Clerk of the House of Representatives	Secretary of the Senate
Legislative Resource Center	Office of Public Records
B-106 Cannon Building	232 Hart Building
Washington, DC 20515	Washington, DC 20510

Secretary of the Senate
Received: Feb 14, 2008

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

STRATEGIC MARKETING INNOVATIONS

2. Address:
1020 19TH STREET NW SUITE 375, WASHINGTON, DC 20036

3. Principal place of business (if different from line 2):

4. Contact Name: WILLIAM MCCANN
Telephone: 2024675459
E-mail (optional): bill@strategicmi.com

Senate ID #: 60550-1647
House ID #: 35365057

7. Client Name: ☐ Self

CALIFORNIA STATE UNIV AT LONG BEACH

TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☐ **OR** Year End (July 1 - December 31): ☒

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than $10,000: ☐

$10,000 or more: ☒ => Income (nearest $20,000): 60,000.00

Provide a good faith estimate, rounded to the nearest $20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than $10,000: ☐

$10,000 or more: ☐ => Expenses (nearest $20,000):

14. Reporting Method.
Check box to indicate expense accounting method. See instructions for description of options.

☐ **Method A.** Reporting amounts using LDA definitions only
☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code
☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: STRATEGIC MARKETING INNOVATIONS Client Name: CALIFORNIA STATE UNIV AT LONG BEACH

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: DEF (one per page)

16. Specific lobbying issues:

HR 1585, S 1547 House and Senate Defense Authorization and Appropriations bills. Funding for university research in languages and navy materials.

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: GILLMAN, MARK
Covered Official Position (if applicable): N/A
Name: KUYKENDALL, STEVEN
Covered Official Position (if applicable): FORMER MEMBER OF CONGRESS

19. Interest of each foreign entity in the specific issues listed on line 16 above.**None**

Registrant Name: STRATEGIC MARKETING INNOVATIONS Client Name: CALIFORNIA STATE UNIV AT LONG BEACH

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: EDU (one per page)

16. Specific lobbying issues:

HR 3043, S 1710 House and Senate LHHSE Appropriations. Funding for reading technology and teacher education.

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: GILLMAN, MARK
Covered Official Position (if applicable): N/A
Name: KUYKENDALL, STEVEN
Covered Official Position (if applicable): FORMER MEMBER OF CONGRESS

19. Interest of each foreign entity in the specific issues listed on line 16 above.**None**

Registrant Name: STRATEGIC MARKETING INNOVATIONS Client Name: CALIFORNIA STATE UNIV AT LONG BEACH

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: HCR (one per page)

16. Specific lobbying issues:

HR 3043, S 1710 House and Senate LHHSE Appropriations. Center for Latino Community Health , Evaluation and Leadership training.

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: GILLMAN, MARK
Covered Official Position (if applicable): N/A
Name: KUYKENDALL, STEVEN
Covered Official Position (if applicable): FORMER MEMBER OF CONGRESS

19. Interest of each foreign entity in the specific issues listed on line 16 above.**None**

Registrant Name: STRATEGIC MARKETING INNOVATIONS Client Name: CALIFORNIA STATE UNIV AT LONG BEACH

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TRA (one per page)

16. Specific lobbying issues:

HR 3074, S 1789 House and Senate Transportation Appropriations. Funding for electric cargo conveyer technology.

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: GILLMAN, MARK
Covered Official Position (if applicable): N/A
Name: KUYKENDALL, STEVEN
Covered Official Position (if applicable): FORMER MEMBER OF CONGRESS

19. Interest of each foreign entity in the specific issues listed on line 16 above.**None**

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: WILLIAM MCCANN CHIEF OPERATING -

Information Update Page:

Complete ONLY where registration information has changed.

LOBBYIST UPDATE

23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that NO LONGER pertain

AFFILIATED ORGANIZATIONS

25. Add the following organization(s)

26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: -