

## ACCELERATE YOUR "COMPANY'S CASH FLOW" THROUGH FACTORING

### The Small Business Financing Growth Tool

By Steven C. Onyeberechi

Does this describe your situation? Sales are booming and your business is growing like you always dreamed it would. Yet, despite such success, you are living in a cash nightmare. You are always struggling to find the cash to make payroll and paying vendors on time is getting harder and harder. Despite the tremendous opportunities around you, there are times



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when you have to consider whether or not you can make a promise to a new potential customer. You would also like to take "early pay discounts" from your suppliers but the cash simply isn't there to take advantage of them. What is happening? Quite

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## LAWRENCE PUSHES HOME OWNERSHIP, SELF-SUFFICIENCY FOR PUBLIC HOUSING RESIDENTS

by John Raye

It might take forever but J. Reid Lawrence is busy trying to work himself out of a job.

Having recently completed his fifth year as executive director of the Housing Authority for Winston-Salem, Lawrence is an ardent advocate of home ownership and economic self-sufficiency.

He is never far from his favorite conversation; that of helping area residents realize the ultimate American Dream, the



Dr. J. Reid Lawrence

joy and pride of home ownership. Known as a man who meets "no strangers" and connects easily with people, Lawrence beams with excitement as he talks about the many new projects now underway, one of which is Hope

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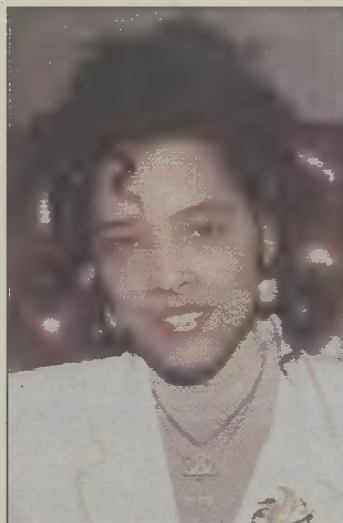
## DOWNTOWN WINSTON SALEM HITS AGAIN! INTRODUCING THE FIRST ADVERTISING, GRAPHIC DESIGN AND WORLD CLASS PRINTER

Imagine a printing company that designs your company logo, business card, brochure, event booklets or newsletters. Now imagine that same printing company developing your advertising, writing copy and producing your television and radio commercials.

What about that printing company helping you promote events, develop fund-raising opportunities and help produce

customized properties? Oh! And let's not forget doing a little printing as well.

WCP Communications is doing just that. "We're not just a melding of businesses, we're a blending of disciplines." lauds WCP Communications Senior Partner, Tanya Wiley. Her company, WC Publishing & Printing, has been a mainstay in downtown Winston-Salem, providing the Triad, and



Communications Senior Partner,  
Tanya Wiley

beyond, with professional graphic design and printing services since 1996. Now Downtown Winston Salem will get even more since the formation of WCP Communications.

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