

Tires & Treading



VOLUME 58, ISSUE 3

MAY/JUNE 2018

CTDA MEMBERS - "How Can We Help You?"



Inside This Issue

President's Message.....	3	San Gabriel Valley Report.....	11
Executive Director's Corner	5	Risk Management Corner: Elephant in The Room.....	13
CTDA Calendar	7	Food For Thought: Creative Marketing Ideas.....	14
Legislative Report.....	8	SF South Bay Report.....	16
A Tribute to Walter Hekimian	9		



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Chris Barry

President's Message



To Our Valued CTDA Members,

We are coming up to the half way point in 2018 and the tire industry has been in rapid movement with the merger of NTW & TCI in January and then the big news with Bridgestone & Goodyear creating the new Tire Hub in April. We have the big boys back East, Mavis & Monroe, inching closer to California, and they continue to gobble up tire dealers in the eastern half of the country, and a holdings company purchasing companies as well. Its time for the Independent Tire Dealer to take stock of the opportunities out there with the California Tire Dealers Association. Please support the CTDA partners, including those where we have had many meetings over the past few years at regional warehouses such as Tires Warehouse (TWI) and National Tire Warehouse (NTW). Please mention that you are a CTDA member and they will offer you a terrific program.

We have Cintas as the official CTDA uniform company, so please give them a call. We have a Flyers Fuel Program that will reward you with gas discounts. With the price of gas skyrocketing, this program is a no brainer.

As the CTDA moves into the 3rd quarter we will be working on a health program for the CTDA members. This will be extremely difficult to start, but with the CTDA Board members we have in place, I believe we will get this off the ground. So, please stay tuned as you will see information coming out from us in the coming weeks and months.

Also, please support the CTDA, as we have meetings planned in San Diego in July and a FootGolf (Golf/Soccer) Tournament in Alameda in July, and then we will also be having a CTDA meeting in Irwindale in September and one in Fresno in September.

So, happy selling and please check out the CTDA website at www.catiredealers.com to see what we have to offer you.

Thank you and take care,

Chris Barry

California Tire Dealers Association

(A non profit mutual benefit corporation)

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Molodanof Government Relations

Discount Fuel Program for CTDA Members



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christina.day@4flyers.com
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Marc Connerly

Executive Director's Corner



“How can we help you?”

Those five simple, but very important words are my message for every CTDA member, and what I would ask each of you if given the chance. At some point, I hope to have that chance in person, or by phone, but in the interim, I will use this forum, and I will ask it again, “How can we help you?”

We occasionally receive calls or emails from members, usually shortly after receiving a dues invoice, asking, “What do I receive for my dues?”

Of course, the answer usually involves an explanation about CTDA’s legislative advocacy, this magazine, our discount programs, a listing on the CTDA website, and a few other tangible benefits. But, the truth is that the answer to the question is probably up to you, the members, and you don’t even realize it. The truth is that CTDA membership is meant to be a resource, an outlet for assistance and problem-solving when needed. As such, what you get out of your membership can be just about whatever you want it to be—you just have to ask.

Having difficulty with local government or state regulatory bodies? Call CTDA and we’ll see how we can help.

Looking for a form or document related to hiring, firing or a sticky employment situation? CTDA is here to find a resource for you or help point you in the right direction.

Interested in improving your marketing efforts, renovating your store, how to use social media, trying to buy or sell some used equipment? Call CTDA, CTDA, CTDA, CTDA!

The point is that there is virtually no length to which we will not go to help you and your business...but you have to ask! We may have the answer or resource at our fingertips, but if we don’t we’ll certainly take the time to research the issue and present you with some options and ideas for possible solutions, allowing you to focus on running your shop while we help solve your problems.

It’s not quite as catchy as “Who ya’ gonna’ call?...GHOSTBUSTERS,” but the next time you’re asked “Who ya’ gonna’ call?”...think “CTDA!” We’re here to help!

Marc Connerly

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CTDA Calendar

Tuesday, July 24, 2018

San Diego Area Meeting

Marie Callender's Restaurant & Bakery

6950 Alvarado Rd., San Diego, CA

5:30 PM—8:00 PM

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Sunday, July 29, 2018

CTDA Northern California FootGolf Tournament

Corica Park Golf Course

1 Clubhouse Memorial Rd, Alameda

Shotgun Start: 1:00 PM

For more details on FootGolf, please visit:

<https://www.youtube.com/watch?v=l2I7Gb0JB5E>



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The advertisement features a large background image of a warehouse filled with rows of various alloy wheels on metal racks. In the foreground, a hand is holding a smartphone, with a close-up of a wheel and tire visible to the right. The text "Text Pics to 951-RimText (951-746-8398)" is overlaid on the top right, and "Giant Inventory In Stock Ready to Ship" is overlaid in large, bold letters at the bottom.

Jack Molodanof

Legislative Report



Dear CTDA Members,

Following is the status of the legislative proposals we are tracking as of early June:

AB 2908 (Berman). Tire Recycling: Tire Regulatory Fee Oppose.

AB 2908 gives CalRecycle the ability to create a new tire fee up to \$1.00 per tire, on top of the current \$1.75 per tire fee already charged, meaning a total of \$11.00 for a new set of tires. The big problem with the tire fee--aside from it being another fee-- is that the current tire fee brings in approximately \$35 million annually. Cal Recycle is unable to spend the millions of dollars it collects every year from the current tire fees. CalRecycle should spend its existing money responsibly, rather than impose new tire fees. The bill is moving forward and was passed by the Senate Environmental Quality Committee in June. We are requesting CTDA members to contact their legislator and ask that they vote "no" on the bill.

SB 993 (Hertzberg). Sales Tax: Services. Oppose.

This bill's intended to make major tax reforms, including expanding the sales tax to services. The bill would increase the costs to all businesses, including independent auto repair shops. All services purchased by a business would be taxed at 3%. Examples of business services being taxed include legal, accounting, software billing, computer services, janitorial, etc... This is a very complicated tax reform bill and implementation will be a nightmare for small businesses. A series of hearings on the measure are being planned that will include experts to do a "deeper dive" into the issue of taxing services. We will monitor the upcoming hearings very closely and report.

AB 1743 (O'Donnell). Career Technical Education. Support. The bill would allow students to gain college and career readiness skills through access to high-quality career technical education (CTE) courses such as automotive repair by extending current funding for the CTE incentive grant program. The bill provides funding--\$500 million per year. Automotive shop programs need funding for teachers, updated equipment, tools, and curriculum to continue

to support these important programs and for the future of our workforce. This bill is moving forward and we continue to support.

SB 962 (Allen). Greenhouse Gases-Tires. Oppose. This bill requires the state Air Resources Board before December 31, 2019 to adopt regulations implementing a statewide program to reduce emissions of greenhouse gases resulting from the use of replacement tires sold for use on passenger cars and light-duty trucks and establish a fuel-efficient passenger vehicle tire incentive program to promote the development of the efficient tire market and adopt premium efficient tires and evaluate the benefits of implementing a labeling program for replacement tires sold. The bill died in Committee.

AB 2392 (Santiago). Vehicles: Towing and Storage. Oppose unless amended. This bill is intended to address abuses with towing and storage businesses; however, as originally drafted, it was overly broad and unnecessarily captures automotive repair (tire) dealers. The author has taken many amendments to address concerns. Among other things, auto shops (tire dealers) will not need to post unnecessary Towing and Access Notice signage in the office area.

SB 1343 (Mitchell). Employers: Sexual harassment Training: Requirement. Concerns. This bill requires an employer who employs 5 or more employees to provide at least 2 hours of sexual harassment training to all employees by January 1, 2020, and once every 2 years after that. The bill requires the Department of Fair Employment and Housing to develop a 2-hour video training course on the prevention of sexual harassment in the workplace and require the department to provide existing informational posters and information regarding sexual harassment prevention, available to employers, in alternate languages.

Legislative Report (continued)

(Continued from page 8)

Bureau of Automotive Repair Regulations (BAR)

The BAR (which oversees and regulates automotive dealers) has been in the process of updating regulations, including estimate and invoice requirements, to streamline the communication process between shops and consumers by recognizing a wide range of authorizations including electronic signatures and text messages. These regulations will significantly help both tire shops and consumers and be bringing the industry into the 21st century and should take effect later this year. We will continue to monitor closely and report as implementation is near.

Jack Molodanof

Billy Eordekian

A Tribute to Walter Hekimian



Billy Eordekian

1-800EveryRim – OEM Wheels

1-800 383 7974 / Billy@1-800EveryRim.com

Alray Tire and Gentlemen Whom I Miss

Back when I was a teen, I remember Alray Tire was the best place to buy a Western Wheel. Later I learned of how my Dad's store, Warner's Tire House in Montebello, originally came to know about this great company. Our smooth talking and wily yet honest Armstrong salesman, Henry Connors had a big deal for us, but the deal was too big for any one of his dealers. Putting us together with "a secret dealer in the valley" we would share the tires and later share a lifelong relationship that continues today with the next generation. Starting in the 70's Walter Hekimian, Ed Tashjian, and Harold Surabian built a monster of a business with three locations including wholesale operations in Glendale and Canoga Park where they distributed Nitto, Western Wheel, plus a lot more. In those days no one really stocked wheels and the partners became the go to people for many dealers including larger accounts like Pep Boys. Alray even did Appliance chrome exchange steel (Are you old enough to remember chrome exchange steel?) and serviced car dealerships all over So Cal. I write today because Walter passed away in April, as did Ed a few years back. Harold is happy in retirement and I still maintain a great relationship with the Tashjian's at Western Tire – Burbank. Quite often I see our close family friend Walter Hekimian Jr. who is part of our charity organization as was Ed. Alray was a member of CTDA and these partners were good, honest, hardworking men...and whom hold a place in our history and in my heart.

Your Humble Used Rim Peddler, Billy Eordekian

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Not all services available at all locations. Please contact your nearest East Bay Tire service center for more information about services, pricing and tire product inventories.

Paul Arellano

San Gabriel Valley Report



“2018 is going to be a Banner Year!”

Me, December, 2017

SALES CLINIC – VOLUME 27

OK, let’s just get it out on the table, you know, “the elephant in the room!” This year, so far, has NOT, repeat after me, NOT turned out as we had anticipated! There! I said it!

Shocking Revelation #28:

Shocking, but true: My lofty, aggressive, ever the optimist projections sometimes fall short. What? No, not Mr. Sales himself, the guy with the word “sales” on a license plate or two and in his personal email address! Yes, it’s true, and 2018 is one of those rare but painful examples. I quoted myself above, a phrase that I confidently told many back in December of 2017. Well, I was half right...This *has* turned out to be a banner year. I just didn’t expect that my banner would read: “Inventory Reduction Sale!” Like Charlie Brown used to say, “Argh!”

John F. Kennedy once said (this is the third quote for the price of one in this article): “In a crisis, be aware of the danger, but recognize the opportunity.” Whether you categorize the first half of 2018 as a crisis, or just a down period, there **are** opportunities here for all of us. When times are good, it is easy to overlook our shortcomings or areas where we could be a little better. We’re so busy that even if we know of them, we don’t have the time, and they almost seem not to matter or to be affecting things. Experienced professionals, regardless of their position (be it an outside sales person, a master technician, plant superintendent and more), can sometimes feel like they know all that is to be known, and rarely do they reach for a book or seek advice on how to improve. Those of us with teenagers or twenty-something offspring say of them, “he/she thinks he/she knows it all!” Well, we, too, can be Mr. or Mrs. Know-it-all as well.

Want proof that a crisis, problem or challenge can lead to something great? Just look at all major inventions, product or service improvements, and other innovations

over the last two decades. Were electric, hybrid and alternative fuel vehicles invented just for fun, or for some other reason? Was the 911 call system developed just to shorten a phone number, or was it created in response to a huge problem in emergency responses?

Don’t worry, you probably don’t need to reinvent your wheel, so to speak, but you might just need to straighten out a few spokes in that wheel. What I am saying is, please don’t panic. Do as JFK suggested and recognize the “danger” in this slower than usual period, but also recognize the opportunity to improve yourself, your product or service offerings, and more. Take this time to engage your customers more. Ask more questions and find out what their concerns are and then go back to the drawing board to see how it is that you might better serve them. A successful clothing entrepreneur recently said, “Failure is a necessary process” (4 quotes now!). Well, I would add that challenges and tough times, too, are a necessary process through which we must go, in order that we might improve.

I will be much more careful when doling out quotes as I did at the end of 2017! I think that we must all realize that life really doesn’t come with a crystal ball. It actually comes with curve balls....several! Learning how to deal with those curve balls can get us back on the winning track, and perhaps, better than we were before! What does YOUR banner read?

Paul Arellano is the Marketing Manager at Lakin Tire in Santa Fe Springs, California. He can be reached at (562) 802 2752.

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The Elephant in The Room

What is large, scary, and has the ability to crush you? If you said elephant, you're not wrong, but, for the sake of this article, a fellow distracted driver is the correct answer.

Painting a not-so-pretty picture

Let's create a dot map. First, picture the lower 48 states. Now, cover everything east of the Mississippi River and the western half of Washington, Oregon, and California with 32,000 red dots. At first glance, the map almost looks solid red over these areas. So what? These dots illustrate the more than 32,000 traffic fatalities in 2016.¹ Those dots are people! (To see an actual version of this illustration, the Web address of the NHTSA report is listed at the end of this article.)

There must be a way to prevent this

Over the decades, the number of vehicle crash fatalities across the nation has relatively declined. But, in recent years, crash fatalities have increased dramatically. Between 2014 and 2015, fatalities increased 8.4 percent year over year - the largest year over year increase in over 50 years. Between 2015 and 2016, fatalities increased another 5.6 percent over the previous record-breaking year.²

When seatbelts and specialized vehicle bumpers became required years ago, it was soon realized that technology can help prevent injuries and deaths. Today, a different type of technology is developing and usage is increasing across various industries. Current technology will monitor driver performance and allow business leaders to coach employee individual performance.

Federated has recently built relationships with three vendor partners who specialize in driving technology – Lytx®, Sentinel HDx, and SmartDrive®. These relationships allow Federated clients access to discounted products and services.

The real elephant in the room

There seems to be two schools of thought when it comes to vehicle technology. On one hand, in-cab cameras and vehicle telematics that monitor drivers' actions can be helpful for coaching a driver. On the other hand, they are sometimes perceived as too intrusive. The same for cam-

era systems that record the surrounding traffic. Video could be used to defend against alleged driver negligence, but it could also reveal a company's poor driving. If you are considering implementing in-cab cameras, consult with your human resources and legal counsel to discuss any requirements for use of this technology in your state.

A technology company claims that using their technology can reduce collision frequency by up to 50 percent and collision severity by up to 80 percent.³

In the end, we all know the greatest asset is the driver behind the wheel each day. Engaging drivers and reducing risky behaviors behind the wheel is our ultimate goal. To this end, we have continued our goal of safe driving by adding reinforcement to our Drive S.A.F.E. campaign. Drive S.A.F.E.R adds this Reinforcement at the end to complement our previous Speed, Attention, Fatigue and Emotion messages.

As long as crash statistics continue to rise, we will continue to drive home prevention tools for our clients. There is real impact to the bottom line, but our greatest impact is keeping our roadways safe and making sure everyone makes it home safe today and every day.

¹ NHTSA Fatality Analysis Reporting System (FARS/Esri); https://cdan.nhtsa.gov/GISMaps/STSI_MAP_Mobile.htm?1&USA&VAR1=1&41&99&32,166&30,056&30,202&5

² "2016 Fatal Motor Vehicle Crashes: Overview," U.S. Department of Transportation, Accessed March 2018. <https://crashstats.nhtsa.dot.gov/Api/Public/Publication/812456>

³ Lytx® DriveCam® safety program (FARS/Esri); https://info.lytx.com/LR-17-11-FederatedClient_LP.html

Federated Insurance is CTDA's largest supporter, and we encourage all CTDA members to contact them for an insurance quote. Please contact Ryan Crawford, Association Risk Management Services Account Executive, at rtcrawford@fedins.com or 520-820-6478.

Marc Connerly

Food For Thought



I was speaking with Paul Arellano of Lakin Tire on the phone prior to our last Board call, and Paul mentioned just how slow the tire business has been this year. After we spoke, I got to thinking, “How can I help these independent dealers? What knowledge can I impart, assistance can I give, or resources can I provide that will help their businesses, even just a little?”

I thought about my years as a business owner, and my experiences finding and attracting new business, and realized that I may have some ideas that could be innovative and fresh, and might just help our members attract business.

So, without further adieu, and in no particular order, here are some ideas for bringing more customers across the threshold of your front door.

Leads Groups

There are several such organizations out there, but the concept is generally the same with all of them: A group of business owners get together on a regular basis (usually weekly, over breakfast or lunch), learn about each others’ businesses, and share business leads (people or businesses that one of the group members knows and who may be looking for the products or services of another group member).

The rules are typically that there is only one business per category (e.g., one tire dealer, one realtor, one florist, etc.), and each person needs to bring at least one lead for another member of the group to each meeting.

The groups are usually local, so you would be meeting with other small business owners in your area, networking, and increasing your sphere of influence. If you want to get aggressive, you could even have another member of your staff join another leads group in a nearby town or community.

LeTip International (www.letip.com) and Business Network International or “BMI” (www.bmi.com) are two of the more common leads groups, and there is also a great article about creating your own leads

group at <https://www.ducttapemarketing.com/how-to-build-your-own-leads-group/>.

If you really like the idea of a leads group, and want to start one specific to the automotive trades (e.g., a tire dealer, a body shop, a transmission guy, etc.), email me and I’ll see if CTDA can partner with other trade associations to create some local automotive-specific leads groups in the areas where there is interest.

Become a Community Leader/Philanthropist

There are many ways to say it: “Pay it forward,” “Doing for others is its own reward,” “No act of kindness, however small, is ever wasted,” and more.

But, the point is that getting involved in your community, donating tires for the school’s maintenance equipment or the church bus, etc. is a great way to show that yours is the tire dealership with heart, that you give back, and that you are worthy of their trust.

People like to do business with companies they trust and who are seen as good citizens, so if you are not already giving back to your community, it’s never too late to start!

Door Hangers or “Leave Behinds”

Realtors have been doing this for years— dropping off a calendar with their photo and contact info on your doorstep each year right around the holidays. Everybody needs a calendar, and if you decide to put theirs up in your kitchen or office, they know that they will be in front of you for the next 365 days, and quite possibly they are the person you will call when it comes time to sell or if you know of someone preparing to sell.

Landscapers, security companies, painting contractors, cleaning services...they all do it; so, why not the local independent tire dealer?

Leave behind a laminated driving safety list or fuel-saving tips (with your name and contact details, of course); a car air freshener with your info; a coaster in the shape of a tire; or a pad of blank post-its with your contact details. Get creative!

(continued on p. 15)

Food For Thought (continued)

(continued from p. 14)

Laser Focus

Very often the marketing game involves a “shotgun approach” or a “numbers game.” Get your message in front of as many potential customers as possible, and by virtue of the sheer volume, you’re going to acquire a handful of customers. There’s merit to that approach, and it can work; but it also can be expensive and result in a lot of wasted dollars.

There is something to be said for focusing on a small group of highly desirable customers, and spending a little more on a per prospect basis, but targeting far fewer prospects than the shotgun approach.

Now, this may apply more to the commercial dealers, but let me give you an example from personal experience.

I used to own a development consulting business. I assisted real estate developers, contractors, architects, and business owners navigate the building permit and development process.

There was a company whose name I saw all over town on large retail developments, and I knew that I wanted their business, but I had no connection to them and didn’t know how to get my foot in the door. I just knew that I didn’t want to make a cold call on such an enticing prospect.

So, I called and spoke with the receptionist and asked her if the main guy there (whose name I saw on the real estate signs all over town) enjoyed wine because I wanted to drop off a bottle of wine for him. She confirmed that he did and the type of wine he preferred.

So, I proceeded to buy a modest bottle of wine, and hand wrote a note that read, “It’s probably not typical that you receive wine from a complete stranger, but I don’t see you as just a typical client. I hope we can speak someday.”

About a week after leaving that bottle of wine, I followed up with a call just to make sure that he received it and enjoyed it, and he took my call, thanked me for the wine, and the door was open for me to casually mention the services I provided.

That developer turned into a huge client for me, and the thousands of dollars in consulting revenues far outweighed the 15 or 20 dollars I spent on that wine.

Maybe you know of a construction company with a fleet of trucks, or a local delivery service that frequently needs tires, or a high end auto club with whom you are very eager to become integrated. Learn the interests of the key decision-maker (wine, coffee, golf, a particular sports team, music, etc.), then make a thoughtful, unique investment in a meaningful gesture, personalize it, and see if you enjoy the same experience that I did. In fact, try it with 10 highly desirable prospects, and I can almost guarantee that you’ll have a higher success rate than the “shotgun approach” ever produced.

The key to any of these ideas is to get creative; even have fun coming up with new and innovative ways to catch the attention of potential customers. Get your team involved in developing creative marketing ideas; hold contests for the most creative or most successful ideas. Look at what other companies are doing (in and outside the automotive world), and determine if their campaign might work for you; or maybe it spurs an idea of something that will work for you.

Here’s to CTDA members getting creative, attracting new business, and turning this into a prosperous year!

Finance Your Future

If you're an owner, employee or dependent of a CTDA member, finance your education by applying for a CTDA scholarship at:

<http://www.ctdascholarships.net/>



Hub Gunari

SF South Bay Report



To all our readers,

You should all be aware of the California legislature's latest attempt to reach into the pockets of California residents and tire dealers.

AB 2908 is their latest attempt to collect more money for their tire disposal fund. They already have collected over 80 million dollars, and to date haven't touched a penny of it. Yet, they want more. They want to add a dollar per tire to the \$1.75 on each tire sold that is currently being collected, only this time they want to bill the tire dealers for it. Of course, they know this will be passed on to the consumer. The truth is if the bill passes, we can eat it or pass it on, but with the competitive nature of the tire industry the consumer will surely be paying another \$11 for a set of tires that adds no value to his purchase.

The California Tire Dealers Association has been going to the mat for years and spending a great portion of our time and resources fighting this. I mean, come on, you have \$80,000,000 of the consumers' money (I printed it out in actual money figures so you can be even more impressed with the amount) that you've never touched and you are telling us you need MORE! We tried to placate the legislature by telling them to spend it down to \$20 million, and then we'd consider the extra dollar per tire. Our strategy was that the \$1.75 per tire would expire before they could spend the money, and thus the new extra dollar would be the new per tire charge.

The legislature now wants us to roll over on the new dollar per tire charge once the fund shrinks to \$25 million. It doesn't take a genius to figure out that they must already have a plan for spending the fund down in fairly short order so that tire dealers and consumers will be on the hook for \$2.75 per tire sold. I

t's like bridge toll. It's not in their plan ever to let it die. The difference is, they're not building or maintaining any bridges. They're not using it to dispose of tires either. They're not using it at all, but I'm sure they have a plan. Which means we need one.

I have one: We need many new tire dealers to join the CTDA. We need a voice they can hear when we speak. If these people want to keep their jobs, they need to please Californians that have a big voice. Have you ever been to a Warriors game and seen the home court advantage they have with the noise their fans make? Let's make big noise as an organization. We have a special membership offer to any new tire dealer that joins. It's \$90 per year for the first two years. If we can show up as a strong organization, we can make them listen. We've been beating this thing down with limited resources for years, so this isn't an impossible dream of a cause. It's a reality if we create membership to show we're sick of letting them pick our pockets.

To join, go to catiredealers.com, then click on the "Become a Part of the CTDA Community" button.

Congratulations Warriors and "Go, CTDA!"

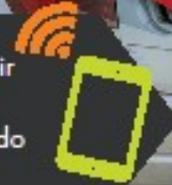
Thanks for listening,

Hub Gunari is a long time fixture at South Valley Wholesale in San Jose. He has a second home in the mountains and plays golf with the SIRS. He can be reached at (408) 971-3900.



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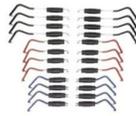
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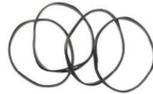
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