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7th Annual Conference

MAY 27TH - 30TH
2014

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THANK YOU...

It seems like every year the AIGAC Board, and Conference Attendees, come away thinking, "This was really the best conference ever; it'll be impossible to top!"

And then the next conference comes around and...it's even better.

We're running out of superlatives.

So, without further ado, we'd like to extend our heartfelt thanks to everyone who is helping to make the AIGAC 2014 conference into what is bound to be our most exciting and eventful one ever. Really.

First and foremost, thank you and welcome to the AIGAC 2014 attendees who are coming from around the globe to show their commitment to our organization, our goals, our vision and our mutual support. With over 40 attendees from 4 continents, and representatives from over a dozen top schools from the U.S. and Europe, the information exchange and networking this year is bound to be particularly rich.

This could never have happened without the incredible support of our **host schools**. Without them, AIGAC 2014 would not be our best yet.

Our **sponsors** are also critical to the success of the conference, and their generosity is essential. A huge thank you!

AIGAC 2014 never would have come together without the unflagging efforts of our **Conference Committee** who have volunteered so much time and energy to make it happen:

Candy Lee LaBalle, *Co-Chair* – [mbaSpain](#)

Andrea Sparrey, *Co-Chair* – [Sparrey Consulting Group](#)

Dan Bauer – [The MBA Exchange](#)

Michael Cohan – [MBAPrepAdvantage](#)

Brett Haber – [Clear Admit](#)

Mennette Larkin – [Admissions Unlimited](#)

Travis Morgan – [Veritas Prep](#)

Don Osborne – [INQUARTA, Inc](#)

Bara Sapir – [Test Prep NY](#)

Lisa Wenninger – [Prime for MBA](#)

Host Schools

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New York University, Stern School of Business

Columbia Business School

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Georgetown University
McDonough School of Business

Vanderbilt University,
Owen Graduate School of Management

...from the AIGAC Board of Directors:

Finally, regular conference attendees know how important the [AIGAC MBA Applicant Survey](#) has become for our organization, as the data is a goldmine of information for our members as well as for the schools. This year's survey broke all records, thanks to the tireless work of the survey committee who worked hard to get the message out to AIGAC members, who in turn got an unprecedented 1,500+ responses. Thanks to:

Vince Ricci, *Co-Chair* – [AGOS Japan](#)

Andrea Sparrey, *Co-Chair* – [Sparrey Consulting Group](#)

Brett Haber – [Clear Admit](#)

Ivan Kerbel – [Practice MBA](#)

Todd King – [Accepted](#)

Betsy Massar – [Master Admissions](#)

Adam Markus – [Adam Markus](#)

Paulo Moraes Oliveira – [Philadelphia Consulting](#)

Cecilia Pineda – [The Grad School](#)

Stephen Round – [Round One Admissions Consulting](#)

See you in New York, The AIGAC Board:

Anna Ivey – *President*

Andrea Sparrey – *Vice President*

Scott Shrum – *Secretary*

Vince Ricci – *Treasurer*

Brett Haber – *Director*

Tanis Kmetyk – *Director*

Candy Lee LaBalle – *Director*

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8am	9am	10am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Train to CT		Yale School of Management				Train to NYC			Cocktails			

Tuesday May 27th, 2014

8:00 am	Train to New Haven, CT New Haven is less than 2 hours by train or car from New York City and the New York-area airports. Both Amtrak and Metro-North trains stop in New Haven's Union Station. (Cost of train to be paid by attendee.)	
10:00 am - 3:00 pm	Yale School of Management Spend the day with Admission Director Bruce Delmonico and the Admissions & Career Services teams at Yale SOM.	Location: Edward P. Evans Hall, 165 Whitney Avenue, New Haven, CT 06511-3729. Note: ID is needed to enter the building.
3:30 pm	Return to NYC via train Cost of train to be paid by attendee.	
7:30 pm - 10:00 pm	Cocktails with AIGAC! Optional networking with AIGAC colleagues in a lively bar (attendees to pay for their own drinks/food).	Location: TBD

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Assess Ability. Predict Performance.

8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	7pm	8pm	9pm
Welcome	NYU Stern Presentations & Lunch				AIGAC Presentations					Dining with AIGAC		

Wednesday May 28th, 2014

7:00 am - 8:15 am	Solo Practitioner Breakfast Optional breakfast event for solo practitioners to build an agenda for future collaboration (attendees pay for their own breakfast).	Location: Margaux at the Marlton Hotel , 5 West 8th Street, New York, NY 10011.
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All events below will be held at NYU Stern School of Business:

Henry Kaufman Management Center, 44 W. 4th Street, New York, NY 10012. NOTE: ID is needed to enter.

8:15 am - 9:00 am	Breakfast and Registration	
9:00 am - 9:10 am	President's Welcome	Anna Ivey, AIGAC President
9:10 am - 1:00 pm	NYU Stern Presentations A half-day of events including campus tour and lunch with the Stern Admissions & Career Services teams.	
1:00 pm - 1:30 pm	Break	
1:30 pm - 2:30 pm	AIGAC Policy & Action Plan for Future Review of 2013/14 initiatives and 2014/15 goals.	Anna Ivey, AIGAC President Andrea Sparrey, AIGAC President-elect
2:30 pm - 3:00 pm	AIGAC Membership Group discussion regarding AIGAC membership structure for 2015.	Scott Shrum, AIGAC Secretary & Membership Chair
3:00 pm - 3:15 pm	Break	
3:15 pm - 4:00 pm	Best Practices: Using Video in your Business Review of video best practices by internal video expert.	Vince Ricci, AIGAC Treasurer & Communications Chair
4:00 pm - 4:45 pm	Round Tables: Preparing Clients for Interviews Small group discussions regarding interviews.	
4:45 pm - 5:15 pm	AIGAC Governance	Anna Ivey, AIGAC President & Governance Chair
7:00 pm - 9:30 pm	Wining and Dining with AIGAC Enjoy an Italian cooking lesson, a wine tasting and dinner with AIGAC colleagues overlooking the Empire State Building. Sponsored in part by Veritas Prep.	Location: Rustico Cooking , 40 W. 39th Steet, 3rd Floor, New York, NY 10018.

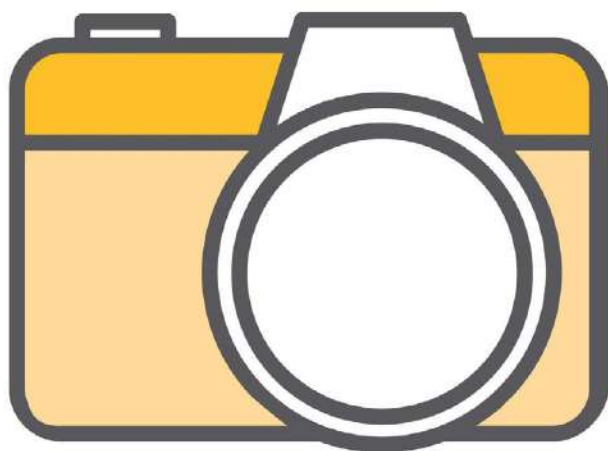


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clearadmit.com



8am	9am	10am	11am	12pm	1pm
Breakfast	Entrepreneurs	Programs	Specialized	Global Goals	Survey Results & Lunch
					Round Table

Thursday May 29th, 2014

All events below will be held at NYU Stern School of Business:

Henry Kaufman Management Center, 44 W. 4th Street, New York, NY 10012. NOTE: ID is needed to enter.

8:15 am - 9:00 am	Breakfast	
9:00 am - 9:45 am	MBAs for Entrepreneurs Moderator: Michael Cohan, <i>MBA Prep Advantage</i>	Panelists: Kathryn Bezella, <i>Wharton</i> ; Erin Kellerhals, <i>Haas</i> ; Olivia Kelley, <i>Babson</i> ; Dawna Levenson, <i>MIT Sloan</i> ; Rodrigo Malta, <i>McCombs</i>
9:45 am - 10:15 am	MBA: Full-time, Part-time and Executive Moderator: Dan Bauer, <i>The MBA Exchange</i>	Panelists: Russell Davis, <i>Duke</i> ; Erin Kellerhals, <i>Haas</i> ; Dawna Levenson, <i>MIT Sloan</i> ; Emily McClain, <i>Columbia</i> ; Alison Goggin, <i>Stern</i>
10:15 am - 10:30 am	Break	
10:30 am - 11:15 am	Specialized MBA Programs (incl. Joint Degrees) Moderator: Anna Ivey, <i>AIGAC President</i>	Panelists: Eddie Asbie, <i>Cornell</i> ; Kathryn Bezella, <i>Wharton</i> ; Erin Hale, <i>Columbia</i> ; Olivia Kelley, <i>Babson</i> ; Amy Mitson, <i>Tuck</i> ; Keith Vaughn, <i>USC Marshall</i>
11:15 am - 12:00 pm	Global Goals: US vs. International Moderator: Candy Lee LaBalle, <i>mbaSpain</i>	Panelists: Luke Ashby, <i>London Business School</i> ; Russell Davis, <i>Fuqua Duke</i> ; Shari Hubert, <i>Georgetown</i> ; Tina Francois, <i>INSEAD</i> ; Susan Sullivan, <i>Columbia</i> ; Keith Vaughn, <i>USC Marshall</i>
12:00 pm - 1:15 pm	AIGAC Survey Results & Lunch Moderator: Vince Ricci and Andrea Sparrey	Jennifer Mack, <i>Huron Education</i>
1:15 pm - 2:15 pm	Round Table Topics: AIGAC Members & School Panelists Small group discussions will follow the presentation of the AIGAC MBA Applicant Survey.	NOTE: This is a CLOSED session, no tweeting, no social media!
2:15 pm - 2:30 pm	Break	
2:30 pm - 3:15 pm	Diversity in the MBA Moderator: Travis Morgan, <i>Veritas Prep</i>	Panelists: Lance Bennett, <i>Kellogg</i> ; Matt Kidd, <i>Reaching Out MBA</i> ; Colleen M. McMullen, <i>Tepper</i> ; Laurie Stewart, <i>Forté Foundation</i>
3:15 pm - 4:00 pm	Financing the MBA Moderator: Brett Haber, <i>Clear Admit</i>	Panelists: Kathryn Bezella, <i>Wharton</i> ; Paula Steisel Goldfarb, <i>Stern</i> ; David Klein, <i>CommonBond</i> ; Dawna Levenson, <i>MIT Sloan</i> ; Rodrigo Malta, <i>McCombs</i> ; Katelyn Stephenson, <i>Georgetown</i>

2pm	3pm	4pm	5pm	7pm	9pm
Diversity	Financing	POV	Open	Dinner with AIGAC Members	

The AIGAC Board, Conference Committee and Membership would like to thank today's participants in our Panels:

Babson College, F.W. Olin Graduate School of Business:

- Olivia Kelley, *Senior Assistant Director, Graduate Admissions*

Carnegie Mellon University, Tepper School of Business:

- Kelly Wilson, *Executive Director of Masters Admissions*
- Colleen M. McMullen, *Executive Director Diversity Initiatives*

Columbia Business School

- Erin Hale, *Assistant Director*
- Emily McClain, *Associate Director*
- Susan Sullivan, *Associate Director*

CommonBond:

- David Klein, *Co-founder & CEO*

Forté Foundation:

- Laurie Stewart, *Director of School Relations*

The Fuqua School of Business at Duke University:

- Russell Davis, *Assistant Director of Admissions*

Georgetown University, McDonough School of Business:

- Shari Hubert, *Associate Dean of MBA Admissions*
- Katelyn Stephenson, *Assistant Dean MBA Admissions*

Haas School of Business, University of California, Berkeley:

- Erin Kellerhals, *Senior Associate Director, Full-time MBA Admissions*

Huron Education:

- Jennifer Mack, *Senior Researcher*

The Curtis Johnson Graduate School of Management at Cornell University:

- Christine Sneva, *Executive Director of Admissions and Financial Aid*
- Eddie Asbie III, *Assistant Director of Admissions and Financial Aid*

INSEAD:

- Tina Francois, *Assistant Director, Marketing & Recruitment, Americas*

Kellogg School of Management, Northwestern University:

- Lance Bennett, *Diversity Admissions Director*

London Business School:

- Luke Ashby, *Senior Business Development Manager, Recruitment & Admissions*

Massachusetts Institute of Technology, Sloan School of Management:

- Dawna Levenson, *Director of Admissions*

McCombs School of Business, UT-Austin:

- Rodrigo Malta, *Director of MBA Admissions*

New York University Stern School of Business:

- Alison Goggin, *Executive Director of MBA Admissions*
- Paula Steisel Goldfarb, *Assistant Dean of MBA Admissions, Graduate Financial Aid and Academic Affairs*

Reaching Out MBA:

- Matt Kidd, *Executive Director*

Tuck School of Business at Dartmouth College:

- Amy Mitson, *Senior Associate Director of Admissions*

University of Pennsylvania, The Wharton School:

- Kathryn Bezella, *Director of Strategy & Internal Communications/Interim Director MBA Admissions & Financial Aid*

USC Marshall School of Business:

- Keith Vaughn, *Assistant Dean, MBA Admissions*

Yale School of Management:

- Bruce Delmonico, *Assistant Dean and Director*

4:00 pm - 4:45 pm	From the Applicant's POV Moderator: Maxx Duffy, <i>Maxx Associates</i> Admissions Officers candidly answer applicants' most intriguing questions.	NOTE: This is a CLOSED session, no tweeting, no social media!
4:45 pm - 5:15 pm	Networking and Refreshments An open session with snacks to mingle with colleagues and admissions representatives.	
7:00 pm - 10:00 pm	Dinner with AIGAC Members, Freeman's Restaurant , End of Freeman Alley, Off of Rivington, between the Bowery and Chrystie, New York, NY 10002.	

8am	9am	12pm	1pm	2pm	3pm
Columbia Business School & Lunch				Media Panel	Closing

Friday May 30th, 2014

All events below will be held at Columbia Business School

Columbia University, Uris Hall, Room 142. 3022 Broadway (at 117th Street), New York, NY 10027. NOTE: ID is needed to enter.

8:00 am - 2:00 pm	Columbia Business School A half-day of events including campus tour, breakfast and lunch with the Columbia Admissions team.	
2:00 pm - 3:15 pm	Business Education Media Panel <ul style="list-style-type: none"> • Melissa Korn, Reporter, <i>The Wall Street Journal</i> • Francesca Levy, Business Education Editor, <i>Bloomberg Business Week</i> • Francesca de Meglio, Freelance Reporter, <i>MBAPrograms.org</i> 	Moderator: Andrea Sparrey, <i>Sparrey Consulting Group</i>
3:15 pm - 3:30 pm	Closing Session	Anna Ivey, <i>AIGAC President</i>

AIGAC 2014 Logistical Information

Transportation in NYC

At 12 miles long and 2 miles wide, New York City is one of the easiest cities to get around. The city is largely set up on a grid, with the Hudson River (and New Jersey) to the West, and the East River (and Queens) to the, well, East. For the sake of simplicity, Brooklyn is below Manhattan.

The **New York City subway**, with 468 stations serving 24 subway lines, is a convenient way to get around. To ride it, you need a **MetroCard**, a swipe card that you can buy (and refill) in any subway station. The base price per ride is \$2.50. Refill your card to use the balance. Subway trains operate 24/7.

Public buses are a scenic and convenient way to travel in the City. Buses generally stop every other block on avenue routes and every block on cross-street routes. All City buses accept the MetroCard and exact coin change (no pennies or paper money accepted). Many buses are available 24/7, but be sure to check whether your route offers overnight service.

There is also a **7-day unlimited pass** for \$30 that is good for unlimited subway and local bus rides until midnight. For routes, timetables and fares for the subway and bus, check www.mta.info.

Taxis are plentiful, though rush hours on main avenues can be a bit of a wait. Tip 15–20% at the end of a trip; tolls are extra and added to the metered fare.

[Uber](#), the car-sharing service, also functions in New York.

AIGAC Event Times and Locations

Tuesday May 27th, 2014

10:00am-3:00pm

Yale School of Management
Full-Time MBA Program
Edward P. Evans Hall
165 Whitney Avenue
New Haven, CT 06511-3729

Evans Hall is at the [intersection of Whitney Avenue and Sachem Street](#). New Haven is less than two hours by train or car from New York City and the New York-area airports. Both [Amtrak](#) and [Metro-North](#) trains stop in New Haven's Union Station. Note: ID is needed to enter Yale SOM.

Continued on page 12...

6am	7am	9am	10am	11am	12pm	1pm	3pm	4pm	5pm	6pm	8pm	9pm
Bus to Ithaca				Cornell University Visit & Events					Bus to NYC			

The Johnson School at Cornell University

Optional Visit • Monday June 2nd, 2014 • Ithaca, NY

The Johnson School is sponsoring an all-day event at Cornell University in lovely Ithaca, located in upstate New York.

Registration for this optional event must be made directly with [The Johnson School](#).

If you'd like to stay overnight in Ithaca, contact [Maria Montesano](#) or [Hannah Slow](#) to make arrangements.



Cornell University

6:15 am	Depart Midtown Manhattan on the Cornell C2C Bus The C2C Bus departs from the Cornell Club at 6:30am sharp. Please arrive by 6:15am to prepare for boarding. The drive to Ithaca is about 4.5 hours. The bus has wi-fi.	Location: The Cornell Club, 6 E. 44th St., New York, NY 10017.
11:00 am - 5:00 pm	Cornell University Visit & Events The visit includes a campus tour, introduction to the centers & institutes at The Johnson School and sessions with Christine Sneva and the Johnson admissions team.	Location: The Johnson School, 111 Sage Hall, Ithaca, NY 14853.
5:40 pm	C2C Bus Departs Ithaca Arriving to the Cornell Club in Manhattan about 10:00pm. Note: The C2C Bus also drops off at Weill Cornell Medical College, located on the East Side of Manhattan, at 1300 York Avenue at E. 69th Street.	

AIGAC 2014 Logistical Information

...Continued from page 10

Wednesday May 28th, 2014

7:00am-8:15am - Solo Practitioner's Breakfast

[Margaux at the Marlton Hotel](#)

5 West 8th Street
New York, NY 10011

The hotel is located [between 5th & 6th Aves.](#) The closest subway is 4th Street station (A, B, C, D, E, F, and M) located 2 blocks west and 2 blocks south. The PATH Orange line is at West 9th Street and 4th Avenue.

8:15am-5:15pm

NYU Stern School of Business
Henry Kaufman Management Center
[44 West 4th Street](#)
[New York, NY 10012](#)

Subway: Nearby subway lines include the A, B, C, D, E, F, or M to West Fourth St., the #1 to Christopher St., the N or R to Eighth St., or the #6 to Astor Pl. Bus: The most convenient bus lines to NYU are the M1, M2, M3, M5, M6, M8, M10, and the M21. NOTE: ID is needed to enter the Stern buildings.

7:00pm-9:30pm

[Rustico Cooking](#)
40 West 39th Street, 3rd Floor
New York, NY 10018

It's [between Avenue of the Americas and 5th Avenue.](#) Closest subway is 2 blocks NW at 42nd Street-Bryant Park (B, D, F, and M). This event is partially sponsored by Veritas Prep.

Thursday May 29th, 2014

8:15am-5:15pm

NYU Stern School of Business
Henry Kaufman Management Center
[44 West 4th Street](#)
[New York, NY 10012](#)

Subway: Nearby subway lines include the A, B, C, D, E, F, or M to West Fourth St., the #1 to Christopher St., the N or R to Eighth St., or the #6 to Astor Pl. Bus: The most convenient bus lines to NYU are the M1, M2, M3, M5, M6, M8, M10, and the M21. NOTE: ID needed to enter the buildings.

7:00pm-9:30pm

[Freemans Restaurant](#)
End of Freeman Alley, Off of Rivington, [between the Bowery and Chrystie](#), New York, NY 10002

Subways: Lower East Side/ Second Avenue (F from NYU and V). Walk south along Chrystie to Rivington. Right on Rivington, then right into Freeman Alley. Can also take M103 bus to Bowery/Prince Street (less walking involved). If returning to Bowery station (J, M, and Z), it is south of Freemans – right/west on Rivington, south on Bowery.

Friday May 30th, 2014

9:00am-3:30pm

Columbia Business School
Uris Hall, Room 142
[3022 Broadway \(at 117th Street\)](#)
[New York, NY 10027](#)

Subway: The #1 subway train stops at the Columbia University station at West 116th Street and Broadway. This is a local train. Bus: Three bus lines (M4, M104 and M60) stop directly in front of the 116th Street gates. Cross-town buses connect with the #1 subway on Broadway or Seventh Avenue. NOTE: ID needed to enter the buildings.



Columbia University - Uris Hall

Fun in NYC!

If the above schedule doesn't keep you busy enough, there is always a ton of things going on in New York City. The [official NYC website](#) and [Time Out New York](#) (especially good for restaurants, culture and shopping) are two valuable websites to help you plan.



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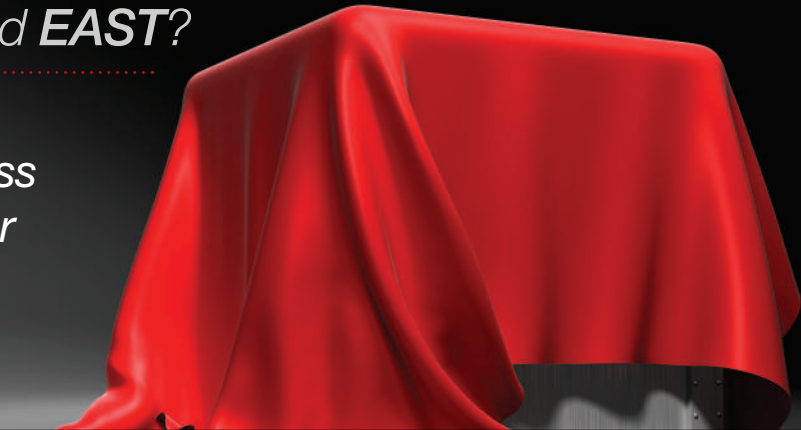
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CEIBS now offers AIGAC Admissions Consultants a free **“one-on-one”** on-line session to learn more about Asian B-School education and why it is vital that you and your clients consider an elite business school on the **other** side of the globe.

Contact: Roy Chason, Assistant Director of Marketing - Email: croy@ceibs.edu



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Contact: Kan Yang - Email: ykan@ceibs.edu

中欧國際工商學院 CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

Attendees

We are very pleased to have the following members join AIGAC 2014:

Linda Abraham
Accepted
United States

Ronke Aderonmu
Magoosh
United States

Dan Bauer
The MBA Exchange
United States

Ricardo Betti
MBA Empresarial
Brazil

Stacy Blackman
Stacy Blackman Consulting
United States

Esther Choy
Leadership Story Lab
United States

Michael Cohan
MBAPrepAdvantage
United States

Marlena Corcoran
Athena Mentor: International
University Admissions
Counseling
Germany

Kremena Dimitrova
PrepAdviser
France

Maxx Duffy
Maxx Associates
United States

Marilyn Emerson
Emerson Educational
Consulting
United States

Jon Fuller
Clear Admit, LLC
United States

Raina Gandhi
United States

Joanna Graham
The Graduate Management
Admission Council
United States

Heidi Granner
Clear Admit, LLC
United States

Jared Greene
AJ Tutoring, LLC
United States

Judy Gruen
Accepted
United States

Brett Haber
AIGAC Director
Clear Admit, LLC
United States

Christina Hanazawa-
Gallagher
AGOS
Japan

Judith Hodara
Fortuna Admissions
United States

Eliot Ingram
Clear Admit, LLC
United States

Anna Ivey
AIGAC President
Ivey Consulting
United States

Mary Pat Jacobs
Apply Point Admissions
Consulting
United States

Kofi Kankam
Admit Advantage
United States

R. Todd King
Accepted
United States

Kirsti Kinkle
GmatClub
United States

Tanis Kmetyk
AIGAC Director
Admissions Consultant
France

Candy Lee LaBalle
AIGAC Director
mbaSpain
Spain

Mennette Larkin
Admissions Unlimited
United States

Betsy Massar
Master Admissions
United States

Sarah McGinty
McGinty Consulting Group
United States

Daniel Mecher
Hobsons
United States

Paulo Moraes Oliveira
Philadelphia Consulting
Brazil

Travis Morgan
Veritas Prep
United States

Jonathan Murray
Educational Testing Service
United States

Jennifer Nakao
Veritas Prep
United States

Chizuko Okada
AGOS
Japan

Don Osborne
INQUARTA
United States

M. Cecilia Pineda
The Grad School
Colombia

Debra Resnicoff
Essays That Fit
United States

Vince Ricci
AIGAC Treasurer
AGOS
Japan

Bara Sapir
Test Prep New York/Test
Prep San Francisco
United States

Hillary Schubach
Shine/MBA Admissions
Consulting
United States

Scott Shrum
AIGAC Secretary
Veritas Prep
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Iryna Shuvalova
MBA Strategy
Ukraine/Russia

Andrea Sparrey
AIGAC Vice President
Sparrey Consulting Group
United States

Cindy Tokumitsu
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Lisa Wenninger
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Emily Wolper
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Kenneth Young
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