

philanthropy

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JOHNNE SYVERSON
President, Transition Point Business Advisors



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**IOWA ASSOCIATION OF
 BUSINESS AND INDUSTRY**

The Voice of Iowa Business Since 1903.

Iowa Association of Business and Industry. "The Voice of Iowa Business since 1903" is the largest business network in the state (serving as Iowa's state chamber) with a long legacy of advocating for a competitive business climate in Iowa. ABI offers its nearly 1,500 member companies and their employees opportunities to network, learn best practices in lean processes, workforce, workers' compensation, controlling health care costs, employee drug testing, environmental issues and leadership. ABI works "to foster a favorable business, economic, governmental and social climate within the State of Iowa so that our citizens have the opportunity to enjoy the highest possible quality of life."

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A VIEW FROM THE TOP



Mark Hanawalt

ABI Chairman

*United Equipment
 Accessories, Waverly*

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Giving back important to ABI members

Taken collectively, ABI members and their employees pay more taxes, buy more goods and services, and donate more time and money to Iowa causes than any other single entity in the state. It is the last point, donating to worthy causes, that is the focus of this edition of Business Record Iowa.

I am proud of the employees of United Equipment Accessories and all they do for our community of Waverly. It is that way with ABI members all over Iowa. They are involved in their community and their state. And that is as it should be. Read more about philanthropy elsewhere in this magazine.

There is another important issue highlighted in this edition of Business Record Iowa. It is timely that it is featured now.

In less than a month, hundreds of ABI members from across the state and beyond

will converge on the Quad Cities for the association's 112th annual convention. The 2015 Taking Care of Business Conference will be held June 10-12, and you simply won't believe the incredible program in store for you.

At the conference, you will find not one, but several internationally known speakers. You will see fabulous, first-class meeting and event venues. You will dine on the beautiful Celebration Belle Riverboat, play golf at one of the PGA's finest courses, and experience terrific Quad Cities hospitality. Best of all, you will interact and network with Iowa's top business people. You do NOT want to miss this conference.

There is no better investment you can make in your business than to attend this event. Register now at www.abitakingcareof-business.com.

EMBARRASSED EXECUTIVE

Q. Who is ultimately responsible for the safety of temporary workers at my site?

A. This is a great question that can have serious implications to companies utilizing temporary workers. There is often confusion as to whose responsibility it is to ensure that proper training of temporary employees is completed.

Actually, the Occupational Safety and Health Administration will consider the staffing agency and host employer to be "joint employers" responsible for the safety of any temporary workers. Because of the number of temporary workers suffering fatal injuries – many during their first days on a job – OSHA, in April 2013, announced the Temporary Worker Initiative to protect temporary employees from workplace hazards. OSHA inspectors will now identify when temporary workers are exposed to safety and health violations and will assess whether temporary workers received required training in a language and vocabulary they could understand. OSHA has issued citations when employers failed to provide adequate protections, including safety training.

Keys to protecting your organization:

To ensure that there is a clear understanding of each employer's role in protecting employees, a reputable staffing firm will work with you to outline responsibilities for compliance with applicable OSHA standards in their contract.

Your staffing agency should partner with you to:

- Establish safety requirements and a training communication plan.
- Review your worksite/inquire into the conditions of the temporary workers' assigned workplaces.
- Have trained agency staff that can recognize safety and health hazards.
- Hold you accountable/verify that you have fulfilled your responsibilities for site-specific training.
- Ensure that you treat temporary workers like any other workers in terms of training and safety and health protections.

OSHA and the National Institute for Occupational Safety and Health (NIOSH) have created a guide called the Recommended Practices. This guide highlights the joint responsibility of the staffing agency and host employer to ensure that temporary workers are provided a safe work environment and is available at www.osha.gov/Publications/OSHA3735.pdf.



Karen Miller

*Executive Vice President,
 Manpower – Central Iowa*

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A CUSTOM PUBLICATION FOR ABI

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>> Members of the Investors Club play a key role in ABI's success.
For more information on how your company can join, contact Mike Ralston at mralston@iowaabi.org

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◀ EVENT REWIND

Connecting Statewide Leaders and Leadership Iowa

APRIL 9-10 | STORM LAKE



ABI President Mike Ralston moderates a panel on workforce for the Connecting Statewide Leaders forum.



Rand Fisher, president of the Iowa Area Development Group, speaks with Leadership Iowa participants.



Davis Brown attorney Lori Chesser answers questions during a presentation to the LI class.

Workers' Compensation Program MARCH 25 | ALTOONA



Chris Murphy, a senior engineer at EMC Insurance Co., discusses how to prevent injuries.



BrownWinick attorney Elizabeth Coonan talks with participants about bad faith claims.



Ryan Smith of Aegis Group, LLC, explains the benefits of functional capacity testing.



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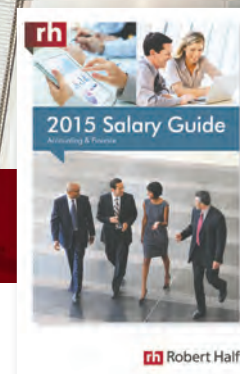
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EXPERT ADVICE



How Do I Maximize the Benefit of My Charitable Contributions?

Drew Larson

Attorney, BrownWinick

larson@brownwinick.com

Many people come to their professional advisers knowing they want to make charitable gifts during their life or after death. What they do not know is the best way to benefit their charities while also maximizing the tax benefits from their contributions.

Generally, when people make charitable contributions, they may deduct the contributions on their income tax returns or from their estates. However, there are a couple of common giving strategies that can provide even bigger tax benefits for income or estate taxes.

The first strategy is to make a donation of appreciated assets. By contributing appreciated assets,

the donor gets a twofold benefit. First, the donor avoids the recognition of any capital gain when he or she donates the appreciated property. Second, the donor gets to deduct the value of the appreciated property at the time of donation. For example, assume you owned General Electric Co. stock worth \$100,000 in which you had a tax basis of \$20,000. If you sold the stock, you would recognize a capital gain of \$80,000. By donating the stock, you avoid recognizing the \$80,000 gain and also get to deduct the full \$100,000 value of the stock.

If making a contribution through your estate, qualified accounts like traditional 401(k)s and individual retirement accounts are often excellent

choices. In general, these qualified accounts are included in the value of a person's estate and are subject to income tax as distributions are received by the recipients, meaning they may be taxed twice. By making a charitable contribution using qualified accounts, the donor does not pay any estate tax on the amount donated, and the charity does not pay any income tax on the distributions since it is a tax-exempt organization.

The tax laws in this area can be complicated, so you should work with your tax professional and counsel to ensure that your gift complies with all tax laws and is executed and documented appropriately.



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Making a difference is a good business.

Find your local community foundation at www.IowaCommunityFoundations.org



Iowa Community Foundations is an initiative of the Iowa Council of Foundations

AHEAD OF THE CURVE



Kaci Conetzkey, Doug Strand and Scott Bailey serve as Industry Advisors for Business Horizons.

From industry advisors at Business Horizons to members of our various boards, volunteers play a critical role in the success of the ABI Foundation.

These individuals contribute hundreds of hours each year to help educate the future business and civic leaders of our state.

But it's not all work. Ask anyone who has attended these programs as a volunteer and they will tell you, volunteers walk away from these experiences enriched, too.

*I don't care what your life experiences are,
it's great to see the next generation and
what they're thinking.*

BUSINESS HORIZONS VOLUNTEER

There are growth opportunities, not only for those participating in ABI Foundation programs, but for those helping to produce the programs as well.

"I don't care what your life experiences are, it's great to see the next generation and what they're thinking," one Business Horizons volunteer said.

Thank you to all of our wonderful volunteers who help ensure ABI Foundation programming is successful year after year.

Are you interested in taking a more active role in the Foundation? Here are three ways to get involved:

Business Horizons: This week-long business boot camp for high school students is powered by volunteers. Our industry advisors serve as guides to student groups throughout the week. Are you a professional in the field of banking, finance or marketing? We need judges to provide valuable feedback on student work!

Leadership Iowa University: Each Leadership Iowa University student is paired with a business professional in their field of interest. This is a great opportunity to help mentor and mold Iowa's future leaders.

Represent the Foundation at ABI events: Events like the ABI Executive Open are important fundraising opportunities for the foundation. Volunteers provide the manpower and the enthusiasm to help bring in donations, all while interacting with ABI members.

Contact Kay Neumann-Thomas at kthomas@iowaabi.org or 515-235-0564.

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Which companies are Iowa's HEALTHIEST EMPLOYERS?*

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FINALISTS			
	Western Region	Central Region	Eastern Region
Large Employers	Stellar Industries	Meredith Corporation	Genesis Health System
Mid-Size Employers	Hy-Capacity, Inc.	Terracon Consultants, Inc.	MUDD Advertising
Small Employers	N/A	Antea Group	Delta Airlines

AWARDS BREAKFAST ABI'S TAKING CARE OF BUSINESS CONFERENCE

Waterfront Convention Center • 2021 State Street, Bettendorf, Iowa
Friday, June 12, 2015

7 a.m. Breakfast • 7:45 a.m. Presentation of Awards •
8:30 A.M. Keynote address by Dr. Donald D. Hensrud, Medical Editor
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PHOTO BY DUANE TINKEY



“It can be very powerful to integrate that philanthropic philosophy into the transition planning process, but it’s not something that your typical business owner or executive is going to be knowledgeable about.”

JOHNNE SYVERSON, (PICTURED LEFT)
President, Transition Point Business Advisors

philanthropy

PREPARING A PLAN THAT WORKS FOR YOU

A series of new initiatives implemented over the past 15 years has refocused the philanthropic efforts of many Iowans who are taking a “live here, give here” approach to giving.

The renewed interest in contributing to local organizations has provided a growing source of optimism and support in the state’s smaller communities.

Iowa business leaders are among those stepping up to help ensure their communities have the organizations and the infrastructure necessary for residents and local companies to be successful.

The benefits are twofold. Many business owners and executives feel compelled to give back to the communities that helped make their companies successful. The projects they fund also improve the local quality of life, which can help attract potential employees.

“As a kid, especially growing up in a small community, you think everything is there because it’s meant to be there, but as you grow older you realize that there is actually a lot of hard work



CORPORATE FOUNDATIONS SERVE CRITICAL ROLE

Foundations play an important role in America's charitable giving landscape, accounting for 15 percent of all contributions in 2013.

Foundations were second only to individuals, who provided 72 percent of the country's \$335.17 billion in contributions that year, according to Giving USA.

Many ABI member companies have foundations that provide philanthropic support nationally and in their local communities.

The Wellmark Foundation, for instance, provided about \$3 million in contributions to nonprofits in Iowa and South Dakota last year.

The foundation's grant program provides funding for projects and initiatives that help people lead a healthy lifestyle. This year, the Wellmark Foundation has two key focuses for its grants: active living where we work, learn and play, and access to and consumption of health food.

The foundation's BluesCare Giving Program encourages employees to give back, too, by rewarding them for their volunteer time.

For every eight hours an employee volunteers, the Wellmark Foundation contributes \$250 to the nonprofit of the employee's choice.

"We think it's a pretty unique program," Wellmark Foundation Manager Stephanie Perry said. "Caring is one of Wellmark Blue Cross and Blue Shield's core values. Employees are encouraged to volunteer in our communities, and the volunteer designations are another way the employees can give back."

In 2014, employees volunteered more than 36,000 hours and the foundation donated more than \$1.7 million to 548 organizations.

"What's neat about the program is it allows the employees to decide what they think is important, both where they want to volunteer and where they want the designations to go," Perry said.

involved, there are donations and people pushing to make sure everything is in place," said Charles Sukup, CEO of Sukup Manufacturing, a family-owned manufacturer of grain bins and pre-engineered metal buildings in Sheffield.

Sukup's family has given to a number of local organizations and initiatives that both fulfill critical needs (a care center in Sheffield) and improve the quality of life (expanding area bike trails).

With proper planning and help from professional financial advisers, Iowans can ensure they are getting the most out of their opportunities to donate, particularly in times of transition, said Johnne Syverson, President of Transition Point Business Advisors in West Des Moines.

INITIATIVES SPUR LOCAL GIVING

Several legislative changes and other efforts have served as catalysts in the trend toward local giving:

- In 2003, the Iowa Legislature created the Endow Iowa Tax Credit, which provides a 25 percent state tax credit on top of federal donations for contributions made to permanent endowment funds through a qualified community foundation.
- A County Endowment Fund established by the Legislature in 2005 directed a portion of the state's gaming revenue to qualified community foundations in 85 Iowa counties, helping to jump-start community foundation efforts around the state.
- The Community Vitality Center was created to help implement projects to improve the vitality of Iowa communities. The center conducted a wealth transfer study, which projected that Iowans would transfer \$531 billion in their estates between 2000 and 2049. An estate transfer is a popular time for people to make philanthropic contributions because

those contributions allow for the write-off of a portion or all of their federal estate taxes.

The Iowa Area Development Group has played a key role in helping to educate people on the value of local giving because philanthropy is an important economic development tool, IADG President Rand Fisher said.

"When you think about it, nonprofit institutions, the focus of most philanthropy, are at the heart and soul of most communities," Fisher said. "Charitable institutions and causes help define the very fabric of a community."

PLANNING CRITICAL TO MAKING THE MOST OF CONTRIBUTIONS

For those looking to provide the greatest impact with their dollars, working with a Certified Financial Planner is critical, Syverson of Transition Point Business Advisors said.

In the case of an estate transfer or business transition, it's particularly important to work with someone who understands the charitable tax benefits and other implications.

"You don't know what you don't know," Syverson said. "It can be very powerful to integrate that philanthropic philosophy into the transition planning process, but it's not something that your typical business owner or executive is going to be knowledgeable about."

People should also look into more nontraditional contributions, Syverson said. For example, 80 percent of charitable giving is done via cash gifts, but only 10 percent of the country's wealth is in cash. The other 90 percent is in business interests and real estate.

"We often show business owners how they can make gifts of non-cash assets as part of their philanthropic and transition plans in such a way as to give



them tax leverage without impairing their cash flow," he said.

Syverson also recommends establishing a donor advised fund at a local community foundation as a way to manage contributions.

This allows people to give to local organizations that matter the most to them, while simplifying the giving process.

COMMUNITY FOUNDATION PARTICIPATION ON THE RISE

The community foundation movement started to take hold in Iowa about 20 years ago, but gained momentum when the state established the County Endowment Fund in 2005, said Kristi Knous, president of the Community Foundation of Greater Des Moines, which serves as a host foundation for smaller community foundations throughout the state.

Knous and others say there are several incentives to making contributions through a community foundation, in addition to the administrative services and tax credit incentives.

For one, people who are able to make a large contribution due to an estate transfer or other tax event can place the money in a donor advised fund and distribute it over time as opposed to giving it out all at once.

Community foundations also provide a convenient avenue to donate to local organizations. Those who may have given to larger more centralized organizations because they had the structure and capacity in place to accept such gifts can now do the same with smaller or more local organizations.

"What's neat about having a foundation at the county or community level is that they are unique to that county and its needs," Knous said. "It's great to have those local experts working in these community foundations, because



“

When you think about it, nonprofit institutions, the focus of most philanthropy, are at the heart and soul of most communities. Charitable institutions and causes help define the very fabric of the community.

”

Rand Fisher, *President, Iowa Area Development Group*

they know their community best and have the flexibility to meet those needs.”

Some counties and cities, in particular, have embraced their community foundation as a tool to actively work toward improving their community.

The Community Foundation of Greater Des Moines worked with IADG to create the Iowa Community Affiliate Network, or Iowa C.A.N., a network of more than 30 rural Iowa county community foundations, communities and

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As a kid, especially growing up in a small community, you think everything is there because it's meant to be there, but as you grow older you realize that there is actually a lot of hard work involved, there are donations and people pushing to make sure everything is in place.



Charles Sukup, *President and CEO, Sukup Manufacturing*

residents. Over the past decade, Iowa C.A.N. affiliates have built charitable assets of more than \$30 million and established nearly 400 funds. At the same time, these affiliates have provided more than \$24 million in funding toward more than 6,000 projects, Fisher said.

Hardin County newspaper publisher Mark Hamilton helped establish the Community Vitality Center and views local philanthropy as a way to help reinvent the area as a place where young families will want to live.

He and other advocates started by reaching out to those residents who had moved away and were going to receive money from their parents still living in Iowa.

"Ag land, especially, is a very valuable asset," Hamilton said. "We knew if we could find ways to entice people to leave some of that asset to communities to build foundations, then we could work on the quality of life and the kind of things we need to attract the next generation of settlers."

Hamilton used his own inheritance as seed money for the Hardin County Community Endowment Foundation. There, residents have successfully raised money for a hospital, swimming pool and library. People have also made smaller more personal donations for community college scholarships and maintenance of the day care center.

The Hardin County Foundation has established a thorough vetting process for issuing grant money raised from private contributors and from gaming revenue, Hamilton said.

His next goals are to continue to increase the foundation's endowment, which now sits at about \$3 million and to continue work on projects that will attract people to Hardin County.

"I think you see things that are a really great need but as a county of 18,000 can't quite afford and don't want to pay with tax dollars. This is an avenue to address those issues."

BE MORE INFLUENTIAL.

Research reveals that many attempts at complex communications fail or lead to conflict.

You are part of a team with differing views on how to allocate resources to projects.
You need to find a solution to a customer complaint that satisfies both the customer and your organization.
You need to provide feedback to an employee and anticipate they may become defensive.

These are just a few examples of workplace scenarios that will result in a positive or negative outcome – depending on how they are handled. Today, the ability to communicate influentially represents competitive advantage. Contact Tero to learn the skills of influence.

2015 Public Workshop dates for Influence: How To Achieve Winning Outcomes 2-day workshop:

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Rowena Crosbie, President

CAPITOL BUSINESS

Stay engaged with upcoming events



The Iowa Legislature's scheduled adjournment date was May 2. Iowa legislators have exceeded the session timeline without pay each of the past two years. Given the unpredictable nature of the Legislature this year and the deadline for this article; I thought this month's column would be an excellent time to announce some upcoming public policy events:

Post-Legislative Session Regional Meetings: The public policy team will be coming to a city near you to give you a "hot off the press" analysis of the 2015 legislative session. Stay tuned for dates and locations pending the outcome of the Legislature.

Committee Meetings in August: ABI's five public policy committees will meet in August to review existing policies and recommend priorities for the 2016 legislative session. The board will approve the priorities at the September meeting. The schedule allows ABI members and staff ample time to educate legislators on ABI's 2016 priorities before policies are developed.

Washington, D.C. Fly-in: Two years ago, ABI members flew to Washington, D.C. and met with members of the Congressional delegation and key national association partners. The trip received rave reviews by all who attended so ABI is hosting a trip again this year. ABI members taking part in the trip will spend two full days in Washington and have the opportunity to meet with Iowa's congressional delegation and network with our association's national affiliates. The trip will be held September 15-18 and includes hotel, airfare and some meals for \$1,900. Based on feedback from the inaugural group, ABI is capping this high value event at 20 individuals. Please contact me if you're interested in attending, or being put on the list for a future trip.

Presidential Candidate Series: ABI is working on a new initiative to bring presidential candidates to your companies. As the candidates are visiting communities, we are encouraging them to stop by and visit with employers and employees about issues impacting jobs. We are also working with BIPAC (Business and Industry Political Action Committee) to record videos of the candidates speaking on three or four top issues as determined by the ABI membership. Stay tuned for more information on this new initiative.

The ABI public policy team is always seeking to improve the events we host and the issues we track on behalf of members. Please contact me if you have a suggestion for a new event or recommendation for us to improve our work on behalf of the Iowa employer community.



Nicole Crain

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CALENDAR OF EVENTS



MAY 15
2015 ABI Legislative Update Teleconference (members only)
Teleconference
9:00 AM - 9:30 AM

JUNE 10-12
2015 Taking Care of Business Conference
Waterfront Convention Center
Quad Cities

AUGUST 31
ABI Executive Open
Des Moines Golf and Country Club
1600 Jordan Creek Parkway | West Des Moines
12:00 PM - 6:30 PM

SEPTEMBER 30
Iowa's Advanced Manufacturing Conference
Prairie Meadows Event Center
1 Prairie Meadows Drive | Altoona
9:00 AM - 3:00 PM (registration will begin at 8:00 AM)



Visit www.iowaabi.org and click the "Events" tab for details on upcoming events.

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EYE ON INDUSTRY

Supervisors can take a key role in safety

Engaging front-line supervisors is critical to creating a safe workplace, Chuck Martinek of LMC Insurance and Risk Management told participants at ABI's Workers' Compensation Program recently.

"Front-line supervisors have to set the tone for the safety culture you want to establish," Martinek said. "I think supervisors should talk about safety every single day to their employees."

Those people who work directly with employees and observe their day-to-day activities are in the best position to recognize dangerous acts or conditions.

Creating and maintaining a safe workplace doesn't have to place an undue burden on supervisors, Martinek said.

Martinek highlighted **five** basic safety responsibilities of supervisors:

- 1. Survey the work area:** Take five to 10 minutes in the morning and afternoon to observe employees working with the sole purpose of identifying unsafe acts or unsafe conditions. When an employee does something right, acknowledge it. If something is being done incorrectly, take steps to fix it.
- 2. Establish work methods:** Work methods need to be well-understood and consistently followed for efficient and safe operations.
- 3. Giving job instruction:** Supervisors need to be engaged in new employee training and ensure that those employees understand how to do their job correctly and safely.
- 4. Assigning people to jobs:** When a supervisor makes a work assignment, the employee must be qualified to do the job and thoroughly understand the work method.
- 5. Supervising people at work:** Accidents and injuries occur when people deviate from established safe practices. In order to prevent injuries, a supervisor **must** watch for unsafe work methods and correct them immediately.

Safety is usually thought of as a priority but should be considered a value, like showing up on time, Martinek said. Employees are often disciplined or even fired for being tardy. That's not the case for safety violations, he said.

"It's a rare company that thinks of safety as a requirement to work for them," Martinek said. "Your supervisors need to manage the safety element just like they would for showing up on time."



Chuck Martinek

Loss Control Consultant, LMC Insurance & Risk Management

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To review this and other presentations from the Workers' Compensation Program visit bit.ly/2015presentations.

ARE YOU AN ABI MEMBER? CHANCES ARE THE ANSWER IS YES.

ABI is Iowa's oldest and largest business network, representing almost **1,500 businesses** of all types and sizes employing **over 350,000 Iowans** in all **99 counties**. If you are not sure if your organization is a member of ABI, contact Dorothy Knowles at 515-235-0568 or dknowles@iowaabi.org.

JOIN US

Stay up-to-date on *environmental issues* at upcoming conference

Staying up-to-date on the latest environmental compliance issues is important for every regulated organization.

That is why ABI is proud to partner with several regional organizations to put on the Midwest Environmental Compliance Conference next week in Overland Park, Kan.

The event will provide valuable perspective on current and emerging compliance and enforcement issues and offer up-to-date information on rapidly changing areas of law and regulation in air, hazardous waste and water.

The lineup of expert speakers will provide unique insights and real-world experience.

This conference will address all of the major regulation issues facing businesses today, including the impact of the Waters of the U.S. rule, a timeline and implications of the Clean Power Plan and hazardous waste management.

Learn from experts the best permitting and compliance tips in air, water and hazardous waste and understand the impact of new regulations related to ozone.

This two-day event will take place May 13-14 at the Overland Park Convention Center.



Visit bit.ly/MECconference to register.

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