



# Strategic Alliance Memorandum

*with the*

**United States Small Business Administration**

*and the*

**Great Lakes Water Authority**

## I. PURPOSE

The United States Small Business Administration (SBA) and the Great Lakes Water Authority (GLWA) (each a “Party” or, collectively the “Parties”) are joined by a common mission; **helping start, maintain, and expand small businesses.** 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.

The Great Lakes Water Authority (GLWA) is a regional water and sewer authority that services nearly 40 percent of the water customers in Michigan. GLWA provides wholesale water and waste water services to 127 municipalities in eight Southeastern Michigan counties, which is equivalent to approximately 3.9 million customers. In keeping with the spirit of collaboration from which GLWA was created, the authority is governed by a Board of Directors that includes one representative each from Oakland, Macomb and Wayne counties as well as two representatives from the City of Detroit, and one appointed by the Governor of the State of Michigan to represent customer communities outside the tri-county area. Through regional collaboration, GLWA strives to be the provider of choice dedicated to efficiently delivering the nation’s best water and sewer services in partnership with our customers. The mission of GLWA is to exceed our customers’ expectations by utilizing best practices in the treatment and transmission of water and wastewater, while promoting healthy communities and economic growth

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 GLWA in order to strengthen and expand small business development in the GLWA service area.

The Parties acknowledge that beyond the information sharing contemplated under this SAM, any specific joint training and outreach activities will require a separate signed agreement developed pursuant to SBA's Cosponsorship Authority.

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 **Michigan** District Office will:

- Provide **Great Lakes Water Authority (GLWA)** 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 **Great Lakes Water Authority (GLWA)** of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in **Great Lakes Water Authority (GLWA)** workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite **Great Lakes Water Authority (GLWA)** clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at **Great Lakes Water Authority (GLWA)** location when appropriate.
- Provide a text-only hyperlink from SBA's website to **Great Lakes Water Authority (GLWA)** website pursuant to SBA's linking policies.
- Provide information to **Great Lakes Water Authority (GLWA)** staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and **Great Lakes Water Authority (GLWA)**.

### **Great Lakes Water Authority (GLWA) Undertakings:**

Within the limits of its available resources, the **Great Lakes Water Authority (GLWA)** will:

- Cooperate with SBA's Resource Partners to provide information to its clients/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 clients/members SBA pamphlets, brochures, and other publications.
- Inform **Great Lakes Water Authority (GLWA)** small business clients/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.
- Provide a text-only hyperlink from **Great Lakes Water Authority (GLWA)** website to SBA's website.
- Assign a local point of contact within GLWA's service area to serve as liaison between **Great Lakes Water Authority (GLWA)** and SBA.

### III. USE OF SBA NAME AND LOGO

All materials bearing the SBA name or logo must be approved in advance by SBA's Responsible Program Official. Use of SBA's logo must be accompanied by the following statement: "Use of the SBA logo is authorized by a Strategic Alliance Memorandum. Reference to SBA is not an endorsement of the views, opinions, products or services of any person or entity." The SBA logo may only be used to promote SBA and/or its programs, activities, and services. SBA's logo cannot be used in a way that suggests the Agency is endorsing any individual, organization, product, or service or in a way which implies that an improper relationship exists between SBA and an outside party. SBA's logo also must not be used in any manner that is liable to bring the Agency into a negative light, such as in connection with any products or services related to alcohol, gambling or adult entertainment industries. Further, SBA's logo must not be used in connection with any lobbying efforts, any political activities, or any religious symbols.

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 **Great Lakes Water Authority (GLWA)**. Nothing in this SAM permits **Great Lakes Water Authority (GLWA)** to use the SBA official seal.

### IV. 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 VI below.

### V. 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.

**VI. 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.

**VII. 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 **Great Lakes Water Authority (GLWA)** and SBA.

**VIII. RESPONSIBLE PROGRAM OFFICIAL**

The SBA Responsible Program Official for this Strategic Alliance Memorandum is **Constance Logan**.

**IX. POINTS OF CONTACT**

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

**Great Lakes Water Authority (GLWA)**

Name: Ian Thompson

Title: Owners' Representative Engineer

Address: 735 Randolph, Suite 1503

Detroit, MI 48226

Tel: 313-999-3852

e-mail: [ian.thompson@glwater.org](mailto:ian.thompson@glwater.org)

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

Name: Constance Logan

Title: District Director

Address: 477 Michigan Ave, Suite 515

Detroit, MI 48226

Tel: 313-324-3609

Email: [constance.logan@sba.gov](mailto:constance.logan@sba.gov)

X. **SIGNATURES**

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization. This SAM may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

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

SAM

Stephen Morris, Director of Strategic Alliances

10/4/18

Date

*Note: District Directors may also co-sign.*

\_\_\_\_\_  
Constance Logan, District Director  
Michigan District Office

\_\_\_\_\_  
Date

**Great Lakes Water Authority (GLWA):**

\_\_\_\_\_  
Sue McCormick, Chief Executive Officer

\_\_\_\_\_  
Date