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2013
Event Guide

GREEN FLEET
Conference & Expo 2013

Green Fleet Conference & Expo
October 1-2, 2013
Phoenix Convention Center, Phoenix, AZ

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Tuesday, October 1

7:00am - 7:00pm	Registration Open	<i>Ballroom 120D Lobby</i>
7:30am - 8:50am*	BREAKFAST KEYNOTE ADDRESS What to Expect in President Obama's Second Term <i>Presented by Kipp Coddington, Kazmarek Mowrey Cloud Laseter LLP</i> <i>Sponsored by</i>  *Keynote Address will begin at 8:00am.	<i>Ballroom 120D</i>
9:00am - 11:30am	Ride & Drive Event 	<i>3rd Street</i>
11:45am - 2:15pm	Exhibit Hall Open	<i>North Hall 6</i>
12:00pm - 1:30pm	Lunch in the Exhibit Hall <i>Sponsored by</i> 	<i>North Hall 6</i>
2:30pm - 3:20pm	GENERAL SESSION Five Practical Ways to Improve Sustainability Efforts <i>Sponsored by</i> 	<i>Ballroom 120D</i>
3:30pm - 4:20pm	CONCURRENT SESSIONS <i>Sponsored by</i>  G Electrifying Your Fleet: Case Studies Explore EVs and Infrastructure C Proven Techniques to Encourage Green Driving Behavior T Reduce Idling to Save on Fuel and Cut Emissions	<i>Room 121A</i> <i>Room 122A</i> <i>Room 124A</i>
4:20pm - 4:40pm	Networking Break	<i>Outside Room 122A</i>
4:40pm - 5:30pm	CONCURRENT SESSIONS G C Innovative Solutions for Fleets T Case Study: How the Port Authority of New York and New Jersey Successfully Implemented Biodiesel into its Fleet Operations	<i>Room 122A</i> <i>Room 124A</i>
5:30pm - 7:30pm	Evening Reception and Exhibit Hall Open	<i>North Hall 6</i>
9:00pm - 11:00pm	Night on the Town <i>Sponsored by</i> 	<i>Lucky Strike Lanes</i>

Wednesday, October 2

7:30am - 2:00pm	Registration Open	<i>Ballroom 120D Lobby</i>
8:00am - 9:40am	Breakfast and Awards Ceremony <i>Sponsored by</i>  	<i>Ballroom 120D</i>
9:40am - 10:10am	Networking Break	<i>Ballroom 120D Lobby</i>
10:10am - 11:00am	CONCURRENT SESSIONS <i>Sponsored by</i> 	
	G The City of Columbus' Cutting Edge Green Fleet Policies & Implementation Efforts	<i>Room 121A</i>
	C ARAMARK's Small Steps toward Sustainability Yield Big Savings	<i>Room 122A</i>
	T Natural Gas: Real-World Success Stories	<i>Room 124A</i>
11:10am - 12:00pm	GENERAL SESSION How the Clean Cities Program Can Benefit Your Fleet <i>Sponsored by</i> 	<i>Ballroom 120D</i>
12:00pm - 2:00pm	Exhibit Hall Open	<i>North Hall 6</i>
12:00pm - 1:30pm	Lunch in the Exhibit Hall <i>Sponsored by</i> 	<i>North Hall 6</i>
2:15pm - 3:05pm	CONCURRENT SESSIONS <i>Sponsored by</i> 	
	G Case Studies of Successful Propane Autogas Implementation	<i>Room 121A</i>
	C Two Case Studies: Green Your Fleet Using Re-Refined Oil	<i>Room 122A</i>
	T Truck Makers Update on Green Vehicles	<i>Room 124A</i>
3:15pm - 4:05pm	CONCURRENT SESSIONS	
	G Going Green: Put an End to Idling In Your Fleet	<i>Room 121A</i>
	C Forecast of Hybrid, Propane and Natural Gas Truck Markets	<i>Room 122A</i>
	T Asking the Right Questions When Considering the ROI of Green Fleet Strategies	<i>Room 124A</i>
4:05pm - 4:25pm	Pre-Keynote Mixer with Richard Battersby	<i>Ballroom 120D</i>
4:25pm - 5:15pm	CLOSING KEYNOTE ADDRESS Latest Opportunities for DOE and EPA Grants and Funding <i>Presented by Richard Battersby, University of California, Davis</i>	<i>Ballroom 120D</i>
5:15pm - 6:45pm	Farewell Networking Reception	<i>Copper Blues Rock Pub & Kitchen</i>



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Dear Conference Attendee,

Now in its sixth year, **Green Fleet Conference & Expo** has really come into its own. As an increasing number of fleets embrace alternative fuels and set efficiency goals, the conference content has only become increasingly relevant, and the attendees and exhibitors have come to rely on the event as a way to forge strategic connections. We are proud to have supplied a verifiable breeding ground for innovation and new, significant alliances.

Some of the highlights you will experience this year are an enhanced Ride & Drive Event, the All-Star Sustainability recipients, Green Fleet of the Year and the Propane Autogas awards. I urge you to attend all the sessions, participate in the Ride & Drive Event, and take every available opportunity to meet with our sponsors and exhibitors. Also, be sure to utilize our networking functions to meet and share ideas with your peers.

I would like to thank all the sponsors and partners of the **Green Fleet Conference & Expo**, as well as the speakers and panel members who have contributed their time, experience and knowledge.

I am confident you will walk away from this conference inspired and recharged. Enjoy your time at this year's event!

A handwritten signature in black ink, appearing to read 'RJB' followed by a flourish.

Robert J. Brown
Associate Publisher
Bobit Business Media Fleet Group





Dear Friends:

Welcome to the Green Fleet Conference & Expo. This is an exciting time for fleet sustainability, as technology continues to evolve. Our organizations are confronting many changes and we're meeting these challenges during a time of nationwide and global change. The city of Phoenix is honored to have been chosen as the meeting place for so many like-minded government and industry leaders. Our City Council and City Management have long advocated sustainability in all our operations to provide a better environment for our citizens to live, work, and play. These sustainability efforts have made Phoenix a regional leader with national recognition for our green fleet efforts.

As the sixth largest city in the U.S., Phoenix has a great deal of activities to offer you, from Sonoran Desert vistas and fine dining, to world class outdoor activities in the largest municipal park in the country. I encourage you to get out and enjoy some of the Southwest's best hospitality and activities.

Thank you for attending this event and bringing your expertise to Phoenix. As green fleet leaders, you have the vision, the knowledge, the wherewithal, and the experience to help us create a more sustainable future. I wish you a productive and enjoyable conference.

Sincerely,

A handwritten signature in black ink that reads "Greg Stanton". The signature is fluid and cursive.

Greg Stanton

Mayor

City of Phoenix, AZ



HELPING FLEETS CHOOSE A GREENER PATH

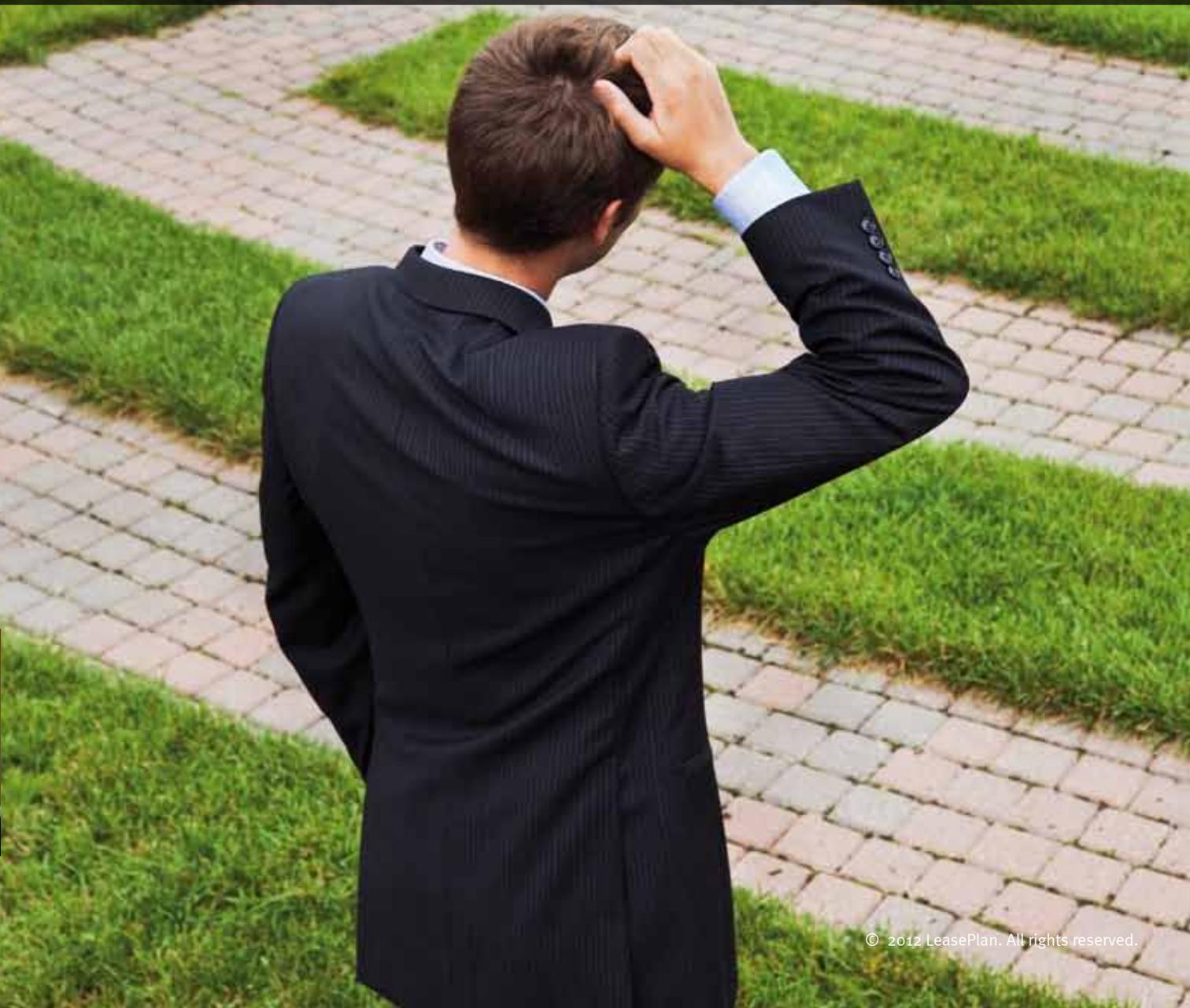
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Passport Program

You have the chance to win great prizes with our Passport Program! Pick up a Passport at registration and get it stamped at participating exhibits. Return your stamped booklet to the *Green Fleet* magazine booth #607 by 1:00pm on Wednesday, October 2nd for the 1:30pm drawing. You must be present to win.*

**If you or your organization is not allowed to accept prizes, we would be happy to donate the prize to a charity or organization of your choice. Exhibitors are not eligible.*

Open Bar During the Evening Reception in the Exhibit Hall

Tuesday, October 1
5:30pm – 7:30pm
North Hall 6

The sessions may have wrapped for the day, but the exhibit hall will still be alive! Come enjoy an open bar and appetizers, network with attendees, and see the new products and services the 2013 exhibitors have to offer.



Farewell Networking Reception



Wednesday, October 2
5:15pm – 6:45pm
Copper Blues Rock Pub & Kitchen

If you're still in town Wednesday night, don't get settled in your room, we're having another party! Meet us at Copper Blues Rock &

Pub Kitchen for one last hurrah. We'll unwind and say goodbye before heading back to real life.

You must bring your name badge for access to the party. Walking directions are available at the registration counters.

Night on the Town at Lucky Strike Lanes

Tuesday, October 1
9:00pm – 11:00pm
Lucky Strike Lanes



Lucky Strike Lanes is not just for bowling! We are heading two blocks away and taking over their VIP area for a party with great food, drinks and music. Join us for networking and fun...and of course bowling!

Stop by the GPS Insight booth #303 for drink tickets.

Dress code enforced. The following are not permitted: athletic wear, sweats or sports jerseys, motorcycle colors, excessively baggy clothing, sleeveless t-shirts, plain white t-shirts (short or long sleeve), construction boots, headgear, chains, ripped or soiled clothing. You must bring your name badge for access to the party.

Walking directions are available at the registration counters

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Green Fleet Certification

The CLEANFleet certification (CFC) is a national program developed by CGFM to certify both private and public fleet operations as energy efficient and environmentally responsible. This program is the industry recognized method to measure and reward high standards in clean fleet management. For more information, stop by the *Green Fleet* magazine booth #607.

METRO Light Rail



While you're in Phoenix, you can get around with the new Valley METRO light rail. Stations are close by and run right by some of the area's top attractions. It's also an inexpensive means for a light-packer to get to Phoenix Sky Harbor International Airport. It's a short walk to the 3rd Street/ Jefferson Light Rail Station then a ride to the 44th Street/Washington Station. From there, the PHX Sky Train™ will give you a free ride to the terminal.

A one-way pass costs \$2.00 or an all-day pass is \$4.00, which can be purchased at the ticket vending machines at each station. Find more information at www.valleymetro.org

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Tuesday, October 1

7:00am - 7:00pm

Registration Open

Ballroom 120D Lobby

7:30am - 8:50am*

BREAKFAST KEYNOTE ADDRESS

What to Expect in President Obama's Second Term

Ballroom 120D

The Obama Administration's second term environmental and energy policies will directly impact everyone's fleet. This session will feature a discussion of what outcomes to expect both today and in the future.

Presenter: Kipp Coddington, Kazmarek Mowrey Cloud Laseter LLP

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*Keynote Address will begin at 8:00am.

9:00am - 11:30am

Ride & Drive Event



3rd Street

Test drive the latest precision-engineered alternative fuel technologies side-by-side in this Ride & Drive Event. A valid driver's license required to test drive vehicles.

11:45am - 2:15pm

Exhibit Hall Open

North Hall 6

12:00pm - 1:30pm

Lunch in the Exhibit Hall

North Hall 6

Be sure to walk through the Chevron Delo Truck located next to the lunch area. This 80-foot interactive experience demonstrates how Delo products with ISOSYN technology can help provide extended service protection, maximize engine durability, and minimize operating costs.

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2:30pm - 3:20pm

GENERAL SESSION

Five Practical Ways to Improve Sustainability Efforts
Ballroom 120D

Manage your fleet effectively and you will use less fuel and generate fewer emissions and excess costs that impact your profitability. Take home five achievable steps that fleet organizations can immediately use to improve sustainability and improve their bottom line.

Presenter: Don Diego Padilla, FleetMind Solutions Inc.

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3:30pm - 4:20pm

CONCURRENT SESSIONS

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G Electrifying Your Fleet: Case Studies Explore EVs and Infrastructure
Room 121A

Working with the Electrification Coalition, the City of Loveland and City of Fort Collins have integrated electric into their fleets, and are finding positive results. The session will give insights into the challenges that both fleets faced during this electric fleet decision process – from vehicle procurement to the infrastructure.

Co-Presenters: Ben Prochazka, Electrification Coalition; Steve Kibler, City of Loveland, CO; Tom Vosburg, City of Fort Collins, CO

C Proven Techniques to Encourage Green Driving Behavior
Room 122A

You may have provided your drivers with fuel-efficient vehicles, but in order to maximize efficiency and achieve sustainability goals, they need to be operated properly. Drivers must understand that their behaviors directly impacts the company's environmental goals. Explore the ways your drivers' behaviors affect your fleet's sustainability and hear ideas on how to inspire responsible driving habits.

Presenter: Erik Nelson, Wheels

T Reduce Idling to Save on Fuel and Cut Emissions

Room 124A

A typical linehaul fleet sees 20% - 30% idle time over the course of a year. A general rule of thumb is that every extra 10% of idle time equals another percentage point in fuel economy savings. On top of that, many areas have laws limiting idling in order to cut exhaust emissions. In this panel discussion, learn about some of the options available to reduce idling in your fleet, including auxiliary power units, shore power and more, while still allowing drivers to rest comfortably and enjoy in-cab creature comforts.

Moderator: Deborah Lockridge, *Heavy Duty Trucking* magazine

Panelists: Paul Barbaro, Thermo King; Adam Cook, Idle Free; Bill Gordon, Bergstrom Inc.; Dale Peay, Espar Heater Systems

4:20pm - 4:40pm

Networking Break

Outside of Room 122A

4:40pm - 5:30pm

CONCURRENT SESSIONS

G C Innovative Solutions for Fleets

Room 122A

A series of five-minute presentations from exhibitors geared toward fleet managers showcasing technologically advanced products and services on display and demonstrated in the expo area.

Presenters: General Motors, GPS Insight, Green Fuel Tabs, ROUSH Clean Tech, Venchurs Vehicle Systems and more.

T Case Study: How the Port Authority of New York and New Jersey Successfully Implemented Biodiesel into its Fleet Operations

Room 124A
The Port Authority of New York and New Jersey has gone to great expense to ensure that alternative fuels and their accompanying infrastructure are available at all its fueling sites. A key component of this effort is the agency's 10-year-old biodiesel program. As a result of this program, 85% of the Port Authority's fleet is considered "green." This compelling case study will demonstrate how the Port Authority of New York and New Jersey, by working closely with its

suppliers and client departments, overcame initial user resistance and learned how to successfully address the growing pains typically associated with biodiesel.

Presenter: Jim Reinish, Port Authority of New York and New Jersey

5:30pm - 7:30pm

Evening Reception and Exhibit Hall Open North Hall 6

Featuring an open bar and appetizers!

9:00pm - 11:00pm

Night on the Town Lucky Strike Lanes

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Wednesday, October 2

7:30am - 2:00pm

Registration Open

Ballroom 120D Lobby

8:00am - 9:40am

Breakfast and Awards Ceremony

Ballroom 120D

Join fellow attendees in honoring fleets, fleet managers, and automotive vendors who have led the way in making their operations more sustainable. Bobit Business Media will present its Fleet Sustainability All-Star Awards to commercial fleets, fleet managers, and vendors who have gone above and beyond to make their operations and the world "greener." The top Green Fleet Awards will also be presented to the most sustainable public fleets in the country.

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9:40am - 10:10am

Networking Break

Ballroom 120D Lobby



10:10am - 11:00am

CONCURRENT SESSIONS

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G The City of Columbus' Cutting Edge Green Fleet Policies & Implementation Efforts Room 121A

As one of the premier fleet departments in the country, the City of Columbus, OH, is full-speed ahead with CNG, and its Green Fleet Policy has proven to be a model for many other cities. This session will explore the policies and implementation efforts that have resulted in the City of Columbus' extensive CNG infrastructure, which includes a fleet of CNG vehicles and public, 24-hour CNG fueling stations that do not require special Fleet or Gas Utility Cards for fuel purchases.

Presenter: Bill Burns, City of Columbus, OH

C ARAMARK's Small Steps toward Sustainability Yield Big Savings Room 122A

If the thought of replacing just over half your fleet scares you, let ARAMARK show you how it developed a plan for accomplishing exactly this through gradual changes that not only reduced overall spending but increased the sustainability of the company's 3,100-vehicle fleet. You'll walk away with tried and true best practices that can be applied to your fleet the day you return to the office.

Presenters: Chris Morgan, ARI; Tom Winnberg, ARAMARK

T Natural Gas: Real-World Success Stories Room 124A

Fleets using compressed natural gas (CNG) and liquefied natural gas (LNG) will discuss their experiences in choosing and implementing natural gas fueling strategies, including equipment concerns, fueling infrastructure, maintenance, driver training and acceptance, return on investment and more.

Moderator: Deborah Lockridge, *Heavy Duty Trucking Magazine*

Panelists: Charles Musgrove, Dillon Transport; Marty Tufte, Waste Management

11:10am - 12:00pm

GENERAL SESSION

How the Clean Cities Program Can Benefit Your Fleet Ballroom 120D

The U.S. Department of Energy's Clean Cities program is a powerhouse in alternative fuels best practices. Clean Cities has funded more than 500 transportation projects nationwide, totaling \$377 million in project awards. You can leverage Clean Cities' program resources to achieve your fleet's sustainability goals. Learn more about what the programs offer and tap into new strategies for deploying alternative and renewable fuels, implementing idle-reduction measures and improving fuel efficiency for your own fleet.

Moderator: Todd Mouw, ROUSH CleanTech

Panelists: Colleen Crowninshield, Pima Association of Governments; Robin Erickson, Utah Clean Cities; Laura Palombi, Clean Energy Coalition

Sponsored by 

12:00pm - 2:00pm

Exhibit Hall Open

North Hall 6

12:00pm - 1:30pm

Lunch in the Exhibit Hall

North Hall 6

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2:15pm - 3:05pm

CONCURRENT SESSIONS

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G Case Studies of Successful Propane Autogas Implementation Room 121A

Propane autogas is the third most commonly used vehicle fuel in the world. With its low cost, availability, and easy-to-implement infrastructure, commercial and government fleets across the U.S. are increasingly turning to propane autogas as their fuel of choice. Join a panel made up of industry experts as they share real-world examples of fleets using propane autogas, including the challenges they overcame on the road to success and cost savings they achieved.

Moderator: James Thompson, GE Capital

Panelists: Ron Latko, Mesa Unified School District; Todd Mouw, ROUSH CleanTech; Ralph Perpetuini, Icom North America LLC



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C Two Case Studies: Green Your Fleet Using Re-Refined Oil
Room 122A

One way to start greening your fleet is to begin with greener, re-refined motor oil that protects engines and protects the environment. Learn why and how the City of Phoenix, AZ, and Veolia Transportation made the switch.

Moderator: Joanne Tucker, *Green Fleet Magazine*
Panelists: Gregg Duckett, City of Phoenix; John Luddon, Veolia Transportation

T Truck Makers Update on Green Vehicles
Room 124A

This panel of heavy-duty truck maker representatives will discuss what they're doing to meet greenhouse gas/fuel economy regulations for 2014 and beyond, while sharing their outlook on the current and future status of alternative fuels, hybrid/electric and more.

Moderator: David Moniz, *Heavy Duty Trucking Magazine*

Panelists: Andy Douglas, Kenworth Truck Company; Roy Horton, Mack; Nadine Haupt, Navistar Inc.; Krzysztof Hus, Daimler Trucks North America; Bill Kahn, Peterbilt

3:15pm - 4:05pm

CONCURRENT SESSIONS

G Going Green: Putting an End to Idling In Your Fleet
Room 121A

One hour of idle time represents 80 miles of engine wear and approximately one gallon of fuel. Despite this wasteful and environmentally harmful practice, many fleets have little to no enforcement policies when it comes to preventing drivers from idling. Learn what it takes to make a change in your organization and what resources and technologies are available to help you get there.

Presenter: Corey Catten, inthinc Technology Solutions, Inc.

C Forecast of Hybrid, Propane and Natural Gas Truck Markets
Room 122A

All alternative-fuel vehicles all have the potential to significantly reduce costs. While they reduce petroleum usage, they also have different incremental costs, government influence

and infrastructure requirements. This will review costs associated with different alt-fuels and the expected sales forecasts over the next five years.

Presenter: Dave Hurst, Navigant Research

T Asking the Right Questions When Considering the ROI of Green Fleet Strategies
Room 124A

Fleet managers today face pressures to go green from customers, top company management, regulatory agencies and more. But before jumping into a big investment in new vehicles and infrastructure, it's important to do your homework. This session will explore the important questions fleets need to ask in order to choose the best green fleet strategies for their operations.

Presenter: Ken Gilles, GE Fleet Services

4:05pm - 4:25pm

Pre-Keynote Mixer with Richard Battersby
Ballroom 120D

4:25pm - 5:15pm

CLOSING KEYNOTE ADDRESS

Latest Opportunities for DOE and EPA Grants and Funding
Ballroom 120D

Cost containment is the No. 1 issue facing both corporate and public sector fleet management professionals. Tremendous opportunities still exist for fleets to tap into grant and funding programs. Don't leave money on the table and learn how to track down and draw upon public funding from the Department of Energy and the Environmental Protection Agency that can help subsidize your green fleet initiatives.

Presenter: Richard Battersby, University of California, Davis

5:15pm - 6:45pm

Farewell Networking Reception
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*Product Manager APU
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CAFM, CFPF**

*Director of Fleet Services
University of California, Davis*

BILL BURNS

*Fleet Operations Manager
City of Columbus, OH, Fleet
Management Division*

COREY CATTEN

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COLLEEN CROWNINSHIELD

*Clean Cities Manager (Clean Fuels)
Pima Association of Governments*

ANDY DOUGLAS

*National Sales Manager
Kenworth Truck Company*

GREGG DUCKETT

*Public Works Operations Manager
City of Phoenix, AZ*

ROBIN ERICKSON

*Southern Director
Utah Clean Cities Coalition*

KEN GILLIES

*Manager, Truck Ordering &
Engineering
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*Manager of Advanced Concepts
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STEPHEN KIBLER, ACFM

*Fleet Manager
City of Loveland, CO*

RON LATKO

*Director of Transportation and
Fleet Management
Mesa Unified School District*

DEBORAH LOCKRIDGE

*Editor-in-Chief
Heavy Duty Trucking Magazine*

JOHN LUDDON

*Director of Maintenance
Veolia Transportation*

DAVE MONIZ

*Publisher
Heavy Duty Trucking Magazine*

CHRIS MORGAN

*Director of Strategic Consulting
ARI*

TODD MOUW

*National Sales Manager
ROUSH CleanTech*

CHARLES MUSGROVE

*Vice President
Dillon Transport*

ERIK NELSON

*Manager, North American Truck &
Equipment Consulting Services
Wheels, Inc.*

DON DIEGO PADILLA

*Vice President Business
Development
FleetMind Solutions, Inc.*

LAURA PALOMBI

*Project Manager
Clean Energy Coalition*

DALE PEAY

*V.P. Regional Sales
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RALPH PERPETUINI

*CEO
Icom North America LLC*

BEN PROCHAZKA

*Director of Strategic Initiatives
Electrification Coalition*

JIM REINISH

*Manager, Central Automotive Division
Port Authority of New York and
New Jersey*

ROBIN ERICKSON

*Southern Director
Utah Clean Cities Coalition*

JAMES THOMPSON

*Strategic Consulting Manager
GE Capital*

JOANNE TUCKER

*Public Relations
Green Fleet Magazine*

MARTY TUFTE

*Corporate Fleet Director
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301	Chevron Lubricants
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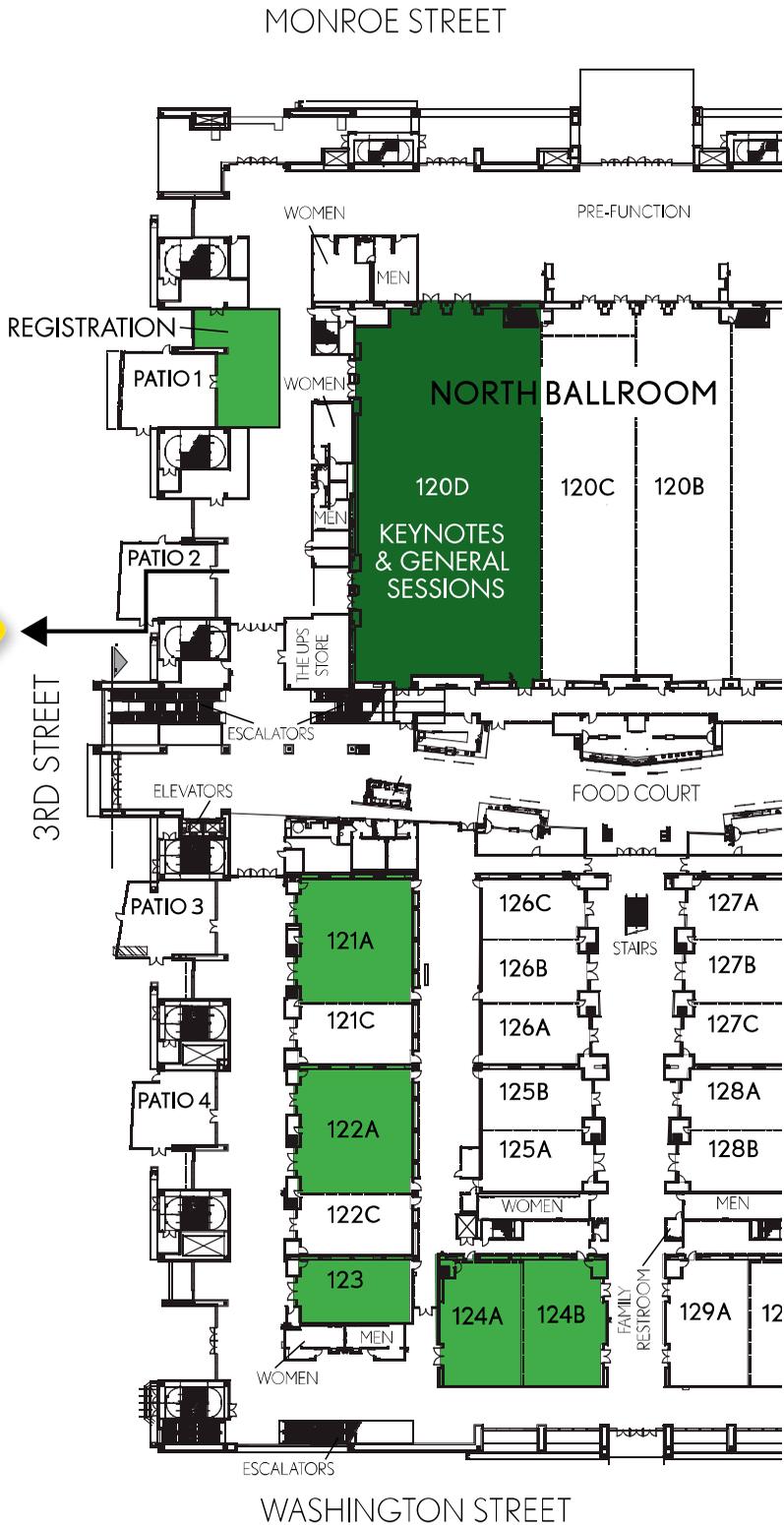
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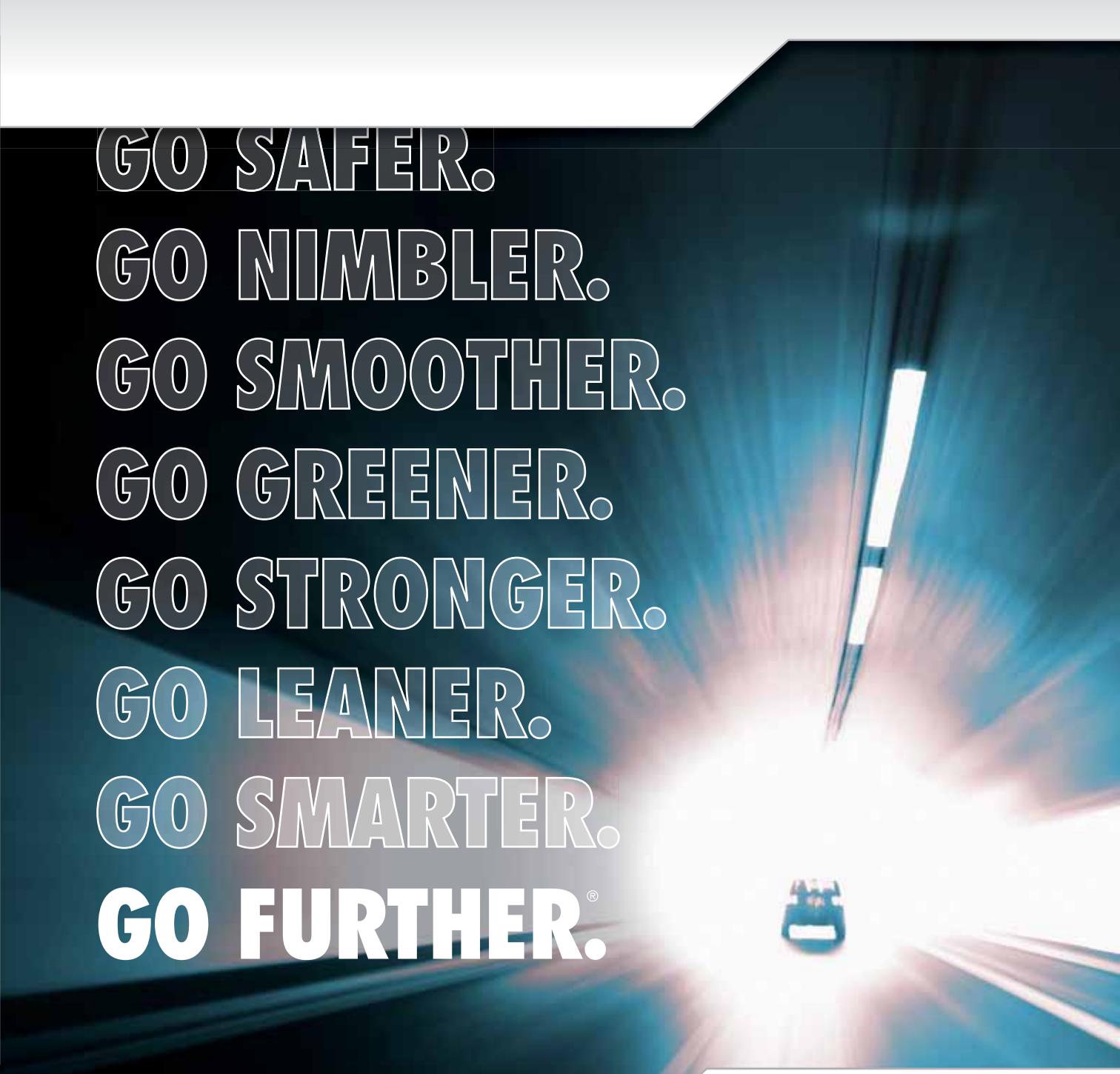
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