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***Renowned Business Traction Strategist Helen Mitchell
Named Vice President of the National Association for
Strategic Planning Board of Directors***

Orange County, Calif.– October 9, 2007 – Strategic Management Resources, a national strategy and management consulting company helping clients develop and implement business, organizational and leadership strategies which transform the business, today announced that its founder and CEO Helen M. Mitchell has been named vice president of the National Association for Strategic Planning (ASP) Board of Directors, in July, 2007.

As new ASP board vice president, Mitchell will develop the membership strategies to grow and service the membership of the organization as well as oversee the awards process to acknowledge outstanding contributors to the area of Strategy.

Mitchell is the founding president of the Orange County Chapter of ASP and, as a *Business Traction Strategist*, consults nationally with CEOs and business owners to relieve normal organizational stress by guiding the development of strategic, operational, and organizational strategies, thereby achieving long-term growth and profitability. Clients and fellow professionals alike say that Mitchell uniquely simplifies the complexities of business and presents complex ideas in an easy to understand manner.

Assisting Fortune 500 corporations, privately held companies and non-profit organizations, Mitchell is a trusted advisor to many business owners and executives seeking to overcome operational burdens as a result of missing strategic application and strong organizational growth. She has helped large public firms such as T-Mobile, as well as fast-growing privately held companies to identify their strategic business equilibrium.

About Strategic Management Resources:

Strategic Management Resources (SMR) is a national strategy and management consulting company dedicated to helping its clients find their "Business Traction" through strategy, organizational change, and effective execution. SMR works closely with clients to help them become high-performance businesses that achieve breakthrough results by unlocking their purpose and potential. Using its time-tested and proven "SMR Strategic Pyramid" model, the company tests for strategic alignment of the three core business approaches: corporate strategic planning, organizational planning, and development and operations planning. For more information call (949) 690-6033 or visit www.strategicmgtresources.com.

About the Association for Strategic Planning

Founded in 1999, The Association for Strategic Planning is a national not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for businesses, non-profit and government organizations, and academic institutions. For further information about ASP contact Executive Director Janice Lauren at (877) 816-2080, executivedirector@strategyplus.org or visit the Association for Strategic Planning web site at www.strategyplus.org.

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