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SMALL BUSINESS

ADP Helps Celebrate Small Business Saturday

Small Business Saturday Helps Local Business Owners and Their Employees Plan for the Future

Nov. 20, 2013



In celebration of the important contributions small businesses and their employees make to local communities, [ADP](#) has joined as a supporter of [Small Business Saturday](#) on November 30, providing help to small businesses through payroll, benefits and other human resources offerings. Small Business Saturday is a nationwide event dedicated to supporting small businesses.

Between 1993 and 2011, small businesses helped create 64 percent of net new jobs in the United States, according to the Bureau of Labor Statistics. Even during the economic downturn, small businesses pushed economic growth, accounting for 67 percent of net new jobs. Clearly, small businesses are the backbone of the U.S. economy, helping to strengthen our communities and create new opportunities for a talented workforce.

Rick Pennepacker, owner of Penny's Flowers, a small business in Glenside, Pa., is looking forward to the positive impact this day will have on his store and community. “Penny's Flowers is participating in Small Business Saturday. The goal is to get everyone together. You want to shop at one another's stores and support your neighbors across the street.”

“Small business owners can easily and conveniently plan for their future. By offering retirement savings benefits, small businesses can help attract and retain their greatest asset—their employees,” said Moneesh Arora, senior vice president and general manager of ADP's Retirement Services division. “In turn, when their employees are actively contributing to retirement savings plans, they are in a better position to contribute to their own financial growth while also contributing to the growth of their local communities.”

“We want our employees to be happy to come to work. If you have a happy employee, you have a great employee. We want to make sure they are growing like the business is growing,” Pennepacker added.

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