



*Comprehensive Government Relations*

*Qualitative Statement 2008*



**SMI, Inc.**  
**1020 19<sup>th</sup> Street, NW**  
**Suite 375**  
**Washington, DC 20036**





## **Strategic Marketing Innovations, Inc. (SMI)**

SMI specializes in assisting clients with their government relations and business strategy requirements. For over ten years, SMI has demonstrated a successful track record of meeting the strategic planning and Federal funding needs of companies, organizations and universities.

Many clients engage our firm for specialized consulting. We have a consistent record of successful engagements, which include business development, proposal management, and government relations, for a variety of companies.

- SMI secures Congressional appropriations for federal programs and initiatives related to our clients' interests
- SMI provides clients with strategic business intelligence necessary for new market penetration within federal and state governments, as well as industry-specific analytical support for proposal planning
- SMI finds windows of opportunity for clients through extensive government contacts with high-level officials in state and federal government
- The average return on investment for SMI clients over the past three years has exceeded 40:1
- SMI has generated over \$780 million in targeted contract activity for clients over the past six years
- In FY08, SMI generated over \$130 million in targeted contract activity
- SMI has over 100 clients in 35 states



## **The SMI Process**

The SMI process is built on the principle that our ability to add value is maximized only when we are capable of fully understanding our client's products and organization. At SMI, we devote extensive efforts to analyzing every potential application of a given technology, product or science, and identifying possible connections between applications and current opportunities. Our approach requires greater experience, creativity and effort. It is this approach that separates SMI from its competitors.

- Maintain formal and informal relationships with military and federal personnel to identify and monitor agencies' needs.
- Research the product, the technology behind it, and the available markets.
- Analyze every potential application of a given technology, even those outside the original sphere of influence.
- Identify possibly connections between these applications and current opportunities within Federal agencies and Congress.
- Create an experienced team to work with the client through an individualized plan of action.
- Generate a strategic proposal and meet with key Members of Congress and Federal program managers.
- Establish and maintain strong support within Congressional staff and relations with Federal agencies.



### **“The average Return On Investment for SMI clients over the past three years has exceeded 40:1.”**

The statement above illustrates one important reason why SMI enjoys successful client relationships. SMI has generated \$780 million over the past six years in contract activity clients by providing the experience, planning and marketing necessary to identify and secure Congressional appropriations. By enhancing client visibility among key officials, SMI succeeds in building strong relationships between networks that create greater opportunities for funding through innovative partnerships with other companies or organizations.

#### **Partial Results List**

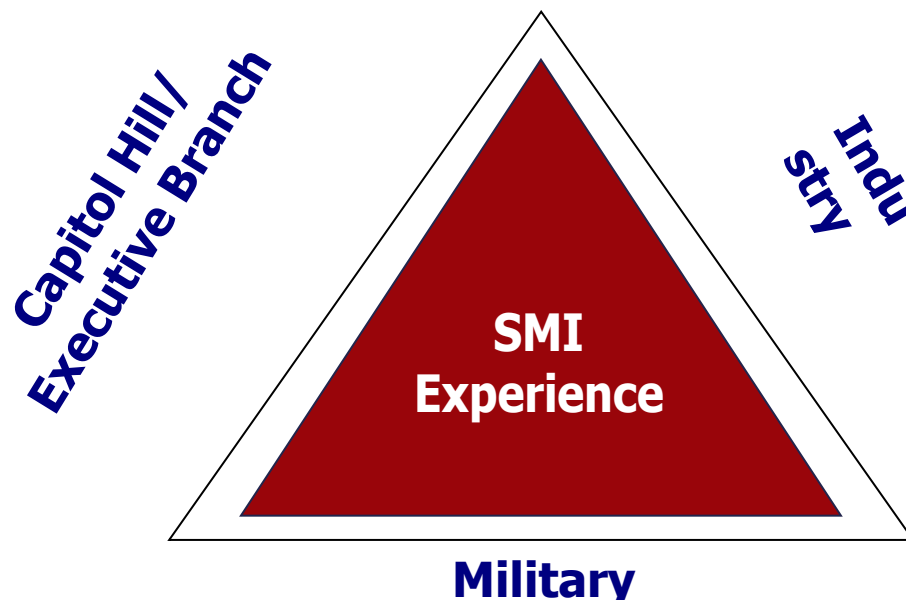
- Secured \$135M from FY97 – FY02 for the Atmospheric Interceptor Technology Program in the Missile Defense Agency.
- Secured \$15.5M from FY99 – FY06 for applications development of carbon fiber.
- Secured \$16M total from FY01 – FY06 for transportation structures research.
- Secured \$18.5M from FY97 – FY03 for Engineered Wood Composites.
- Secured \$29.8M in FY04 – FY06 for Defense Production Act Title III projects.
- Secured \$16.3M from FY01 – FY06 to demonstrate power generation using ocean wave motion.
- Secured \$38M from FY03 – FY06 for nano-technology research by six Texas Universities.
- Secured \$17.2M from FY01 – FY02 for the tactical missile development, testing and integration.
- Secured \$31.9M from FY00 – FY05 for Production Scale-up of Rigid-Rod Polymer Materials.
- Secured \$12M total from FY00 – FY06 for the Gulf of Maine Ocean Observing System.
- Secured \$6M for chem bio sensor applications from FY01 – FY06.
- Secured \$9.4M from FY03 – FY06 for corrosion analysis software development.
- Secured \$19.3M from FY01 – FY04 for Air Force Turbine Engine Inspection Technology.
- Secured \$9.3M from FY04 – FY06 for advanced armor development.
- Secured \$11.5M from FY01 – FY05 for Laser Cutting and Laser Welding Technology for Ships.
- Secured \$12.2M from FY03 – FY05 for net shape laser manufacturing of titanium.
- Secured \$16M from FY05 – FY06 for SiC WBG electronics research.
- Secured \$30.6M from FY00 – FY06 for Carbon Foam development.
- Secured \$5.2M from FY03 – FY05 for Advanced Sonar Cable development.
- Secured \$6M from FY05 – FY06 to establish a manufacturing facility for production of aerogels.
- Secured \$7.9M from FY01 – FY03 for PBO fuel cell membrane material development.
- Secured \$3M from FY04 – FY05 for electro-optics and communications upgrades for the Navy's P-3 Orion Aircraft.

## The SMI Team

SMI principals come from executive ranks of the private sector, military and government. This group has a long and proven track record and has earned the reputation for achieving results with the highest value of professionalism. The SMI team is familiar with the corporate decision making process and the organizational and financial challenges that corporations and institutions face in today's complex Federal process and environment.

Based on the integrity, reputation, experience and achievements of our principals and associates, SMI offers unique capability and a broad network with access to both private and public entities and individuals in the fields of information technology, telecommunications higher education and national security throughout the US.

## Experience Triad





## **Ted Lynch, President**

Mr. Lynch formed SMI following a twenty-five year career in advanced materials development. As the former Technical Director of an advanced composite materials company, Mr. Lynch understands the benefits and pitfalls of working with the federal government. Mr. Lynch was responsible for \$195 million in composites sales and his experience in acquiring and successfully managing federal contracts makes him the perfect advocate for SMI's high-tech clients.

Mr. Lynch holds a Bachelors degree in Astronautical Engineering from the United States Air Force Academy and a Masters degree in Nuclear Engineering from the Worcester Polytechnic Institute. His education and decades of hands-on experience have shaped the SMI philosophy of thoroughly exploring all the technical implications of new technologies. By understanding the science behind the business, Mr. Lynch is uniquely prepared to identify all the opportunities presented by federal appropriations and policy.

## **Max Chamovitz**

Mr. Chamovitz brings a wealth of Capitol Hill and government relations knowledge and experience to SMI. Most recently, Mr. Chamovitz was a registered lobbyist for American Israel Public Affairs Committee (AIPAC). Specializing in defense issues, he was responsible for advocating numerous U.S.-Israel strategic cooperation projects to members of the Senate and House Armed Services Committees, as well as the Defense Appropriations Subcommittees.

Mr. Chamovitz also served as Legislative Assistant to U.S. Representative Adam Smith and as campaign fundraiser for his successful 1996 race. Previously, he had worked in the Office of Vice President Al Gore's National Performance Review and was Campaign Director in the effort to reform the Pittsburgh City Controller's office.

Mr. Chamovitz graduated from Washington University in St. Louis in 1996, with a Bachelors of Political Science, and minors in both Economics and English.



## **Karen Coleman-Dillon**

Karen Coleman-Dillon brings a proven record of client satisfaction and more than fifteen years experience in office operations and providing comprehensive conference management support to SMI. Ms. Coleman-Dillon's skills include working with clients to coordinate the meeting sites, making pre- and post-conference arrangements, managing conference logistics, and creating and maintaining databases for registration, mailings, and future conference attendance.

Her experience includes project management, client liaison, task scheduling, and tracking as well as desktop publishing, and professional conference management. Her proactive approach includes keen attention to start to finish details of conference planning and publication projects, developing production schedules, and providing timely delivery of the highest quality work to all clients.

From 1999 to 2008, Ms. Coleman-Dillon served as Senior Conference Manager for Zimmerman Associates, Inc., where she has conducted 600 conferences, meetings, workshops, symposiums, and seminars within the federal government and commercial clients nationwide.

## **Tiffany Dale**

Ms. Dale brings both political experience and military service to SMI. Following an internship with the United States Senate, she worked as a legislative assistant for a state senator in Tennessee. Most recently, she served as a national research associate for an issues advocacy campaign focused on economic policies. Prior to that, Ms. Dale served as a public affairs officer in the United States Air Force.

Ms. Dale holds Bachelor of Science degree Journalism and Political Science and a Masters of Arts with a concentration in politics from George Washington University. She continues to serve in the United States Air Force Reserve.



## **Colonel Mike DeYoung, Army Retired**

Colonel Mike DeYoung (Retired, U.S. Army) has joined SMI as a Vice President from the U.S. Army's Liaison office to U.S. House of Representatives.

As Chief Liaison to the U.S. House of Representatives, Mr. DeYoung worked across a broad spectrum of issues of interest to the Army and Members of Congress ranging from Supplemental funding to the latest Soldier support issues and played a key role in developing a strategic communications campaign plan for how the Army should engage Congress.

Mr. DeYoung has held numerous military positions as an Air Defense Artillery officer with command and staff assignments both in the U.S. and abroad. He commanded the 414th Base Support Battalion in Hanau, Germany. In 1999 he was selected as Military Assistant to the Executive Secretary for the Secretary of Defense where he worked with the White House, Department of Justice and other federal agencies.

Mr. DeYoung received a Masters of Science in National Resource Strategy from the National Defense University's Industrial College of the Armed Forces. He also has a Master of Science in System Management from the University of Southern California. Mr. DeYoung holds a BA in Government from The College of William and Mary and is an American Political Science Association Foreign Affairs Fellow from Johns Hopkins University School of Advanced International Studies.

## **Paul Gay**

Paul Gay comes to SMI with fourteen years of experience as a senior policy and political adviser on Capitol Hill.

Paul most recently served as Deputy Legislative Director for Senator Robert C. Byrd of West Virginia, President Pro Tempore and Chairman of the Senate Appropriations Committee. In that position, Paul was one of the Senator's floor staff and gained extensive experience in securing funding for congressionally directed projects. He also worked on energy matters and climate change legislation, as well as agriculture, space, telecommunications, and transportation policy.

Previously, Paul was Deputy Chief of Staff for Rep. Brian Baird from Washington State. Paul specialized in energy issues during the West Coast power crisis of



2000-2001. Paul also oversaw all appropriations matters and handled the Congressman's duties with regard to the Transportation and Infrastructure Committee.

Paul also served as Legislative Director for Rep. Rick Boucher of Virginia, Chairman of the Energy and Commerce Committee's Energy and Air Quality Subcommittee. Paul was responsible for all of Mr. Boucher's appropriations requests, as well as work on defense, agriculture, and transportation issues.

Paul received a Bachelors Degree in History and Political Science from Radford University and a Masters Degree in Foreign Affairs from the University of Virginia.

## **The Honorable Dale Gerry**

Mr. Gerry provides SMI clients with over twenty-five years of experience working at the highest levels on Capitol Hill. He served for three years as the Deputy Assistant Secretary of the Navy for Mine and Undersea Warfare and held the position of Senior Legislative Assistant for Defense and Foreign Policy while working for Senator Olympia Snowe.

For over twenty years Mr. Gerry held the posts of Legislative Assistant, Legislative Director and Senior Military Advisor on the staff of Senator William S. Cohen. He played a key role in the development of annual defense authorization and appropriate bills for twenty-six years. His experience in policy and appropriations, combined with the relationships he has maintained with key decision makers, makes Mr. Gerry an invaluable resource to SMI clients. Mr. Gerry holds a Bachelors degree in Political Science and History from the University of Maine.

## **Mark Gillman**

Mr. Gillman worked on Capitol Hill for nearly twelve years, including six years managing national security issues. Prior to joining SMI, he held the position of Legislative Director and Military Legislative Assistant for two Members of Congress from Texas who served on the House Armed Services Committee. Mr. Gillman's issue areas of expertise include defense research and development, health care research, education policy and funding, government infrastructure policy, and manufacturing and defense industrial base issues. He manages the Coalition for Defense Manufacturing Technologies, a broad-based



group of manufacturing firms concerned with the health of the U.S. defense industrial base. In addition, Mr. Gillman is particularly experienced in representing the unique federal funding and policy needs of colleges and universities before Congress and Federal agencies. Mr. Gillman holds a Bachelors Degree in Economics from Southern Methodist University.

## **Sam Horton**

Mr. Horton brings a unique blend of technical, federal acquisition and policy making expertise to the SMI team after spending over twenty-five years in the area of federal and Navy technology development.

As a licensed Professional Engineer, Sam spent the first fifteen years of his federal career in the field as a developmental test engineer for one of the Navy's premier research and development laboratories and then translated that experience into the Navy acquisition arena by first serving as the expeditionary warfare program manager in the Navy's Science and Technology Requirements Directorate and then as the Director for Science and Technology programs in the office of the Deputy Assistant Secretary of the Navy for Mine and Undersea Warfare. In these positions, Sam was responsible for requirements definition, resource programming and technology transition from expeditionary, undersea, anti-submarine and mine warfare Functional Naval Capability technology areas to related acquisition programs.

Finally, Sam spent six and a half years on Capitol Hill developing a keen understanding of the national policy making and appropriations process. As the senior aide to Senator Olympia Snowe for national security and veterans' affairs for the past five years, he was able to work with constituent firms to identify federal funding opportunities focused on the transition of innovative solutions to national and homeland security challenges with an emphasis on the passage of legislation designed to strengthen and enhance the nation's technology and industrial base.

Mr. Horton earned a Bachelor of Science in Ocean Engineering from Florida Atlantic University. As a life-long learner, he then earned a Masters of Art in National Security and Strategic Studies from the Naval War College some twenty years later.



## **The Honorable Steve Kuykendall**

Mr. Kuykendall became a Senior Advisor to SMI following his service in the U.S. House of Representatives. Representing the 36th district of California, Congressman Kuykendall was a member of the Transportation and Infrastructure Committee, Science Committee and the Armed Services Committee.

Mr. Kuykendall's distinguished service began long before his election to Congress. He has earned the rank of Captain within the United States Marine Corps, and has served as both a California State Assemblyman and Mayor of Ranchos Palos Verdes, California. His political contributions have been complimented by twenty years of success in commercial and mortgage banking.

Mr. Kuykendall holds a Bachelors degree in Economics from Oklahoma City University and has an MBA from San Diego State University.

## **Damian Kunko**

Damian Kunko has been working in government relations for over ten years, primarily in the fields of technology, renewable energy, telecommunications, and healthcare. He has extensive experience in working with companies seeking Federal funding for R&D and with organizations seeking to achieve their Federal marketing goals.

Prior to joining SMI, he served as the co-founder and CEO of the Rural Broadband Coalition (RBC), a national advocacy organization that lobbied for federal policies and funding for expanded broadband Internet access in rural communities. Mr. Kunko formed RBC after serving as Director of Consulting Services for a healthcare and technology government relations firm. In this position he was primarily responsible for the oversight and development of client activities related to federal marketing and lobbying. Previously, he had served on the staff of a Member of Congress from Washington State.

Mr. Kunko holds a Bachelor of Arts in Political Science from Washington State University and served six years in the U.S. Marine Corps.



## **Mike Liles**

Mr. Liles worked on Capitol Hill for nearly ten years, including six years handling defense issues. Prior to joining SMI, he held the position of Military Legislative Assistant for two Members of the House Armed Services Committee, and was a Legislative Assistant to an Appropriations Subcommittee Chairman.

Mr. Liles' professional expertise is in the areas of national security policy, international affairs, intelligence, homeland defense, and depot maintenance and industrial base issues.

Mr. Liles holds a Masters Degree in International Affairs from American University and a Bachelors degree in International Relations from Lehigh University. He currently serves in the United States Navy Reserve.

## **Glen Mandigo**

Mr. Mandigo's background exemplifies the SMI fusion of private and public sector experience. His resume includes extensive private sector advanced materials development, staff assistant to the House Committee on Science, Space and Technology, and Manager, Technology Policy and Planning for an engineering and management consulting firm.

Mr. Mandigo has successfully provided government relations consulting for nearly ten years and generated over \$150M in federal funding for high technology programs. This "blended experience" has enabled Mr. Mandigo to bridge the gap between promising technologies and marketable applications.

Mr. Mandigo has earned a Bachelors degree in Aerospace Engineering from the University of Arizona.

## **Bill McCann**

Mr. McCann combines extensive political and policy experience with advanced business strategy training. With his unique background, he works with clients to navigate the federal and state markets to successfully secure funding.

With over ten years of experience on Capitol Hill, Mr. McCann most recently served as Chief of Staff to Congressman Marty Meehan, a senior member of the House Armed Services Committee. Mr. McCann understands the process, the



politics and the players involved in the federal appropriations process. As a Congressional Aide, he worked with companies to plan and execute comprehensive strategies to secure federal R&D funding for innovative technologies as well as major procurement programs.

In addition, Mr. McCann was as a member of the Raytheon Company's Corporate Strategy Team where he worked on projects that identified and provided resources for high potential growth programs.

Mr. McCann holds a Bachelor of Arts in American Government from Georgetown University and a Masters of Business Administration from the Ross School of Business at the University of Michigan with an emphasis in Corporate Strategy.

## **Tobin McGregor**

Tobin McGregor is a technology management professional with fifteen years of experience in federal technology transfer and commercialization. He has worked extensively within the defense and aerospace industries and across a broad spectrum of technical disciplines. In 2000, Mr. McGregor founded Avant Garde Corporation providing services to small- and medium-sized companies and "start ups" in the areas of federal R&D program development and management, technology commercialization strategy, enterprise formation and business planning, as well as product development assistance.

Prior to forming Avant Garde Corporation, Mr. McGregor served as Manager of Technology Transfer and Commercialization for the National Institutes of Standards and Technology's Manufacturing Extension Partnership program (MEP) where he was responsible for the implementation and management of technology transfer and commercialization programs throughout the U.S. Mr. McGregor began his career with the National Aeronautics and Space Administration within the Office of Advanced Concepts and Technology. McGregor's involvement with NASA lasted nearly ten years and included assignments with the Missile Defense Agency's SBIR program and the National Technology Transfer Center.

## **Dennis Padilla**

Mr. Padilla has over thirty years of experience in Government contracting. Most recently, Mr. Padilla retired from the Navy as the Director of Contracts and Grants for the Office of Naval Research (ONR) in Arlington, Virginia. As ONR's



Director of Contracts and Grants, Mr. Padilla managed the business processes for Navy and Marine Corps Science and Technology programs in such areas as basic research, manufacturing technology, weapon systems prototypes, and commercial-military dual-use applications. His contracting activities centered on the challenges of transitioning new technologies from industry, academia and government into fielded fleet-ready systems.

Prior to his work with ONR he served as the Deputy Director of Contracts for the Navy's Strategic Systems Programs Office and as Chair of the Defense Acquisition Research & Development Committee. His other assignments within the Navy have included work as a procurement analyst with the Deputy Assistant Secretary of the Navy (Acquisition) and as ONR's regional coordinator for contract and grant administration at the Naval Postgraduate School-Monterey. Mr. Padilla has also served as a contracts negotiator to NASA's Ames Research Center and the Navy's Fleet Ballistic Missile Program.

Dennis Padilla has a B.S. degree in Business Administration from San Jose State University and an M.S. degree in National Resource Strategy from the Industrial College of the Armed Forces.

### **Captain Pat Peterson, Navy Retired**

Mr. Peterson served in the United States Navy for over twenty-five years culminating as the Commander of the U.S. Navy's largest Patrol Wing. He had numerous tours in the Pentagon and inside the Beltway where he was instrumental in strategic planning, procurement and resource and financial planning as a member of the Chief of Naval Operations Staff. Mr. Peterson has worked closely with the Naval Air Systems Command, Naval Sea Systems Command and Office of Naval Research.

Mr. Peterson has served as a Congressional Fellow and Military Legislative Assistant to Senator William S. Cohen and he brings a firsthand understanding of how policy and funding can build partnerships between private sector suppliers and the U.S. military.

Mr. Peterson has received a Bachelors Degree in Business Economics from North Dakota State University, a Masters Degree in Marketing Communications from Roosevelt University-Chicago and a Masters Degree in National Resource Strategy from the Industrial College of Armed Forces, Washington, D.C.



## **Jeff Rickert**

Mr. Rickert joins SMI after serving as the Senior Vice President and Chief of Staff for the Apollo Alliance. In that role, he served as Chief of Operations, crafting the overall strategy for the organization with the President and the Board of Directors, developing public policy concepts for the federal, state, and local levels, and working extensively with a wide-range of coalition members from the business, environmental, labor and civil rights communities to build support for these initiatives.

Mr. Rickert has developed expertise in all aspects of energy policy, including renewable energy development, oil savings, carbon reduction, cap-and-trade, and energy efficiency policy and implementation. Previously, Mr. Rickert worked as an Economic Policy Analyst for the AFL-CIO, where he performed extensive studies of manufacturing, hospitality, healthcare, media, and technology.

Mr. Rickert has received a Bachelors Degree in Sociology from The George Washington University and a Masters in Sociology from University of Wisconsin-Madison.

## **Ariana Sarar**

Ms. Sarar brings both political experience and a background in foreign policy and international affairs to SMI. Most Recently, Ms. Sarar worked on the Fund for Peace's Iraq Report, analyzing political, social, and economic indicators of the conflict in Iraq. Prior to that, Ariana worked for the Washington State Democrats on Senator Patty Murray (D) and Senator Maria Cantwell's (D) political campaigns.

Ms. Sarar graduated Magna Cum Laude with a Bachelor of Arts in Political Science and German from Gonzaga University. Ms. Sarar is a Master's Candidate at the Elliot School of International Affairs at George Washington University.

## **Brian Sowa**

Mr. Sowa has built a strong policy and political background in his years on Capitol Hill. Most recently, Mr. Sowa served as Senior Legislative Assistant to Congressman John E. Peterson of Pennsylvania's Fifth Congressional District, a Member of both the Committee on Appropriations and the Committee on



Resources.

As the Congressman's Senior Legislative Assistant, Mr. Sowa retained a broad legislative portfolio by staffing Mr. Peterson on Appropriations bills, including, Defense, Homeland Security, Energy and Water, and Transportation. Mr. Sowa also was responsible for staffing Mr. Peterson on policy for the House Resources Committee, giving him not only a broad appropriations background, but also a concrete knowledge of the authorization process.

Mr. Sowa has combined his experiences with Congressional legislative process and political strategy, as he served as the Northwest Pennsylvania 72 Hour Task Force Director on the Bush-Cheney '04 Presidential campaign.

Prior to working on Capitol Hill, Mr. Sowa served four years in the United States Marine Corps Reserves and holds a degree in Finance from Clarion University of Pennsylvania.



**Directions to SMI**  
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**Washington, DC 20036**  
**Phone: 202.467.5459 Fax: 202.467.5469**  
[www.strategicmi.com](http://www.strategicmi.com)

**Metro Directions – BLUE or ORANGE line:**

- Take the metro to Farragut West Station and exit to “18<sup>th</sup> Street.”
- From the top of the escalators, turn towards the left and walk west on I Street towards 19<sup>th</sup> Street.
- Cross to the other side of 19<sup>th</sup> Street and then cross K Street.
- Proceed up the block halfway and 1020 19<sup>th</sup> Street is on the opposite side of 19<sup>th</sup> Street with a large sculpture in front.

**Metro Directions – RED line:**

- Take the metro to Farragut North station and exit to “L Street.”
- From the top of the escalators, turn left and walk down L Street to 19<sup>th</sup>.
- Cross to the opposite side of 19<sup>th</sup> Street and 1020 19<sup>th</sup> is halfway down the block with a large sculpture in front.

**From Beltway North:**

- From I-95 South turn onto 495 Beltway East.
- Travel approx. 3 miles to the I-295/Baltimore-Washington Parkway exit.
- Travel approx. 10 miles and Exit West onto New York Avenue going into Washington.
- Veer right onto Massachusetts Avenue, turn Left onto 12<sup>th</sup> Street and then Right onto K Street.
- From K Street, turn Right onto 20<sup>th</sup> Street and then Right onto L Street.
- Parking is available in the garages on L or 19<sup>th</sup> Street. 1020 19<sup>th</sup> Street is on the West side of 19<sup>th</sup> Street between L and K with a large sculpture in front.

**From Beltway South:**

- From I-95 Northbound, proceed into the city via I-395 North at the convergence of I-95 and the Capital Beltway, I-495.
- Follow I-395 North all the way across the Potomac River via the 14<sup>th</sup> Street Bridge. You will pass the Pentagon on your Left as you approach the 14<sup>th</sup> Street Bridge.
- Remain in the Left lane as you cross the 14<sup>th</sup> Street Bridge and continue following 14<sup>th</sup> street going North across the Capital Mall area and into Downtown Washington.
- Turn Left onto I Street NW, which is one-way going West.
- Turn Right (North) onto 20<sup>th</sup> street NW and then Right onto L street.
- Parking is available in the garages on L or 19<sup>th</sup> street. 1020 19<sup>th</sup> street is on the West side of 19<sup>th</sup> street between L and K with a large sculpture in front.

**From Reagan National Airport:**

- Take the free airport shuttle to the National Airport Metro stop and travel on the Blue line going towards Addison Road. Follow the Blue line directions above.
- You may also take a cab for approximately \$20.00 to 1020 19<sup>th</sup> Street, NW.