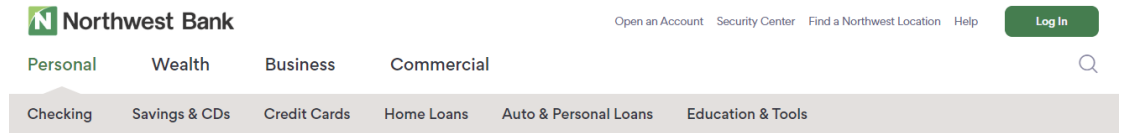


# Northwest Bank: *Creating Awareness Among Small Businesses*

**Situation:** Small businesses are a primary target market for Northwest Bank. As a company with strong connections to its local communities, Northwest is well suited to serve as a key banking partner for these businesses, which are also an integral part of their communities. Northwest's challenge is to continuously expand and enhance its small business position in this growing and competitive environment.

**Insight/Solution:** With the goal to highlight Northwest as a small business banking partner of choice across its markets, we created a public relations campaign that emphasizes the bank's expertise, products and customers. The multifaceted public relations program utilizes earned, owned and shared media platforms to showcase Northwest's small business thought leadership and customer successes.



## Insights for What's Next: National Small Business Month Q&A with Bryan Jasin

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To kick off National Small Business Month, Bryan Jasin, senior vice president and head of business banking, discusses the benefits of working with a preferred SBA lender, Northwest's support for small businesses and trends he's seeing in the small business loan market. Click the link to read the full interview: <https://hubs.la/Q01Nntzm0>

#NationalSmallBusinessMonth #SBA #Lending



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Since 1972, Munro Products has provided kitchen and bathroom refinishing products and services to both residential and commercial customers. A family-owned business based in Buffalo, Munro Products has grown to become the largest independently owned supplier of bathtub refinishing products in the United States and Canada. Today, the company is pleased to offer an expansive line of bathtub refinishing products nationwide through Lowe's — which is now selling Bathworks® DIY bathtub refinishing kits online and in stores across the United States.

Northwest Bank Regional Senior Vice President and Business Banking Team Lead Dina Kempfski is proud to help this business grow and expand the distribution of its Bathworks® products across the retail chain's footprint.

#SmallBusinessMonth #SBA



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# Northwest Bank: *Creating Awareness Among Small Businesses*

**Results:** The small business public relations campaign is a significant component of Northwest's overall integrated PR program. By implementing tactics across all regional markets, year-to-date results for the campaign yielded a potential audience reach of **22M** for earned media and **20k** total impressions on LinkedIn.



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Penny Hill buys two commercial properties in South Bend



## Penny Hill buys two commercial properties in South Bend

March 8, 2023 / By Heather Pfundstein

The couples became fast friends and found similar interests in food and real estate. Both Henecke and Hill also are employees at the St. Joseph County Public Library.

The two are grateful to Northwest Bank for providing \$748,000 in loans to purchase the mixed-use properties at 435 S. Michigan St. south of downtown, and at 521, 525, 529, 533 Lincolnway West, 528 W. Marion St. and 528 W. Madison St.

Henecke said they wouldn't be able to invest in the area without Northwest Bank.

"We wouldn't be where we are today without the help of Northwest," Henecke said. "Northwest Bank is a vital partner to Penny Hill Homes as we move into our next era of helping reinvigorate communities within the city of South Bend."



We're proud to support Penny Hill Homes and provide financing for its latest neighborhood revitalization investments in South Bend, Indiana. Founded by Jennifer Henecke and Sarah Hill as a way to bring together their passions for restoring old houses and revitalizing underserved neighborhoods, Penny Hill Homes is an integral part of South Bend's growing incremental development efforts. The work that Penny Hill Homes is doing to reinvigorate the South Bend community is central to Northwest's goal of supporting and strengthening local communities.

Learn more: [https://hubs.la/Q01GfH\\_m0](https://hubs.la/Q01GfH_m0)



PENNY HILL



Succession planning can be a challenging and confusing process for small-business owners to navigate. John Soldi, senior SBA development officer and regional vice president, recently shared with the *Rochester Business Journal* how SBA lending can help support small business succession planning – and how recent updates to the SBA lending program have made the benefits of working with an SBA Preferred Lender like Northwest even more attractive. Click to learn more: <https://hubs.la/Q022kr4k0>

#SBA #SmallBusiness #SuccessionPlanning



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