



**CENTRAL
FLORIDA
EXPRESSWAY
AUTHORITY**

STRATEGIC ALLIANCE MEMORANDUM

OFFICE OF BUSINESS DEVELOPMENT



WHAT IS A STRATEGIC ALLIANCE MEMORANDUM?

- The purpose of this SAM agreement is to develop and foster mutual understanding and a working relationship between the U.S. Small Business Administration and the Central Florida Expressway Authority to support small business development.
- Building on CFX's vision to *"Cultivating local small, minority and women-owned businesses with the necessary resources to become effective viable businesses in our community"*
- This memorandum strengthens our local community with respect to providing companies including small and disadvantaged business enterprises within our region access to up-to-date information on SBA programs -- the three "C's": Capital (includes a variety of loan programs, surety bonds, and equity financing to help small businesses start and grow); Contracting (includes business development programs, small business certifications, and small business set-asides to help small businesses compete for and win federal government contracts); and Consulting (includes a nationwide network of SBA district offices, SCORE chapters, Small Business Development Centers, and Women Business Centers that offer counseling, training, and mentoring to small businesses).



OBJECTIVE

- Formal way to bring together our abilities to leverage each other to make our communities better
- Commitment of shared goals
- Strengthen and grow small businesses
- Connecting our small businesses with the resources needed to compete successfully
- When our businesses grow, our local economy grows



UNDERTAKING

- 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 **Expressway Authority** 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 the **Expressway Authority** website to SBA's website.



CFX's ROLE & OBLIGATIONS

Role:

- 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.

Obligations:

- Assign a local point of contact to serve as liaison between SBA and CFX
- The "US 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 the Central Florida Expressway Authority.
- Nothing in this SAM permits either party to use each others logo or seal without consent.



Cassius Butts, *Regional Administration - IV* **U.S. Small Business Administration**

Orlando native, Cassius Butts was appointed by President Barack Obama in 2011. He is responsible for the delivery of SBA programs in Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. During his appointment, Cassius has managed oversight of three record breaking years for SBA lending in Region IV. Nearly \$12 billion in SBA-backed loans were awarded to small businesses within the aforementioned eight states.

Prior to joining SBA, Cassius was employed with the U. S. Department of Housing and Urban Development (HUD) where he began his federal career as a Presidential Management Fellow/Branch Chief in 2002. It was at HUD where he assisted and advised the scoring committee on the newly established Multi-Million Procurement Contract. Since 1992, Cassius has worked in leadership positions for Bank of America, Fleet Bank and the City of Atlanta. As a small business owner, he co-founded CB Consulting Group, LLC, which primarily offered entrepreneurial, strategy and community engagement services.

He continues to write as a guest op-ed columnist, lecturer and has co-authored over 50 business and entrepreneurship related columns. Cassius has also been featured on NPR, CNN as well as ESPN. He has received many awards and recognitions including a U.S. House of Representative Proclamation for his achievements. An advocate for mutual partnerships; he has assisted to forge over 100 strategic alliances with business chambers, associations and foundations. In 2013, he was appointed to the National Partnership Council. Cassius is a graduate of Morehouse College, Clark Atlanta University's School of Public Administration and obtained his Certificate of Grant Writing from Emory University's Life Learning Institute. He is also a 2012 graduate of Leadership Atlanta.