

## STEARNS DWIGHT & ASSOCIATES TO ASSIST Ph.D. STEVE DAVIDSON LAUNCH NEW WEB SITE AND PR STRATEGY

**LAGUNA HILLS, CALIF. — March 5, 2009** — Stearns Dwight & Associates (SDA), a Southern Calif.-based PR and marketing services agency, providing marketing solutions and PR consulting services to emerging companies, today announced that Dr. Steve Davidson, a clinical psychologist serving the public and private sectors in Orange County, has selected SDA to handle ongoing marketing communications and PR activities, beginning in June 2008.

SDA re-designed a [website](#) and will promote Davidson's brand through public relations, article placements and manage an ambitious speaking/teaching schedule for the next year. The communications campaign will build consumer and media awareness of the Steve Davidson, Ph.D. Clinical Consultancy in the south Orange County community. All planned outreach targets families, adults, adolescents and young children dealing with anxiety, depression, addiction, sleep disorders, relationship difficulty, goal-setting, career and work-life, as well as psychological testing to determine intelligence and learning ability in children and problem-solving ability, mood, neuropsychological status and personality in adults.

As a veteran clinician, Davidson's experience working for the government saw the creation of the San Bernardino Mental Health Court, instituting the Orange County Continuing Education drug and alcohol training program and creating the psychological testing required of airport traffic enforcement agents.

"We are very happy to be working with Steve Davidson," said SDA GM Pat Dwight. "Making a vocation change at any point in a career can be daunting; finding the balance between starting the business and dealing with the business aspects while performing the job – in this case counseling – is a big step. SDA is experienced in aiding businesses gracefully transition with confidence of knowing that they are in very capable hands," Dwight concluded.

Davidson states, "SDA has been very helpful in guiding this transition for my practice and I am very happy to be working with this professional team."

### **About Stearns Dwight & Associates**

Founded in 1999, Stearns Dwight & Associates (SDA) offers full-service marketing solutions and public relations consulting to small and medium-sized companies in the technology, home building and real estate markets, as well as a variety of other commercial and industrial segments. Through the imaginative and award-winning writing offered by SDA, client's messages reach their target audience quickly and affordably. SDA specializes in Public Relations, Media Relations, Sales Collateral, Feature Articles, Biographies, Newsletter Writing, Trade Show Writing, and Web site Copywriting. For more information call: (949) 454-6149, email: [info@sda.bz](mailto:info@sda.bz), or visit our [website](#).

### **About Steve Davidson:**

As a 30-year veteran in clinical psychology, Dr. Davidson has dedicated three decades to administering behavioral therapy in both public and private arenas. Receiving specialized training in the areas of cognitive behavior, family therapy, hypnosis and neuropsychological testing as well as certification in addiction counseling and measuring and evaluating learning, Davidson has combined his knowledge as a clinician and a theoretician and applied the *theory of operations* to family and organizational structures, subsequently creating his own *theory of human operations*. Davidson is a published author and columnist for the *San Bernardino Presst*. He has also spoken nationally and abroad for psychological associations and taught at Alliant University, Irvine and University of La Verne, North Island. He received his Ph.D. from the California School of Professional Psychology/San Diego, an American Psychology Association (APA) accredited school. For more information call (949) 233-0234 or visit [website](#).

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