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In 1999, Ron Kawalilak, CALM's Director of Strategic Development and Corporate Affairs, was responsible for CALM's knowledge and change management programs, public relations activities, media and customer relations, employee communications and advertising. He developed the communications plan for *CALMweb* and led the team that developed the site. David Gough wrote or edited much of the original content for the site and continues to develop new features for *CALMweb* as leader of CALM's web authors' group, while **Steve Grasso** is responsible for turning good ideas on interactive features into reality.

In addition to David and Steve, the web authors' group includes Kevin Bancroft, Jacqui Baxter, Warwick Boardman, Emma Bramwell, Allan Burbidge, David Burbidge, Pamela Burgoyne, Alex Chapman, Mike Choo, Troy Conlon, Suzanne Curry, John Dunn, Val Erceg, Christine Farrell, Paul Gioia, Greg Heberle, Paul Jones, David Lamont, Ray Lawrie, Kathryn Lee, Julia Lewis, Taryn Linning, Beng Mahon, Frank Mansillas, Bruce Maslin, Bob Mitchell, Trevor Morgan, Dawn Prior, Jillian Pryde, Jay Rayner, Adrian Reynolds, Ben Richardson, Bruce Richardson, Matt Sapsworth, Karen Shaddock, Grace Silvestro, Peng Soong, John Vodopier, Brad Wilkins, Simon Woodman, and Lisa Wright.