

## More than Just the Money

Money may make the world go around, but U.S. small businesses today require more than loans and tax discounts to rebound economically.

Whether it's providing education counsel for small business owners, partnering with nonprofits to provide them retirement plans, or catering to specific groups of small business owners, financial institutions recognize the dynamic role small businesses provide in a recovery and are helping them in myriad ways.

Among the *nonmonetary* programs that individual financial institutions offer:

- The Hartford continues to provide award-winning tools and educational resources, including The Business Owner's Playbook, designed to identify and address issues facing small business owners.
- First Commonwealth Bank in the past several months has held more than 800 informational meetings with female small business owners.
- MasterCard launched the MasterCard Small Business Education Series webinars to help small businesses stay current with their industries and consider fresh ways to better manage their businesses.
- Nationwide and PartnerUp support building a network to facilitate communications among small business owners.
- LPL acquired National Retirement Partners to support small- and medium-sized businesses with employee-retirement solutions, including group annuities and 401(k) plans.
- The Allstate Protection segment has a separate organization called Emerging Businesses which includes insurance for small business owners.