

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 cellular 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: DEYDUNG, MICHAEL

Covered Official Position (if applicable): N/A

Name: MANDIGO, GLENTON

Covered Official Position (if applicable): N/A

Name: SQWA, BRIAN

Covered Official Position (if applicable): LA TO REP. PETERSON

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'DRAZIO, 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: SQWA, BRIAN

Covered Official Position (if applicable): LA TO REP. JOHN PETERSON

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 hardware 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: DEYDUNG, MICHAEL

Covered Official Position (if applicable): N/A

Name: MANDIGO, GLENTON

Covered Official Position (if applicable): N/A

Name: SQWA, BRIAN

Covered Official Position (if applicable): LA TO REP. JOHN PETERSON

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 screenings, evaluation and rehabilitation 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'DRAZIO, 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: SQWA, BRIAN

Covered Official Position (if applicable): LA TO REP. JOHN PETERSON

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

Signature: ON FILE Date: Feb 12, 2008

Printed Name and Title: WILLIAM MCCANN CHIEF OPERATING -