



Strategic Alliance Memorandum

with the

United States Small Business Administration

and the

WPEB 88.1 FM Community Radio Station

and the

United Block Captains Association (UBCA) – Community Trust for Family Life Improvement, Inc.

I. PURPOSE

The United States Small Business Administration (SBA) and the **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** (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.

UBCA Community Trust for Family Life Improvement, Inc. is a 501 (c) (4) Community Business League Social Improvement organization.

WPEB 88.1 FM Community Radio Station is an independent, noncommercial community radio station dedicated to reflecting, representing, incorporating, empowering, and serving West Philadelphia communities by:

- *providing a channel for groups, issues, and music that have been overlooked, suppressed or misrepresented by other media;*
- *promoting communication, education, and entertainment through programming that invites interaction between the station and the community;*
- *providing training that facilitates creative expression and exploration of public issues with the goal of incorporating and empowering members of the community.*

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 **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** in order to strengthen and expand

small business development in the local area. 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 **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** 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 **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station**.

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 **Philadelphia District Office District Office** will:

- Provide **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** 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 (SBD-Cs), 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 **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in **WPEB 88.1 FM Community Radio Station** workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** location when appropriate.
- Provide a text-only hyperlink from SBA's website to **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** website pursuant to SBA's linking policies.
- Provide information to **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station**.

UBCA Community Trust for Family Life Improvement, Inc. and **WPEB 88.1 FM Community Radio Station Undertakings:**

Within the limits of its available resources, the **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** 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 **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** 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 **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** website to SBA's website.
- Assign a local point of contact to serve as liaison between **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** and SBA.

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 **UBCA Community Trust for Family Life Improvement, Inc.** and **WPEB 88.1 FM Community Radio Station** and SBA.

VII. RESPONSIBLE OFFICIALS

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

**UBCA Community Trust for Family Life Improvement, U.S. Small Business Administration,
Inc. and WPEB 88.1 FM Community Radio Station:**

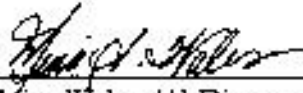
Jasper Jones
Executive Director/Host
541B 52nd Street, Philadelphia, PA
(215) 473-0581
west_philly_ca@yahoo.com

David Dickson
District Director
1150 1st Avenue, King of Prussia, PA
(610) 382-3062
david.dickson@sba.gov

VIII. SIGNATURES

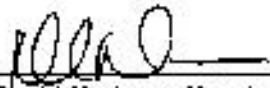
The signatories below represent that they have the authority to make such commitments on behalf of their respective organization.

U.S. Small Business Administration:



Mina Wales, (A) Director, Office of Strategic Alliances

11-27-09
Date



David Dickson, District Director
SBA Philadelphia District Office

23 Nov 09
Date

ERCA Community Trust for Family Life Improvement, Inc. and WPEB 88.1FM Community Radio Station:



Joseph Jones, Executive Director/Host

13 Nov 2009
Date