



WISCONSIN ECONOMIC SUMMIT

SEPTEMBER 20-21, 2022

WISCONSIN
ECONOMIC DEVELOPMENT

AGENDA | DAY 1

| TIME | TOPIC | LOCATION |
|--------------|--|--------------------|
| Noon | Welcome Lunch | Hall A |
| 1-5 pm | General Session ·Wisconsin's Economy Today ·Wisconsin Ambassadors <i>Break (pre-function area outside of Halls A-C)</i> ·Celebrating Resilience: City Hall Perspective ·Celebrating Success in the face of Adversity | Halls B & C |
| 5-5:30 pm | Break | |
| 5:30-6:15 pm | Networking Reception | Pre-function Area |
| 6:15-7:45 pm | Banquet and Guest Speaker: Gov. Tony Evers | Hall A |
| 8 pm | Appleton Night on the Town | Local music venues |

AGENDA | DAY 2

| TIME | TOPIC | LOCATION |
|-----------|---|-------------|
| 7:30 am | Buffet Breakfast and keynote speaker, Rebecca Ryan | Hall A |
| 9 am-Noon | General Session Our 3 Greatest Opportunities <ul style="list-style-type: none">· Building a Robust Workforce· Clean Energy & Climate Sustainability Break (pre-function area) <ul style="list-style-type: none">· Business Competitiveness & Automation Open Discussion with Secretary Missy Hughes | Halls B & C |
| Noon | Luncheon (meals to go available) | Hall A |

MENUS | DAY 1

Fall-themed lunch

- » Rosemary Turkey breast
- » Pumpkin soup with fresh cream
- » Green Beans
- » Mashed potatoes with gravy on the side
- » Rolls and butter, including gluten free option
- » Coffee and iced tea
- » Candies

Vegetarian option: Eggplant Napoleon (fried golden-brown eggplant layered with fresh mozzarella cheese and tomatoes; finished with marinara sauce)

Featuring Wisconsin grown and produced products from Manderfield's Home Bakery, Sassy Cow Dairy, Westby Creamery, locally sourced produce, and sweets from Andes Candies.

Afternoon Break

- » Cookies, including gluten-free option
- » Popcorn
- » Cow Pies candy treats
- » Assorted sodas

Featuring Wisconsin grown and produced products including sodas from Sprecher, Manderfield's Home Bakery, Mike's Popcorn and Cow Pies candy.

Networking Reception

- » Vegetable Trays
- » Assorted Cheeses from cheese and sausages
- » Crackers, including gluten free
- » Honey BBQ kabobs (gluten free)
- » Brat bites
- » Salmon spread
- » Hummus dip
- » Wisconsin craft beers

Featuring Wisconsin grown and produced products from Carr Valley, Hook's Cheese, Clock Shadow Creamery, Usinger's, Superior Fresh, Rushing Waters, and locally sourced produce.

Banquet

- » Beef Bourguignon
- » Wisconsin seasonal vegetables
- » Wild rice
- » Garden fresh salad with goat cheese, pears and pecans
- » Rolls and butter, including gluten free option
- » Door County Cherry Pie or gluten-free Chocolate flourless torte
- » Coffee and iced tea

Vegetarian & gluten-free option: Teriyaki Vegetable Stir-Fry

Featuring Wisconsin grown and produced products including grass-fed beef from Wisconsin Meadows, Kikkoman teriyaki sauce, Carr Valley goat cheese, wild rice and locally sourced produce.

MENUS | DAY 2

The Wisconsin Breakfast Buffet

- » Orange and cranberry juice
- » Fresh fruit, cut
- » Danish pastry and sweet breads, including gluten-free options
- » Fluffy scrambled eggs with cheddar cheese and salsa
- » Turkey sausage links and smoked bacon
- » French toast with butter and warm maple syrup
- » Assorted Greek yogurts

Featuring Wisconsin grown and produced products including Ocean Spray, Manderfield's Home Bakery, Dean Jones Farms turkey sausage, Westby Creamery, cheddar cheese, maple syrup and yogurts.

Lunch

Choice of one of the three options
(served with Kettle chips and dill potato salad)

- » Chicken salad sandwich
- » Vegetable pesto focaccia
- » Roast beef sandwich

Available box lunches include sandwich, potato chips, whole fruit, a freshly baked cookie and soft drink.

Featuring Wisconsin grown and produced products including Manderfield's Home Bakery and locally sourced produce.

APPLETON NIGHT ON THE TOWN

Check out a few examples of Appleton's amazing music scene!



McFleshman's Brewing Company

115 S. State Street

Directions: Walk three blocks west on College Ave., turn left on State Street

Performing:
Marty Paschke & Eric W. Krueger

Marty and Eric have been writing & performing together in various incarnations

since 2004 including Leading the Blind and A-Town Unplugged. Known for their unique vocal harmonies, intricate guitar work, and distinctive storytelling, their acoustic songs blur the line between rock and folk thanks in part to a wide range of influences from the 60s to the 90s and beyond.



Gibson Music Hall

211 W. College Ave.

Directions: Next block west on College Ave.

Performing:
Ross Catterton

Ross is an Appleton native that has been actively involved in the Fox Valley music scene for 20 years. A multi-instrumental talent and classically trained musician, Ross has

become one of Wisconsin's premier singer-songwriters. His blend of powerful vocals, poetic lyrics, acoustic guitar riffs and soaring sax lines are what makes his sound so beautiful and so unique.

SPEAKERS and Panelist Biographies



REBECCA RYAN

Founder

Next Generation Consulting, Inc.

Rebecca is a futurist, author, and entrepreneur. She is the founder of NEXT Generation Consulting and has held residencies at the Alliance for Innovation, the Governing Institute, and the Association of Government Risk Pools. She is the board chairperson and faculty member at the Institute for Zen Leadership.

She is the author of *The Next Big Things: The Future of Local Government* (2015), *ReGENERATION: A Manifesto for America's Future Leaders* (2013), and *Live First, Work Second: Getting Inside the Head of the Next Generation* (2007). Her TEDx talk, *Spring is Coming*, was featured at the prestigious TEDxBeaconStreet in 2015.

Rebecca has provided a gift for Summit attendees: Two free ebooks! They are: *Live First Work Second* and *ReGENERATION A Manifesto for America's Future Leaders*.

<https://drive.google.com/drive/folders/1Jqi6uTw-k6mTu1FzajoJmUtyLOYAT0ak?usp=sharing>

SPEAKERS and Panelist Biographies

Wisconsin's Economy Today



John Koskinen
Chief economist

Wisconsin Department of Revenue

John Koskinen is an expert on Wisconsin's economy and a highly respected economic analyst, both statewide and nationally. Before joining the Department of Revenue, he served as staff economist for the Governor's Budget Office from 1979 to 2007, after starting his career in state government at the Legislative Fiscal Bureau. Koskinen has been quoted by media around the country, and he has made presentations on the state's economy to diverse audiences, including ratings agencies, investor groups, trade associations and economic development organizations. Koskinen earned both bachelor's and master's degrees in economics from Marquette University, and has done graduate studies in economics at Northwestern University and in computer science at the University of Wisconsin. Vistage Inc. recognized John as one of its top presenters nationally in 2021.

SPEAKERS and Panelist Biographies

Wisconsin's Economy Today



TESSA CONROY

Economic development specialist
and Assistant professor

Wisconsin Department of Revenue

Tessa Conroy studies community economic growth and development, economically disadvantaged communities, economic policy, small business dynamics and entrepreneurship. She is employed in the UW-Madison's Department of Agricultural and Applied Economics and at UW-Extension. Her research and commentaries have appeared in media such as The Wall Street Journal, MarketWatch, the Wisconsin State Journal, Wisconsin Public Radio and PBS. Conroy has a bachelor's degree from Gonzaga University and a doctorate in economics from Colorado State University.

SPEAKERS and Panelist Biographies

Wisconsin's Economy Today



JEFF SACHSE

Director

Center for Customized Research and Services (CCRS), University of Wisconsin-Oshkosh

Jeff Sachse, who also is director of economic development at UW-Oshkosh, is passionate about developing data analytics at the university and throughout the region.

In the past, Sachse served as a labor economist with the Wisconsin Department of Workforce Development and as director of the Department's Office of Economic Advisors. Founder of Rawley Point Economic Advising, Sachse is on the boards of directors of Friends of Two Rivers Snowfest, Two Rivers Main Street, the University Economic Development Association and Wisconsin Downtown Action Council. He has a bachelor's degree from Marquette University, a master's degree from UW-Madison and has done graduate studies at UW-Milwaukee.

SPEAKERS and Panelist Biographies

Wisconsin's Economy Today



PAMELA BOLVIN
Executive Director

NiiJii Capital Partners, Inc. (NiiCaP)

Pamela Boivin, a member of the Menominee Tribe, is an advocate for economic development, cultural awareness and preserving traditional values. She also serves as a loan officer and handles client intake, project assessment, business plan assistance for loan applicants and portfolio management. A University of Wisconsin-Stevens Point graduate with a bachelor's degree in political science, Boivin has worked for NiiCaP since 2007 and has earned certification in financial education and economic development. She is pursuing a master's in business administration at Marquette University. NiiCaP is certified by the U.S. Treasury Department as a Community Development Financial Institution. It provides alternative financing and development services for entrepreneurs and small businesses on the Menominee, Mole Lake and Lac du Flambeau reservations.

SPEAKERS and Panelist Biographies

Wisconsin Ambassadors



SARA PARTHASARATHY Co-owner

Flavor Temptations

An information technology professional, Sara Parthasarathy left her native India and came to the U.S. in 1993 to help prepare for the Y2K transition. After holding corporate leadership positions, she decided to leave the IT world and pursue her dream of bringing great Indian food to Americans. Flavor Temptations, based in Madison, sells organic spice kits and curry sauces to teach customers the flavors, aromas, ingredients and cooking techniques that Parthasarathy grew up with.

The company also has donated more than 72,000 meals to food banks.

SPEAKERS and Panelist Biographies

Wisconsin Ambassadors



CORDERO BARKLEY Partner

TitletownTech

Cordero Barkley was a fiduciary officer with Associated Bank and had a successful career in banking and wealth management before he joined the TitletownTech venture capital fund in 2019. A Racine native, Barkley has bachelor's and master's degrees in business from the University of Wisconsin-Green Bay. The UW-Green Bay has since honored Barkley with a Distinguished Alumni Award, and the Green Bay Chamber of Commerce named him one of the 2018 Future 15. TitletownTech was created from a partnership between the Green Bay Packers and Microsoft. It invests in early-stage companies with the potential for high growth, across a wide range of industries.

SPEAKERS and Panelist Biographies

Wisconsin Ambassadors



BEN POPP

Executive director

American Birkebeiner Ski Foundation

A native of Phillips, Wisconsin, Ben Popp has had a lifelong love of outdoor recreation. With a bachelor's degree from St. Olaf College and a master's degree from the University of St. Thomas in St. Paul, Minn., Popp was a teacher and worked for nonprofits before he co-founded the SISU Nordic Ski Foundation in 2008.

In 2013, he joined the American Birkebeiner Ski Foundation, host of the American Birkebeiner, one of the world's premier cross-country ski events. The foundation also maintains the ski trails and promotes healthy lifestyles for people of all ages.

SPEAKERS and Panelist Biographies

Wisconsin Ambassadors



QUE EL-AMIN

Co-founder and Principal

Scott Crawford, Inc.

Milwaukee native Que El-Amin graduated from the University of Wisconsin-Madison with a degree in graphic design but focused his career on residential real estate.

El-Amin co-founded Scott Crawford, Inc., a real estate development company, in 2007. The firm has since negotiated more than 45 residential real estate transactions valued at millions of dollars. Its niche involves working with municipalities to turn blighted properties into vibrant residential and commercial developments. El-Amin earned a master's degree in geography from Chicago State University. He also co-founded Young Enterprising Society, a nonprofit that offers entrepreneurship programs and community mobilization.

SPEAKERS and Panelist Biographies

Celebrating Resilience: City Hall Perspective



EMILY MCFARLAND

Mayor

Watertown

Emily McFarland has been Watertown's mayor since 2019, after serving as a city alderperson for nearly six years. With a bachelor's degree in political science from Carthage College and a master's degree in public administration from the University of Wisconsin-Oshkosh, McFarland's entire career has been in government. Her positions have included serving as a state policy initiatives advisor, an energy assistance administration compliance monitor and a program coordinator for Green Lake County. She also was a constituent services representative for former U.S. Rep. Paul Ryan. McFarland was elected in 2020 to a two-year term as president of the League of Wisconsin Municipalities' Urban Alliance.

SPEAKERS and Panelist Biographies

Celebrating Resilience: City Hall Perspective



JAKE WOODFORD

Mayor

Appleton

Jake Woodford became Appleton's second-youngest mayor when he was elected—at age 29—in April 2020, just as the COVID-19 pandemic took hold. His rise to the city's top office didn't follow the usual route of serving on the city council first. Instead, Woodford was secretary to the Board of Trustees and assistant to the president of Lawrence University, where he had earned a bachelor's degree in government, and he had served as a member of the Appleton Redevelopment Authority. A fourth-generation Appleton resident, Woodford received a Future 15 Young Professionals award from the Fox Cities Chamber of Commerce in 2018. He has served on the boards of directors of the Fox Cities Chamber of Commerce and the Fox Cities Performing Arts Center since 2021.

SPEAKERS and Panelist Biographies

Celebrating Resilience: City Hall Perspective



KATIE ROSENBERG

Mayor

Wausau

Katie Rosenberg won election as mayor of Wausau in 2020 after serving as a Marathon County Board Supervisor for four years. She served on the Health and Human Services Committee, the Diversity Affairs Commission, the Transportation Coordinating Committee and the Library Board. A Wausau native, Rosenberg had been a marketing manager for Foot Locker, Inc.'s Eastbay brand and had worked at WAOW-TV before entering politics. She has an associate's degree in liberal arts from the University of Wisconsin-Marathon County, a bachelor's degree in philosophy from the UW-Stevens Point and a master's in strategic communications from The George Washington University.

SPEAKERS and Panelist Biographies

Celebrating Resilience: City Hall Perspective



MICHAEL BABLICK

Mayor

Park Falls

Michael Bablick, 31, was elected mayor of Park Falls in 2019 after serving a two-year term as alderman. Born and raised in Park Falls, Bablick earned a bachelor's degree in political science and public administration from the University of Wisconsin-Green Bay and is scheduled to complete his master's degree in environmental science and policy in December 2022, also from UW-Green Bay. Before winning election as mayor, Bablick was assistant administrator of the village of Hobart and he has held positions as administrator of the Park Falls Area Community Development Corporation and as a substitute teacher.

SPEAKERS and Panelist Biographies

Celebrating Success in the Face of Adversity



RACHEL NEILL Founder

Carex Consulting Group; Figgy Play

Rachel Neill is an entrepreneur who is passionate about the startup space, raising capital, talent acquisition and women in technology jobs. She served as an executive at Nordic Consulting in Madison and helped build it into one of the largest consulting firms in the electronic health records industry. In 2017, she founded Carex, a career matching firm that expects more than \$12 million in profits this year. Then in 2021, when she and her husband were stuck at home with their six children in the midst of the COVID-19 pandemic, Neill co-founded Figgy Play, an e-commerce business that sells couches and cushions for creative play. Launched on Kickstarter, the company raised more than \$40,000 in eight minutes.

SPEAKERS and Panelist Biographies

Celebrating Success in the Face of Adversity



TINA CHANG Chairman and CEO

SysLogic, Inc.

Tina Chang was 24 when she left her job as a business consultant to Fortune 500 companies for Andersen Consulting (now called Accenture) and co-founded Brookfield technology services and consulting firm SysLogic in 1995. As SysLogic has expanded its services and training, Chang has spun off three technology startups: SysSpark, Cyberspect and WillBridge. Chang serves on the boards of two publicly traded companies, STRATTEC Security Corporation and Weyco Group, and two privately owned companies, Central States Manufacturing and JCP Construction. She also has held leadership and board responsibilities with a variety of community organizations including the Milwaukee Public Schools Foundation, Waukesha County Business Alliance and YMCA of Greater Milwaukee. Chang earned a bachelor's degree in business administration from the University of Wisconsin-Madison.

SPEAKERS and Panelist Biographies

Celebrating Success in the Face of Adversity



MICHELLE TRESSLER

Co-founder and Chief strategy officer

Hinterland Brewery

Michelle Tressler handles corporate strategy, finance and branding for the brewery and restaurant located in Green Bay's Titledown District. She and her husband founded the business, which now employs about 130 people and produces 7,000 barrels of beer a year. Tressler earned a bachelor's degree in journalism and advertising from Creighton University, a master's in liberal studies from St. Norbert College and a certificate in diversity and inclusion through Cornell University. Tressler and her husband also owned the historic Whistling Swan Hotel and Restaurant in Fish Creek from 2003-2021.

SPEAKERS and Panelist Biographies

Building a Robust Workforce



MICHAEL CARNEY

Assistant Chancellor for Strategic Partnerships
and Program Development

UW-Eau Claire

Michael Carney manages UW-Eau Claire's partnerships with the Mayo Clinic Health System and Hewlett Packard Enterprise and he works to develop new partnerships and academic programs that align with the university's strategic plan. He also is a principal investigator for UW-Eau Claire's \$9.4 million Workforce Innovation Grant. A chemistry professor at the university, Carney also has served as associate vice chancellor for academic affairs. Carney earned a bachelor's degree in chemistry from UW-Eau Claire, a doctorate in chemistry from Harvard University and was a postdoctoral research associate at the University of California-Berkeley.

SPEAKERS and Panelist Biographies

Building a Robust Workforce



MARIAH GOODE

Director

Door County Land Use Services

Mariah Goode has been Director of the Door County Land Use Services Department since 2006, and has worked in community, organizational and land use planning in Door County since 1996. Goode is a board member of the Door County Housing Partnership, which follows the community land trust model to provide affordable home ownership opportunities, and a member of the Door County Economic Development Corporation Attainable Housing Committee. She also is a founding member of the Greater Escarpment Organization of Door County and coordinator of the Door County Sister City program. Goode earned a bachelor's degree in American studies from Grinnell College and a master's degree in planning from the University of Minnesota's Humphrey Institute of Public Affairs.

SPEAKERS and Panelist Biographies

Building a Robust Workforce



DAWN NUOFFER

President and CEO

Down Syndrome Association of Wisconsin

Dawn Nuoffer has led the Down Syndrome Association of Wisconsin since December 2014, and it has grown to a staff of more than 75 with services that have increased more than 300% statewide. The organization—which provides employment, community services and educational programs—will partner with WEDC and the State Department of Workforce Development to launch the Think Ability Wisconsin project which will work to place people with intellectual and developmental disabilities into jobs in industries such as hospitality and manufacturing. Nuoffer, whose daughter, Abby, 17, has Down syndrome, previously worked to create housing for homeless and disabled veterans, and to provide resource centers for low-income residents.

SPEAKERS and Panelist Biographies

Building a Robust Workforce



BALTAZAR DE ANDA SANTANA CO-Founder and Executive Director

Latino Academy of Workforce Development, Inc.

A longtime leader with Madison's Vera Court Neighborhood Center, Baltazar De Anda Santana co-founded the Latino Academy of Workforce Development in 2011—an organization that works to strengthen the Latino community through bilingual and adult education, job training and employment programs. He helped create bilingual construction training, customer service and commercial driver's license programs. His efforts led to a position as director of community and volunteer engagement at United Way of Dane County in 2016, but three years later, De Anda Santana returned to the Latino Academy as executive director. A native of Mexico, De Anda Santana is a triathlete and has served as ambassador for the Wisconsin Bike Federation's Share and Be Aware program. He has a bachelor's degree from UW-Whitewater in digital communication and multimedia.

SPEAKERS and Panelist Biographies

Clean Energy & Climate Sustainability



TIM BAYE

Professor of Business Development
and Energy Finance

University of Wisconsin-Madison

Tim Baye is a state energy specialist, and his research into alternative energy and clean technology have made him a frequent speaker at regional, national and international conferences. Baye founded ReCon Associates, an energy consulting and project development firm, in 1985. ReCon's clients include the U.S. Department of Energy and the World Bank, as well as numerous renewable energy, agribusiness and manufacturing companies. Baye also served as CEO of Lafayette BioAg, a Platteville technology and project development firm, in 2005-06. Baye has a bachelor's degree in marketing and economics from the UW-Green Bay, master's degrees from Marquette University and the University of Kentucky, and conducted postgraduate work at the UW-Madison.

SPEAKERS and Panelist Biographies

Clean Energy & Climate Sustainability



THERESA LEHMAN
Director of Sustainable Services

Miron Construction Co.

Theresa Lehman's job is to inspire sustainability throughout Neenah-based Miron Construction Co., to integrate green business practices and construction operations, to lead the company's sustainable education program and to help its clients and design partners develop healthy, high-performing environments. Lehman serves as project administrator on construction projects seeking green building certifications. She has worked on more than 90 projects, valued in total at more than \$1 billion, including Lake Mills Middle School, which was named the Greenest School in the World in 2011 by the Center for Green Schools at the U.S. Green Building Council. Named one of ENR Midwest's top 20 under 40 and honored as a LEED Fellow in 2012, Lehman earned a bachelor's degree in construction management from the Milwaukee School of Engineering.

SPEAKERS and Panelist Biographies

Clean Energy & Climate Sustainability



PATRICK MICHAELS Chief financial officer

Canopy Farm Management

Patrick Michaels has worked in renewable energy and sustainability technology development, venture capital and private equity investing, and in the local food system of Spring Green, where he lives. Michaels was a business analyst with the Savanna Institute, an agroforestry nonprofit based in Spring Green, until the for-profit Canopy was spun out of Savanna in early 2022. Canopy is designing and manufacturing new equipment for efficient planting, management and harvesting operations and is creating integrated software systems that unlock carbon markets for farmers and all types of landowners deploying agroforestry systems. Michaels has a bachelor's degree in mathematics from the University of Southern California.

SPEAKERS and Panelist Biographies

Business Competitiveness & Automation



MARY ISBISTER

Co-owner and President

GenMet Corp.

Mary Isbister handles business operations and executive leadership development at GenMet Corp., a Mequon metal fabrication company that was named 2010 Fabricator of the Year by the Fabricators & Manufacturers Association. She also is board chairman of MxD, a Chicago digital manufacturing technology company, and serves on the Chicago Federal Reserve Board advisory committee. Past service includes vice chair of the U.S. Manufacturing Council and chair of Wisconsin's Council for Workforce Investment. Isbister began her career as a chemist, working on drug discovery at Pfizer, then started a consulting business, Synergy Solutions, before she and her husband bought GenMet in 1999. Isbister holds a bachelor's degree in chemistry from the University of New York-Plattsburgh, and did graduate studies at the University of Vermont and Marquette University.

SPEAKERS and Panelist Biographies

Business Competitiveness & Automation



DAVID VASKO

Senior director, Advanced Technology

Rockwell Automation

David Vasko is responsible for applied research and development and global product standards and regulations at Rockwell Automation, Milwaukee. That includes developing and managing technology guiding the future of industrial automation, such as augmented reality, artificial intelligence and collaborative robotics. Vasko holds 79 granted U.S. patents in industrial communications, distributed control, agent technology, security and functional safety. He has authored 20 papers, contributed to three books and was recognized as Rockwell Automation's Engineer of the Year in 2005. Vasko serves on numerous state and national committees and advisory groups, is a frequent speaker at conferences and hosts a podcast on smart manufacturing. He holds a master's degree in civil engineering from Case Western Reserve University in Cleveland.

SPEAKERS and Panelist Biographies

Business Competitiveness & Automation



BILL BERRIEN

Owner and CEO

Pindel Global Precision

A former U.S. Navy Seal officer, Bill Berrien was a global product manager for GE Healthcare until he bought Pindel Global Precision (then called A.S. Pindel Corporation), a New Berlin contract manufacturer of precision machined components, in 2012. Berrien has since launched two spinoffs from Pindel: Liberty Precision Manufacturing and Production Expediting Technologies. Berrien serves on several boards of directors, including the Metropolitan Milwaukee Association of Commerce, the M7 Committee on Industry 4.0, and the Precision Machined Products Association. Berrien received his bachelor's degree from Princeton University and earned master's degrees from Harvard Business School and Johns Hopkins University.

SPEAKERS and Panelist Biographies

Business Competitiveness & Automation



JIMMIE BEACHAM

Executive Chief Engineer

GE Healthcare

Jimmie Beacham runs GE Healthcare's Advanced Manufacturing Lab in Waukesha, where 3D printing is being developed for a wide variety of uses, including tools for pharmaceutical companies to manufacture drugs and for creating replicas of human organs to help surgeons prepare for complex surgery. Beacham, a GE Healthcare employee for nearly 20 years, has also served as a plant manager for the company. He has a master's degree in mechanical engineering from North Carolina State University.



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