

CAPE ANN SOUNDINGS

Celebrating 89 Years of Service...

MASSACHUSETTS' *The Newsletter of the Cape Ann Chamber of Commerce*

OTHER CAPE www.CapeAnnVacations.com www.CapeAnnChamber.com www.RockportUSA.com

33 Commercial Street • Gloucester, MA 01930 • Tel. 978-283-1601 • Fax 978-283-4740 • info@capeannchamber.com

A Word from Our President...

As most of you know, Bob Hastings has announced his intention to resign as Executive Director of the Cape Ann Chamber of Commerce due to recent health related issues. As many of you know, Bob took the reins of our organization nearly three years ago at a most difficult time for our Chamber and our local economy. Throughout his tenure he has provided valuable leadership for our organization at a time when it needed it most, including implementing some very important but difficult changes to our Chamber structure and operations. The Board of Directors expresses its deepest appreciation to Bob for his wisdom and knowledge in guiding our Chamber through a very difficult period, while at the same time ensuring that our Chamber maintains its vital role in the health of our local economy. He leaves our Chamber with the foundation it needs to fulfill the expectations of our members as we move forward. His vision and leadership will be missed and the Board wishes him the best his future endeavors.



It is also important for our members to know that the Board of Directors is working diligently to find the right person to fill this void. A search

Continued on page 2



BUSINESSWOMEN'S SUNSET SAIL

Enjoy a Sunset Sail aboard the Schooner Thomas E. Lannon while networking with Cape Ann Businesswomen and enjoying a picnic dinner provided by Duckworth Beach Gourmet on August 9 from 6:00 p.m. to 8:00 p.m. \$35 includes sail and picnic dinner (cash bar). For more information and reservations, contact the Chamber office. Don't wait! Space is limited and this event typically sells out!

Business After Hours

Wednesday, August 17, 5-7 p.m.

Hosted by:



Essex Marina, 35 Dodge Street, Essex
\$10 (members) \$20 (non-members)
Call the Chamber to Reserve Your Spot

31ST ANNUAL GLOUCESTER WATERFRONT FESTIVAL SCHEDULED FOR AUGUST 20-21

Thousands expected at Stage Fort Park

For 31 straight years, the Gloucester Waterfront Festival has been a part of the multitude of events that take place during the summer here on Cape Ann.

This year's event is scheduled for Saturday-Sunday, August 20-21, and will again draw thousands of people from all over the country, some who solely visit Gloucester as part of their family vacation to see the more than 175 juried artists and craftsmen. In addition, there will be plenty to do for children as there will a tiger slide, face painting and a chance to make your own crafts.

The festival will run from 9:00 a.m. to 6:00 p.m. each day and admission is free—rain or shine. The park is handicap accessible and friendly pets on leashes are welcome.

The Gloucester Rotary will be holding its annual pancake breakfast on Saturday, August 20, from 7:30 a.m. to 11:00 a.m. The cost is \$7 per person and proceeds will help benefit the Rose Baker Senior Center, North Shore Health Project, and SeniorCare. Tickets are available from any Gloucester Rotarian.



Online Auction

The Chamber's Annual Online Auction is now open for bidding!

Bidding opened on Monday, August 1, at 12:00 noon, and the staff has been working furiously, adding items daily for your bidding pleasure. We will be posting items throughout the day until Monday and beyond, so check often and watch your favorites. And, as "they" say; bid high and bid often. The bidding will close on August 15 at 8:00 p.m.

Check out the website at www.biddingforgood.com/capeannchamber
Be prepared to bid on a plethora of fabulous items and services.

A Word from Our President...
 (continued from page 1)

committee has been formed from our executive committee and other chamber members representing each of our four municipalities. The Board has adopted a formal procedure for the purposes of first examining the current state and future direction of our Chamber and then ensuring that we hire an Executive Director most suited to lead our Chamber on its future path. This process involves a survey of local business expectations, which many of you already have received by email, and a workshop involving the Board and past Presidents where the survey results will be analyzed along with other data for the purposes of fashioning an appropriate set of qualifications for our new Executive Director. Our goal is to hire a new Executive Director in early January 2012, the same time that Bob will officially end his duties.

Sincerely,
 Salvatore J. Frontiero, President
 Cape Ann Chamber of Commerce
 Board of Directors



Need More Cape Ann Guides?

If your supplies of the Chamber's magazine are running low, stop by the office anytime to pick-up more.

If you can't get to the Chamber office, give us a call and we'll arrange a delivery.

THE \$25,000 GAME

Wednesday, September 28, 2011
5:00 p.m. - 7:00 p.m.
The Gloucester House
63 Rogers Street, Gloucester
\$100 per ticket

Appetizers ♦ Door Prizes
Cash Bar

The Chance to Share in the \$25,000 Jackpot!

1st Prize: \$10,000

2nd Prize: \$5,000

3rd Prize: \$2,500

4th Prize: \$1,000 (6 winners)

5th Prize: \$500 (3 winners)

Odds of Winning: 12 in 500!

(Only 500 tickets to be sold)

You do not need to attend the party to win. But, we hope you'll join us for the fun!

For tickets or more information please contact the Chamber office at 978-283-1601 or susan@capeannchamber.com.

GLOUCESTER

SCHOONER

SEVENTH ANNUAL
2011

FESTIVAL
LABOR DAY WEEKEND

SATURDAY, SEPTEMBER 3
Traditional Small Craft Races
Gloucester Maritime Heritage Day
Boat Parade of Lights
Fireworks Display
over Gloucester Harbor

SUNDAY, SEPTEMBER 4
Parade of Sail
Mayor's Race for large schooners
Free bus from Niles Beach to
Eastern Point for start of race

**MEMBERSHIP
FEATURE**

CAPE ANN SUP

33 Commercial Street, Gloucester
978-233-1787 ♦ www.capeannsup.com

The founders of Cape Ann SUP, Dominic Olivo and Tyler Knight started off as a small touring company that explored The Essex River and surrounding Creeks. Now, Cape Ann SUP enjoys beach access in beautiful Gloucester Harbor on Pavilion Beach 33 Commercial Street. Their large rental fleet and free delivery in Cape Ann might explain why you are seeing more and more SUPs as part of the ocean landscape on the North Shore. Dominic is the

Head Instructor and is teaching SUPs for this, his third year. He'll tell you this is the fastest growing sport for a reason, the fun! In just a few minutes you'll be up and paddling on the water and having fun while your core muscles get a great workout. They offer private lessons, rentals and guided tours of Cape Ann throughout most of the year. A collaboration with Keith Natti of Twin Lights Glassing brings to the sport it's first race board



made for kids. One, of which, was auctioned away to a lucky attendee of the Chamber Auction at Woodman's in July. Tryouts for the Kids Race Team will be held thru August with a race and prizes at the end of the month. A variety of rental packages give you the flexibility to rent for just an hour, 1/2 day or a full day. But the breathtaking views on the guided tours are the best reasons to go for a paddle with Cape Ann SUP.

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WELCOME NEW MEMBERS

From networking and referrals to discount programs and seminars, the Chamber is "the voice of business on Cape Ann." Please join us in welcoming our newest members and consider these businesses when seeking products and services.

Seaport Gloucester DMO / Sea it All Passport
Gloucester
Charles de Gaspe Beaubien

Eugene Quinn Studio Gallery
Rockport
Eugene Quinn



AUCTION 2011 — MANY THANKS TO EVERYONE!

The Chamber would like to thank everyone involved with this year's Auction— including the committee, the volunteers, the donors, the party attendees, our auctioneers, media supporters, our venue hosts, and everyone else that had any part of the event! The following lists all of the donors to the 2011 Chamber Auction. Photo credits for both pages 4 & 5: Arlene Taliadoros.



Auction Co-Chair Tony Corrao (center) with Guy Cerundolo (left) and Sue Lufkin (right).

15 Walnut Bistro
222 Arts and Wellness Center
7 Seas Whale Watch
7th Wave Restaurant
ACME Apparel of Gloucester
Acres of Wildlife
Agawam Boat Charters
Ahimsa Massage
E.C. Akerley Corporation
Alchemy Cafe & Bistro
Nancy Alimansky
Gayle Allen
Allen's Pharmacy
Amazing Essence
Ambiance Hair Design
Ambie's Ala Carte
American Alarm & Communications
American Red Cross
Amy's Coffee & Cones
An Extra Bed
Anchorage By the Sea
Andover Retractable Screens
Angelina's Ristorante
The Ant & the Grasshopper
ARK Locate Services
Atlantic Acupuncture
Atlantic Discount Oil
Atlantic Vacation Homes
Atlantis Oceanfront Inn
Auction Wally
Audrey's Flower Shop
Avanti Hair Salon
Backstage Bistro
BankGloucester
BarTime Bartending School
Bass Rocks Golf Club
Bass Rocks Ocean Inn
Bearskin Neck Leathers
Bearskin Neck Motor Lodge
Beauport Ambulance
John & Janice Bell
Steve Berry
Beverly Cooperative Bank
Bolivia Trading Post
Borsari Gallery
Boston Fence
Boston Globe Media

Boston Red Sox
Boston's Best Cruises
Greg Bover
Brackett's Oceanview Restaurant
Bradco Supply Corp.
The Building Center
Roger Burton / Airhead Airbrush
Buscon Bus. Forms/Trubus Mktg.
Cala's Restaurant
Cape Air / Nantucket Airlines
Cape Ann S.U.P.
Cape Hedge Inn
Cape Ann Auto Body & Service
Cape Ann Automotive Supplies
Cape Ann Brewing Company
Cape Ann Camp Site
Cape Ann Chamber Board of Directors
Cape Ann Chamber Past Presidents
Cape Ann Coffees
Cape Ann Community Cinema
Cape Ann Driving School
Cape Ann Floor Covering
Cape Ann Golf Course
Cape Ann Insurance
Cape Ann Lanes
Cape Ann Marketplace
Cape Ann Motor Inn
Cape Ann Museum
Cape Ann Photography
Cape Ann Pizza
Cape Ann Savings Bank
Cape Ann Symphony Association



Auction Co-Chair Carol Morse with one of the several paintings donated by Cape Ann artists

Cape Ann Transportation Authority
Cape Ann TV
Cape Ann Whale Watch
Cape Ann YMCA
Cape Ann's Marina Resort
Cape Pond Ice Company
Capt. Bill & Sons Whale Watch
Captain Dusty's Ice Cream
Captain Joe & Sons, Inc.
Carlson's Gallery and B&B
Carver Design Group, Ltd.
Catic Title Insurance Co.
Causeway Liquors

The Causeway Restaurant
Central Street Gallery
Chamber Mail
Changing Tides
Charlie's Charters
Cherry Farm Creamery
Cheryl's Signs
Christopher's Table
Circle Consulting Group
Class A Cleaning
Classic Cooks Catering
Clutter Busters
Cogswell's Grant
Community Newspaper Company
Corliss Brothers
Costello Construction & Remodeling
Deborah Coull Salon
Chris Coyne Fine Art
Cranmore North Conway
Cranney Home Services
Cricket Press
Bud Curtis
Cynthia Curtis Pottery
D. Scott Noble Electrician
Deb Schradieck
Den-Mar Rehabilitation & Nursing Facility
Discovery Adventures
Dots in a Row
Double Tree Grand Key Resort
Doyon's Modern Home
Dr Richard Bush
The Dress Code
Duckworth's Bistrot
J.S. Dugger, AIA & Associates
Dumpsters R Us
Earth's Treasures
Earthworks Constructors, Inc.
East Coast Tire
Eastern Copy Fax, Inc.
Eastern Point Yacht Club
Easy Ship & Pack
Eden Pines Inn
Emerson Inn by the Sea
Endicott College
Ernie's Service Station
The Essex Bird Shop & Pet Supply
Essex County Greenbelt Association
Essex Shipbuilding Museum
Essex River Basin Adventures
Essex River Cruises & Charters
Eugene Quinn Studio Gallery
Eurostoves
Family Car Care
Fantasia Glass Art
J.T. Farnham's Seafood & Grill
Ann-Margaret Ferrante, MA House of Representatives
Fidelity Title Insurance

First National Bank of Ipswich
The Fish Shack
Fitness Together
Five Guys Burgers & Fries
Footprint Signs



Auction Co-Chair & 2nd VP Mark Grenier (left) with Director Jan Bordinaro (center) and retired Executive Director Mike Costello (right)

Fortune Palace II
Foster's Grill Store
Frontiero Law Office
Fryklund Construction Company
GDF Suez
George Fuller House
George Gallery
Giuseppe's
Glazed!
Gloucester Rotary Club
Gloucester Bytes
Gloucester Cinema
Gloucester Daily Times
Gloucester House Restaurant
Gloucester Maritime Heritage Center
Gloucester Stage Company
Gloucester Ave Truck & Auto Repair
Gloucester Dine Dance Cruise
Gloucester Fleet
Gloucester Taxi & Livery Service, Inc.
Gloucester Transit Mix
Glovers Floor Covering
Goetemann Gallery
W. Herbert Goodick, Inc.
Goodwins Party Shop
Granite Savings Bank
Mark Grenier
Grove Street Auto
Robert C. Gruppe Gallery
Gulf Oil, LP
Hair & Color Studio
Hale Street Tavern & Oyster Bar
Halibut Point Restaurant
Hammond Castle Museum
Harbor Tours
The Harborview Inn
David Harrison, DMD
Hart's Restaurant
Bob & Donna Hastings
Hawthorne Hotel
Heather Outlaw Designs

AUCTION 2011 — MANY THANKS TO EVERYONE!

Heritage Wholesalers, Inc.
Hershey Frame Shop
Hiltz Waste Disposal
Historic New England
Horizon Air Services
Horizon Chinese Restaurant
House Doctors Handyman Service
House of the Raven
The Inn at Harvard
The Inn on Cove Hill
Inspired Cooking
Investors Capital
Ipswich Clambake Co.
J. Brand Designs
J.Gibley Tuxedos
Jalapeno's Restaurant
Jan-Co Publishing
Janine's Fitness
Jennifer's Hair Salon
Jim's Bagel & Bake Shoppe
Joe Popcorn's Italian Slush
Just Nails by Vicki
K-9 Kuts



Chamber President Sal Frontiero and his wife Nicole.

Kaihlalan Gallery
Steve Kaity
Kamalic Gallery
Susan Kanoff
Kiely & Ferrante LLC
Kim Lufkin Williams LMT
Kathy Kingston Auctioneer
Mayor Carolyn Kirk
KMCconsulting
Ken Knowles Fine Art
Landry & Arcari
Lanesville Liquors
LaRosa's Pizzeria
Last Stop Variety
Latitude 43
Leonardo's Pizzeria
Lime Rock Inn
Liquor Locker
Lobsta Land
The Lobster Pool Restaurant
Carole Loiacono
Mag Promotional Products
Main Street Antiques
Maine Eastern Railroad
Manchester Athletic Club
Manchester Community Center
Manchester Hardware
Walter Manninen

Mark Adrian Shoes
Market Basket
Marshall's Greenhouse & Farmstand
McCarthy & Company CPAs
McGrath Plumbing & Heating, Inc.
The Meat House
Meringer Enterprises
Judy Metcalfe
Middleton Golf Course
Mill River Consulting
Mimi Gifts
Mina Dental Associates
Mondello Shoe Repair
Monhegan-Thomaston Boat Line, Inc.
Marty Morgan Pottery
Morning Glory Coffee Shop
Jon Morse, CPA, P.C.
Mortillaro Lobster, LLC
Mosher Gallery
Mount Vernon
Mt. Washington Valley Chamber of Commerce
Mt. Washington Cog Railway
Nana's Fried Dough
Nantucket Island Resorts
Neptune's Harvest
John Nesta Gallery
The New Essex Office
New Year's Rockport Eve
Nichols Candies
Jerry Noble Electricians, Inc.
Sinikka Nogelo
Nor'East Cleaners
Nor'east Frameworks
North Shore's Gold Coast Realty
North Shore Mini Storage
North Shore Music Theatre
Oasis Rockport
Old Cuban Cigar Factory
Sigrid Olsen Art Gallery
O'Neil Fitness & Personal Training
Stephanie O'Neil
Oxford Graphics
Palazola's Sporting Goods, Inc.
Pantages Transit
Passports
Patriot Financial Group
Pat's Peak
Peg Leg Inn
The Pewter Shop
The Pilot House
Law Firm of Pino & Shea
Pirate Ship Charters
Pisces
Pleasant Street Inn
Pleasant Street Tea Company & Coffee Bar
Precision Roofing Services of N.E., Inc.
Prescott Chamber of Commerce
Primio Tickets
Quarterdeck Inn by the Sea

R. A. Martin Assoc
R.M. Design Group
Richard Sagall
M.F. Roberts Company
Rockport Golf Club
Rockport Inn & Suites
Rockport Music
Rockport National Bank
Rocky Neck Art Colony
Rollers Rolloffs, LLC
Wendy Rose
Roy Moore Lobster Company
Ruberto, Israel & Weiner, PC
The Rudder
Ryan & Wood, Inc. Distilleries
Ryder Ecological Assessment
Salem Plumbing Supply
Salem State University
Salon One
Samoset Resort on the Ocean
Sandler & Laramie
Sargent House Museum
Schooner American Eagle
Schooner Ardelle
Schooner Thomas E. Lannon
Scott Oil Company, Inc.
Scott's Auto Clinic
Sea Lion Motel and Cottages
Sea Meadow Gifts
Seacoast Nursing & Rehabilitation Center
SeaGlass Inn
Sears Cape Ann
Seaside Cycle



Past President Peter Anderson and his wife Debbie.

Seaside Furniture
Seaside Graphics
Seatronics Corp.
Seaward Inn
Shaklee Products
Shaw's Supermarket
Shear Madness
Shea's Riverside Restaurant & Bar
David R. Singleton, Inc.
Six Flags New England
Soft Touch Salon
Sonolite Plastics Corp.
Squam Lakes Natural Science Center
Carroll K. Steele Insurance
Stone's Pub & Eatery
Stowe Area Association
Strategic Workspaces
The Paul Strisik Gallery

Strong Group, Inc.
Sudbay Chrysler, Plymouth, Dodge, Jeep-Eagle, Inc.
Sudbay Pontiac, Cadillac, Buick, GMC Chevy-Olds, Inc.
Sully's Auto Body of Gloucester.
Super Stop & Shop
Tony & Arlene Taliadoros
Senator Bruce Tarr
TD Bank
John Terelak / An Artful Touch Gallery
Texas Road House
Thai Choice
Threeseventeen Partners
Timberline Enterprises
Tiny Island Beach Glass
Tip-Top Branding
Todd Oil
Tony Tally's Auto Sales
Toodeloos!
Town & Country Resort
Transform Fitness Studio
The Tuck Inn B&B
Tucker's Farm Family Diner
Tuck's Candy
Two Sisters Restaurant
UDine4Less
Underwood Photography
Vadala Real Estate
Village Restaurant
Virgilio Italian Bakery, Grocery & Deli
Robert L. Visnick, Esq.
W.B. Mason
Wachusett Mountain
John J. Walsh Insurance Agency
The Weathervane
Web & Claw, Inc.
Weston & Sampson
Beth Williams Studio
Willoughby's Apparel
Willow Rest
The Windward Grille
Wingaersheek Inn & Motel
Del Wnorowski
Wolf Hill Home and Garden Center
Woodman's of Essex
Yankee Clipper Inn
Yankee Whale Watch & Deep Sea Fishing
YMCA Rockport Youth & Teen Center
Zeke's Place
Zubricki Chiropractic



Carol Morse, Laurie Lufkin, Kate Lufkin, Katrina Haskell

GLOUCESTER IN THE NEWS

July 2011 Public Relations Report

Cape Ann Chamber of Commerce ♦ Matter Communications

Media Outreach: Secured Coverage

- GoNOMAD.com, Gloucester Massachusetts: America's Oldest Seaport Reconnects to its Roots, July 20

Gloucester in the News

- *Boston Globe*, A perfect day on the perfect beach, July 23
- *Boston Globe*, Region awash in new wave of niche breweries, July 22
- *Runners World*, Sea Change, July 19

Media Outreach: Expected Coverage

- **Canoe & Kayak, Dave Shively**
 - Interested Managing Editor D. Shively in a story about the Blackburn Challenge. He requested 3 to 6 images to accompany the article, which will appear shortly after he receives the images.
 - Matter reached out to Cape Ann Rowing Club for images; D. Lind responded and sent images, which Matter forwarded to the editor.
- **USA TODAY, Laura Bly**
 - L. Bly contacted Bob Hastings, following a post about cruise ships coming to Gloucester in *USA Today's* Cruise blog.
 - She is interested in writing a Gloucester cruise ship story and updating an article about Gloucester that she wrote in 2000. Story scheduled to run Aug. 12.
 - Matter coordinated a hotel stay with J. Bordinaro for July 5.
 - Matter sent a list of suggested interviewees and restaurants/shops to visit, which Bob forwarded to the reporter.

- **Birder's World, Matt Mendenhall**

- Interested Associate Editor Matt Mendenhall in a story on Cape Ann for the "Hotspots Near You" section on easy-to-get-to birding hotspots.
- Connected Matt with professional birder John Nelson of Gloucester.
- Article is scheduled for publication this coming winter.

- **Northshore Magazine, Terri Ogan**

- Terri is writing a "Town Focus" piece on Gloucester for the September issue following Matter's outreach to Editor L. Lambert
- Matter supplied the itinerary and is working to schedule her visit to Gloucester.

- **The Hour, Deirdre Frost and Sebastian Price**

- Matter is arranging an itinerary for these reporters' visit to Gloucester on Sept. 10-11, after they sent a visit request via gloucesterma.com to write a travel review in a CT newspaper.

Media Outreach: Event Listings

Matter submitted the Blackburn Challenge and Schooner Festival event information to the following sites:

BostonCentral.com

Boston.com/ThingsToDo

VisitNewEngland.com


matter
COMMUNICATIONS

www.matternow.com

"A successful man is one who can lay a firm foundation with the bricks others have thrown at him."

David Brinkley

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Chamber & Community Calendar

August 4-6	Gloucester Sidewalk Bazaar , <i>Downtown Gloucester</i>
August 7	Gloucester Fisherman Triathlon , <i>Pavilion Beach, Gloucester</i>
August 9	Businesswomen's Sunset Sail , <i>aboard the Schooner Thomas E. Lannon</i>
August 13	Rockport Rotary LobsterFest , <i>Back Beach, Rockport</i>
August 14	Rockport Acoustic Music Festival , <i>Mill Park, Rockport</i>
August 17	Business After Hours , <i>Essex River Cruises & Charters, Essex</i>
August 20	Gloucester Rotary Pancake Breakfast , <i>Stage Fort Park, Gloucester</i>
August 20-21	Gloucester Waterfront Festival , <i>Stage Fort Park, Gloucester</i>
August 27	Essex Music Festival , <i>Centennial Grove, Essex</i>
September 1	Gloucester Rotary Comedy Night , <i>Cruiseport, Gloucester</i>
September 2-4	Gloucester Schooner Festival , <i>Harborfront, Gloucester</i>
September 28	\$25,000 Game Raffle Drawing , <i>Gloucester House Restaurant, Gloucester</i>
October 8-10	Cape Ann Artisans Studio Tour , <i>Throughout Cape Ann</i>
October 15	Rockport Harvest Fest , <i>Downtown Rockport</i>
October 22	Essex Clamfest , <i>Memorial Park, Essex</i>
October 23-27	Cape Ann Restaurant Week



Skill and Compassion

Nestled on the campus of Addison Gilbert Hospital, Seacoast Nursing and Rehabilitation Center is Cape Ann's premier choice for short-term rehabilitation, complex medical care and skilled nursing services. Since 1993, residents of Cape Ann and the North Shore have counted on the professionals at Seacoast Nursing and Rehabilitation Center to provide the very best care to their loved ones, neighbors and friends.

The Seacoast difference includes:

- Longstanding, highly seasoned management and interdisciplinary team
- Specialized rehabilitation programs tailored to meet each individual's unique needs and goals of care
- Access to a wide range of healthcare professionals, including a dedicated respiratory therapist and dietitians
- State-of-the-art equipment and technology
- Compassionate care for the memory impaired, provided by experienced staff specially trained and certified by the Alzheimer's Association
- Award-winning culinary program



"I want to tell you how grateful I am for the outstanding care provided to my wife. The attention to her needs was most compassionate and tender. To have a loved one receive care at Seacoast is to know that they are receiving the very best."

- George Monbourquette,
Ipswich



SEACOAST
NURSING AND REHABILITATION CENTER, INC.

Seacoast Nursing and Rehabilitation Center
292 Washington Street, Gloucester

Call us for more information or to arrange a tour of our facility.

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