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: Aug 07, 2007

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 #: 60550-1000297
House ID #: 35365

7. Client Name: ☐ Self

EAST CAROLINA UNIV

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

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, HR 1547 House and Senate Defense Authorization and Appropriations bills. Funding for technology transfer programs designed to leverage innovative technologies for solving defense needs with a focus on addressing warfighter needs; funding for the development of technologies related to celluar protection against chemical-biological-radiological attacks.

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: D'ORAZIO, LORIANNE
Covered Official Position (if applicable): N/A
Name: DEYOUNG, MICHAEL
Covered Official Position (if applicable): N/A
Name: MANDIGO, GLENTON
Covered Official Position (if applicable): N/A
Name: SOWA, BRIAN
Covered Official Position (if applicable): N/A

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

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: ECN (one per page)

16. Specific lobbying issues:

HR and S 503. Bills to establish the SouthEast Crescent Authority. Authorization to promote economic growth and alleviate poverty and unemployment in distressed areas of the southeastern United States.

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: D'ORAZIO, LORIANNE
Covered Official Position (if applicable): N/A
Name: DEYOUNG, MICHAEL
Covered Official Position (if applicable): N/A
Name: MANDIGO, GLENTON
Covered Official Position (if applicable): N/A
Name: SOWA, BRIAN
Covered Official Position (if applicable): N/A

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

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 LHHS Appropriations bills. Funding to advance medical treatments and new technologies involving obesity and diabetes; Funding for resources and technology development related to racial disparities in cardiovascular diseases and minority populations; Funding for technologies and hardward related to telehealth and distributed care.

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: D'ORAZIO, LORIANNE
Covered Official Position (if applicable): N/A
Name: DEYOUNG, MICHAEL
Covered Official Position (if applicable): N/A
Name: MANDIGO, GLENTON
Covered Official Position (if applicable): N/A
Name: SOWA, BRIAN
Covered Official Position (if applicable): N/A

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

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 and S 1789 House and Senate Appropriations bills. Funding to develop effective ways to perform driver screen, evaluation and rehabilition for an aging population.

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: D'ORAZIO, LORIANNE
Covered Official Position (if applicable): N/A
Name: DEYOUNG, MICHAEL
Covered Official Position (if applicable): N/A
Name: MANDIGO, GLENTON
Covered Official Position (if applicable): N/A
Name: SOWA, BRIAN
Covered Official Position (if applicable): N/A

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

Signature: ON FILE Date: Aug 07, 2007

Printed Name and Title: WILLIAM MCCANN CHIEF OPERATING OFFICER -

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: Aug 07, 2007

Printed Name and Title: -