



# Strategic Alliance Memorandum

*with the*

**United States Small Business Administration**

*and the*

**IEEE-USA**

## **I. PURPOSE**

The United States Small Business Administration (SBA) and the IEEE-USA (each a "Party" or, collectively the "Parties") are joined by common purposes of promoting America's entrepreneurial potential and the creation of jobs and economic opportunity through the formation, maintenance and expansion of small businesses in the United States. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

A nonprofit organization, IEEE is a professional association dedicated to fostering technological innovation and excellence for the benefit of humanity. IEEE has over 375,000 global members in more than 150 countries. IEEE members are engineers, scientists and allied professionals whose technical interests are rooted in electrical and computer science, engineering and related disciplines. To foster an interest in the engineering profession, IEEE also serves student members in colleges and universities around the world. IEEE-USA is an operating unit within IEEE dedicated to serving IEEE's 210,000 members within the United States.

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and IEEE-USA in order to strengthen and expand small business development. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's cosponsorship authority. Nothing in this SAM permits IEEE-USA to use the SBA logo or seal. The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to IEEE-USA.

In order to further their common goals, the Parties agree to the following:

## II. SCOPE AND RESPONSIBILITIES

### SBA Undertakings:

Within the limits of its available and/or appropriated resources, the SBA through its Office of Entrepreneurial Development will:

- Provide IEEE-USA with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, and the Women's Business Centers (WBCs) (collectively, "SBA's Resource Partners").
- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise IEEE-USA of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in IEEE-USA workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite IEEE-USA members to attend local SBA-sponsored events and offer SBA-sponsored training at IEEE-USA location when appropriate.
- Provide information to IEEE-USA staff on SBA programs and services available to local small businesses.
- Explore additional collaborative opportunities to provide entrepreneurship training opportunities such as web content and local training.

### IEEE-USA Undertakings:

Within the limits of its available resources, the IEEE-USA will:

- Cooperate with SBA's Resource Partners to provide information to its members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its members SBA pamphlets, brochures, and other publications.
- Inform IEEE-USA small business members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Share volunteer opportunities such as SCORE counseling positions with qualified IEEE-USA members.
- Explore additional collaborative opportunities to provide entrepreneurship training opportunities such as web content and local training.

## III. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph V below.

## IV. AMENDMENT

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

## V. TERMINATION

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

**VI. RELATIONSHIP**

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to IEEE-USA and SBA.

**VII. RESPONSIBLE OFFICIALS**

The responsible officials and points of contact for administrative matters pertaining to this SAM are:

**IEEE-USA:**

Name: Russ Harrison  
Tel: (202) 530-8326  
e-mail: r.t.harrison@ieee.org

**U.S. SBA:**

Name: John "Jack" Bienko  
Tel: (202) 205-6052  
e-mail: john.bienko@sba.gov

**VIII. SIGNATURES**

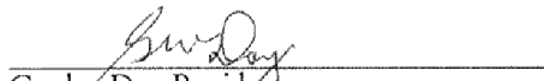
The signatories below represent that they have the authority to make such commitments on behalf of their respective organization:

**U.S. Small Business Administration:**

  
\_\_\_\_\_  
Karen Mills, Administrator

\_\_\_\_\_  
Date

**IEEE-USA:**

  
\_\_\_\_\_  
Gordon Day, President

6/18/09  
\_\_\_\_\_  
Date