



Strategic Alliance Memorandum

between the

United States Small Business Administration

and the

Latino Chamber of Commerce of Southeastern Wisconsin Inc.

I. PURPOSE

The United States Small Business Administration (SBA) and the **Latino Chamber of Commerce of Southeastern Wisconsin Inc.** (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 mission of the Latino Chamber of Commerce of SE Wisconsin Inc. is to foster the economic development of Wisconsin by advocating, strengthening and promoting the growth and development of Latino and other minority and emerging enterprises with the goals of providing increased access to capital, business opportunities, job creation and capacity building programs. The Latino Chamber of Commerce of SE Wisconsin Inc. is non-profit.

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 **Latino Chamber of Commerce of Southeastern Wisconsin Inc.** in order to strengthen and expand small business development in the local 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 **Wisconsin District Office** will:

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

Latino Chamber of Commerce of Southeastern Wisconsin Inc.

Undertakings:

Within the limits of its available resources, the **Latino Chamber of Commerce of Southeastern Wisconsin Inc.** 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 **Latino Chamber of Commerce of Southeastern Wisconsin Inc.'s** 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 **Latino Chamber of Commerce of Southeastern Wisconsin Inc.'s** website to SBA's website.
- Assign a local point of contact to serve as liaison between **Latino Chamber of Commerce of Southeastern Wisconsin Inc.** 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 political activities, lobbying efforts, or in conjunction with any religious activity.

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 **Latino Chamber of Commerce of Southeastern Wisconsin Inc.** Nothing in this SAM permits **Latino Chamber of Commerce of Southeastern Wisconsin Inc.** 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 **Latino Chamber of Commerce of Southeastern Wisconsin Inc.** and SBA.

VIII. RESPONSIBLE PROGRAM OFFICIAL

The SBA Responsible Program Official for this Strategic Alliance Memorandum is **Eric Ness, District Director**.

IX. POINTS OF CONTACT

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

Latino Chamber of Commerce of Southeastern Wisconsin Inc.:

Nelson Soler

President and CEO

2778 South 35th Street Suite 40, Milwaukee, WI 53215

414-988-4082

nelson@latinochambersew.org

U.S. Small Business Administration:


Eric Ness
District Director
310 W. Wisconsin Avenue, #580W, Milwaukee, WI 53203
414-297-1471
eric.ness@sba.gov

IX. 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:

DocuSigned by:	
	04/12/2024
AD6521521B2D4C0...	Date
Jill Devriendt, Director of Strategic Alliance	

DocuSigned by:	
	4/18/2024
C085A024D092443...	Date
Eric Ness, District Director Wisconsin District Office	

Latino Chamber of Commerce of Southeastern Wisconsin Inc.:

DocuSigned by:	
	04/18/2024
8F133C0B930A403...	Date
Nelson Soler, President and CEO	