

Business News & Notes

It Can All Be Good News

(NAPSA)—Smart businesspeople don't waste time complaining about the state of the economy, say the experts. Savvy business leaders find ways to protect their company and focus on the opportunities that economic changes can provide.

"Companies must be aware of the economic change around them and refuse to let it affect their stride," said Stephen H. Watkins, author of "Capital Can't Fund What It Can't Find" and founder and CEO of Entrex, an entrepreneurial exchange, and the Private Company Index. "Successful companies will be led by CEOs who take stock of existing plans and goals and aren't afraid to shift execution strategies as appropriate."



**Stephen H.
Watkins**

For example, when the dollar drops, it greatly increases the appeal of your goods and services to nondomestic buyers. It's time to focus on exports.

Rather than worry about a coming recession, smart businesspeople make plans. Small private companies will need to survive the next year with fewer economic resources than they previously had.

The subprime fallout will affect credit availability, so you may have to plan on visiting more banks and capital sources to find the competitive deal you need.

"Tight-ship, self-sustaining companies will continue to thrive," said Watkins.

For more information, visit www.entrex.net.