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Portfolio

Parish Publishing Solutions

Parish is a niche publishing company that produces advertising-supported weekly church bulletins primarily for the Catholic Church. The weekly bulletins provide a unique opportunity for local merchants and service providers to promote their businesses and support the faith community with a small annual investment. The company provides service for 450 parishes and 7,000 advertisers from facilities in Sterling Heights, MI and Rochester, NY. While WCP owned the Company, Parish upgraded its computer systems, production equipment, customer service and accounting systems. In addition, the Company increased profitability by expanding its markets to other religious groups and is currently active in expanding its geographic territory.

Industry:	Services – Specialty Publications
Headquarters:	Sterling Heights, Michigan
Date of Investment:	January 1998
Fund:	WCP Fund I
Date Exited::	December 2004

Website: www.parishnow.com

“The Waud Capital team has a keen sense of knowing when to step in and lend a hand and when to stand back and let the management team work independently. They have a high level of respect for the intimate knowledge that the onsite management team has that gives them a unique perspective on business issues.”



*Bill Douglass,
Former President and CEO,
Parish Publishing Solutions*