clients have seen sales and productivity increase by over 25 percent.
- SETAAC helps firms of all sizes:
 - More than half have fewer than 50 employees.
 - About 35 percent have 50 to 100 employees.
 - 12 percent have more than 100 employees.
- Clients typically remain in the program for about two years as they stage their projects to maximize cash flow and increase sales.

"[Certification] has enabled us not only to produce a consistent product but has opened up new markets for us. Because I didn't have the in-house resources, there is no way I would have been able to do this without SETAAC."

Gary Porter, Founder and Owner
Porter Medical Products
DeLand, Florida





Get Government Money. Get Back Your Edge.

Call us at 404.894.6787 or 404.385.4222, or e-mail
marla.gorges@innovate.gatech.edu or tracy.cole@innovate.gatech.edu.



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