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44th Visitor Industry Charity Walk page 2



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44th Visitor Industry Charity Walk

By Léo Azambuja

Here in Hawai'i, sharing is spreading aloha. For more than four decades, each year the hospitality workers and corporations in Hawai'i raise a substantial amount of funds during the annual Visitor Industry Charity Walk, directly benefitting dozens of local nonprofit organizations.

"The Charity Walk is, in my opinion, a way that the community comes together to assist the nonprofit organizations on Kaua'i; all the money that's raised stays within Kaua'i," said Hilton Garden Inn General Manager Ike Cockett, who is the chair of the 44th Visitor Industry Charity Walk on Kaua'i. "Last year, there were over 60 nonprofit organizations. So the money that was raised went to those 60 nonprofit organizations."

About 1,500 participants on Kaua'i donate to the Visitor Industry Charity Walk each year. On this year's Charity Walk, on May 6, roughly 1,000 of those donors will walk about three miles around Lihu'e, doing a loop that starts and ends at Vidinha Stadium, where they will be welcomed with free food and fun activities.

The Charity Walk is coordinated by the Hawai'i Lodging and Tourism Association, and is one of the ways the Hawaiian visitor industry gives back to the community. Cockett said there are a lot of families still affected by the COVID-19 pandemic, and adding to that, there's inflation and a potential recession ahead. With so many people living paycheck to paycheck, the help provided by nonprofit organizations can relieve the financial stress of those less advantaged families, he said.

In 2020, the pandemic threw a wrench on the annual event, and it was cancelled for that year. In 2021, with the pandemic still affecting our island, the Charity Walk was held online. Yet, it still raised a substantial amount; \$267,000. It was only last year that the event was held in person again, and it didn't disappoint. The 2022 Kaua'i Visitor Industry Charity Walk raised the highest

amount ever in donations, \$457,000, according to Cockett.

Samira Siale, executive director of the HLTA, Kaua'i Chapter, said last year's event was held in August to allow more time for the organization and fundraising efforts as Hawai'i was still recovering from the pandemic. This year, with the event back to its traditional month of May, there is a short window from the last event, adding a challenge to fundraising efforts.

"Our goal is \$400,000, which is already a lofty goal, because our sponsors are the same every year," Siale said.

Anyone can donate by visiting www.charitywalkhawaii.org/kauai, and following the links. You can do a straight donation,



Hula performance at the 2022 Visitor Industry Charity Walk. Contributed photo

join a team or create your own team. The minimum donation is \$15, but if you donate \$50 or more you get a T-shirt. Everyone who donates gets to walk during the Visitor Industry Charity Walk on Saturday, May 6.

On the day of the event, participants can start registering at Vidinha Stadium for the walk at 6 a.m. The walk itself starts at 7 a.m. It goes toward Ace Hardware on Rice Street, then Hardy Street, to eventually turn into Ahukini Road and loop back to the stadium through Kapule Highway.

"Once everybody comes back, there are eight hotels or restaurants that will do food stations, and then we have 20 nonprofits that come and participate," said Siale, adding there will be no fundraising during the walk itself, but a celebration of the success of the Charity Walk. "We're announcing our top fundraiser properties, our top fundraiser individuals, we're celebrating and thanking everybody for their donation."

Additionally, there will be keiki stations, a zipline for the kids, corporate sponsor tents, games, Zumba, live music, hula and lucky drawings. Add Kong Radio to all that.

"It's a family friendly day," Siale said.

One of the highlights of the celebration is the Slippah Drop that gives away a round trip for two to Las Vegas, including a hotel stay. You buy a ticket, and it gets you a slipper that goes in a box full of other slippers.

"We have a crane that lifts a big box of slippers," Siale said. "We have a bucket as a bullseye, and then they drop the slippers. The closest one to the bucket wins."

There are three prizes. The first one wins the trip for two to Vegas, the second wins a stay at the Grand Hyatt Kaua'i Resort and Spa, and the third wins a stay at the Kaua'i Beach Resort and Spa.

Even though there is a lot happening on the day of the event, everything is done by 9:30 a.m., according to Siale.

In the past, both Siale and Cockett have been recipients of help from nonprofit organizations. They said that being a part of the event is a way for them to give back to the community.

"I was raised by a single mom. So, at one point or another, I've utilized different nonprofit organizations. Now, I'm in a position to give back or be a part of a bigger picture, and I truly feel like we're all part of the same social fabric," Siale said.



Aida Roslin, of the Culinary Institute of the Pacific, is seen here during last year's Charity Walk. Contributed photo



There's free food from 20 stations at the end of the Charity Walk. Contributed photo

Cockett has been in the visitor industry for 34 years, and for the last 33 years he has participated in the Charity Walk. But this is the first time he is chairing the event. During the Gulf War more than 20 years ago, he lost his job.

"When I got laid off, we didn't have any income, and we were recipients of the food bank for a couple of months. So, I know how important it is to support the nonprofit organizations," said Cockett, adding that when Siale asked him if he was willing to be the chair of the event, he said "absolutely."

The first time Cockett participated in the Charity Walk, he was working in Waikiki. The walk was eight or nine miles long, with 20 aid stations along the way. Things have changed, he said, and Kaua'i's Charity Walk is only about three miles long.

"It doesn't matter if it's 100 yards or 10 miles, the symbolism is that people are giving off their time and their resources to help other people. So that's why I think the model this year should be families helping families, right? Because we're one community, everybody helping each other," Cockett said.

Visit www.charitywalkhawaii.org/kauai for more information.



The crew of Moa Moa Hawaiian Fish House restaurant, located at the Sheraton Kaua'o Coconut Beach Resort, during last year's Charity Walk. Contributed photo

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APRIL 2023

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Published by Kauai Management Group

For Kauai Newspaper
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On the cover: Hawai'i Lodging and
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Humpback Whales in the Hawaiian Archipelago

By Sarah Marquis

Whales are born to travel. As a migratory species, Hawai'i koholā (humpback whales) travel thousands of miles between Hawai'i and Alaska every year. Hawai'i humpbacks are born in late

Akeakamai fall or winter in and around the shallow, warm waters of the main Hawaiian Islands, including within Hawaiian Islands Humpback Whale National Marine Sanctuary. They make the long trip to cooler Alaska waters to feed during summer months, and travel back to the sanctuary in late fall to breed and give birth.

But the whale-friendly Hawai'i archipelago extends beyond the inhabited Hawaiian Islands, and includes Papahānaumokuākea Marine National Monument, a chain of islands and atolls more than a thousand miles to the northwest. There, banks and seamounts provide ideal whale habitat, and the monument is along the migratory path from Alaska. Could more koholā spend their winters there, as well?

The answer is yes, according to research recently published in "Frontiers in Marine Science" by NOAA and other scientists. (frontiersin.org/articles/10.3389/fmars.2023.1083583/full)

"Based on recordings of whale song, our research reveals that nearly the entire Hawaiian archipelago is visited by humpback whales during the winter and early spring months," says Marc Lammers, research ecologist, Hawaiian Islands Humpback Whale National Marine Sanctuary, the lead author of the paper. "We documented an abundance of koholā in Papahānaumokuākea."

Finding Koholā

The remote atolls, banks, and seamounts of Papahānaumokuākea Marine National Monument are difficult to access, with challenging conditions during winter months when koholā are present. Onsite research during this time is difficult, if not impossible. Anecdotal sightings of whales have been rare.

For years, it was commonly thought that humpback whales did not have a presence in the monument. Since 2006, researchers have used sound monitoring to track long-term trends in biological and human-influenced activities in Papahānaumokuākea. This is much safer and more economical than vessel-based monitoring, and involves putting stationary moored microphones



Recent research suggests there are populations of humpback whales throughout Papahānaumokuākea Marine National Monument, rather than only the Main Hawaiian Islands. Photo by Ed Lyman/NOAA permit #782-1719



A humpback whale and its calf are seen here swimming in Hawaiian waters. Photo by Ed Lyman/NOAA permit #14682-38295

in the water to record sounds such as whale song. In 2007, breeding and calving activity of humpback whales was documented for the first time within Papahānaumokuākea.

Remote Technology

In 2020, the Wave Glider, a remotely operated surface vehicle equipped with sound recorders, traveled 2,600 miles over 67 days, recording the presence of koholā throughout the monument. Scientists used this new tool in their quest to study humpback whales as part of NOAA and the U.S. Navy's Sanctuary Soundscape Monitoring Project (SanctSound).

The result: high and sustained seasonal chorusing levels of whale song measured off not only the inhabited Hawaiian Islands, but every location sampled in Papahānaumokuākea.

More Than One Population?

"Song occurrence patterns suggest that there may be more structure in the distribution of whales in Papahānaumokuākea than previously known," says Lammers. "It raises questions about whether multiple populations occur across the archipelago."

In the monument, song prevalence was highest at Middle Bank and gradually decreased further to the northwest, reaching a minimum at Gardner Pinnacles (Pūhāhōnu). However, song occurrence increased again at Raita Bank, remaining high between Raita Bank and the Northampton Seamounts.

Was the lack of singing at Gardner Pinnacles just a gap in a single population's distribution across the monument, or is it a "break" between the locations of two different populations of humpbacks?

Mystery of the Lost Breeding Ground

There are 14 distinct humpback whale population segments worldwide, and data has shown that humpbacks have very strong fidelity to migratory destinations. The portion of the population that breeds in Hawaiian waters is known as the Hawai'i distinct population segment. In 2016, it was deemed recovered and removed from the list of endangered species. Other population segments, however, are still listed as endangered.

One of those, the endangered western North Pacific humpbacks, have proven to be a mystery to scientists, since their breeding grounds have not been fully determined. Studies have suggested remote breeding locations such as the Northern Mariana Islands, far from their known feeding areas.

"It's been a mystery where the whales that feed in the summer in the Bering Sea and in the Aleutians off Alaska go in the winter to breed. Many just don't seem to show up in the known

wintering grounds," says Lammers. "This area in the monument beyond Gardner Pinnacles might provide some clues."

Management

Papahānaumokuākea Marine National Monument is one of the largest marine protected areas in the world. It is co-managed by NOAA Office of National Marine Sanctuaries, NOAA Fisheries, U.S. Fish and Wildlife Service, the state of Hawai'i, and the Office of Hawaiian Affairs. NOAA is considering designating marine portions of the monument as a national marine sanctuary under the National Marine Sanctuaries Act. Sanctuary designation would add a layer of protection to waters of the monument and not diminish existing protections.

The presence of koholā will be considered in monument management decisions, such as permitting, research, conservation, and outreach. Humpback whales across the archipelago link the monument with Hawaiian Islands Humpback Whale National Marine Sanctuary, administered by a partnership of NOAA Office of National Marine Sanctuaries and the state of Hawai'i through the Division of Aquatic Resources.

Research Needed

More research is needed in the far northwestern end of Papahānaumokuākea to identify the whales there and find out more about them. This requires physically visiting the remote areas of the monument where whale song was recorded, and conducting research including photo IDs, biopsy, and collection of other information.

This data could be important for management decision-making. It will help answer questions about Hawai'i koholā, their identity, habits, and patterns, and whether the monument is truly one of the lost breeding grounds of an endangered whale population.

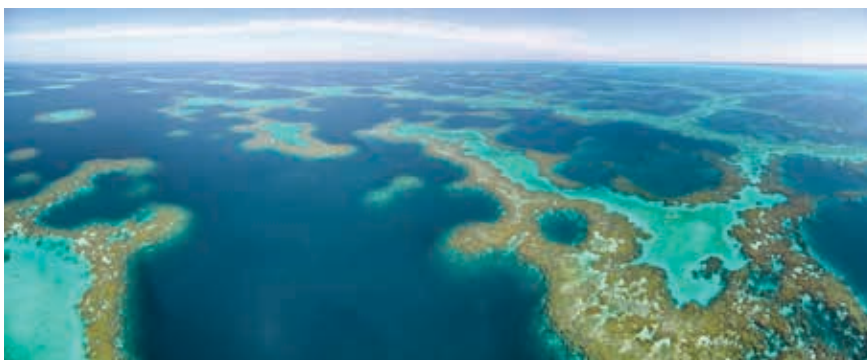


Hawaiian Islands Humpback Whale National Marine Sanctuary researchers Dr. Marc Lammers, Eden Zang, and Ed Lyman deploy an acoustic mooring from R/V Koholā. Photo by Ed Lyman/NOAA

• Sarah Marquis is West Coast/Pacific Islands media coordinator for NOAA's Office of National Marine Sanctuaries. She supports the Hawaiian Islands Humpback Whale National Marine Sanctuary and the Papahānaumokuākea Marine National Monument.



A humpback whale and its calf. Photo by NOAA permit #18786-03



Pearl and Hermes Atoll (Holoikauaua) in Papahānaumokuākea. Photo by NOAA

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Bernard Carvalho has served Kaua'i since 2008 first as mayor for a decade and then as a member of the County Council. He currently serves as Committee Chair of Parks & Recreation / Transportation, Vice Chair of Public Safety & Human Services, and as a Member of the Planning Committee, Housing & Intergovernmental Relations, & Committee of the Whole. He is also an Ex-Officio Member of the Finance & Economic Development Committee.

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Kawai is a Programs Coordinator with the Kauai Independent Food Bank, helping to provide nutritious food access through program initiatives. A graduate of Kamehameha Schools Kapalama, Kawai is passionate about Hawaii culture, practices, and its people. He holds a B.S. in Business Administration with a minor in Economics. At work and at home, Kawai does his best to make a positive impact. He enjoys cooking, being with family, and playing a role in the community.

KELVIN MONIZ, Executive Director
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Kelvin Moniz is the Executive Director at the Kauai Independent Food Bank (KIFB). He has worked in his current role for 9 years and has been with KIFB for 24 years in total. Kelvin was born and raised on Kauai and is passionate about ensuring that all people on the island have adequate, nutritious foods, with a particular focus on keiki and kupuna. Kelvin is a retired U.S. Army veteran and has been officiating football on the island of Kauai for 27 years.

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MARK PERRIELLO, Kaua'i Chamber of Commerce President
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Mark Perriello is the President and CEO of the Kaua'i Chamber of Commerce. The Chamber's mission is to champion economic prosperity by being the voice of business, promoting collaboration, and helping our members thrive. The Chamber envisions vibrant and resilient network of businesses that focus their collective power and unique strengths to make Kaua'i a better place to live and work.

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Born and raised on Kauai, Louis is Kauai Beach Boys projects manager. An accomplished waterman and licensed U.S.C.G captain. He has taken the helm of KBB's 50' Beach Catamaran Kalapaki Kai II. With two full sized restrooms, a large, shaded area and sun deck, a blue tooth sound system, the vessel offers a variety of options for private charters. Call Louis to discuss your own private party. "I am enjoying talking story with our guests and friends! We are affordable, convenient, and versatile" A Hui Hou!

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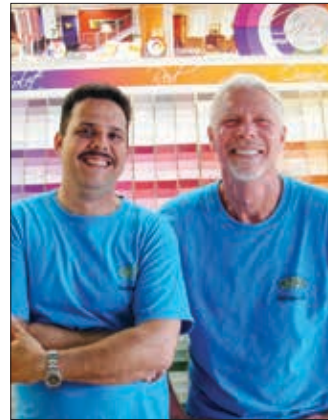
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Born and raised in Kauai, Wayne has nearly 30 years of insurance experience as an agent for Pyramid Insurance. Specializing in personal and commercial insurance, he has been voted "Best Insurance Agent" by The Garden Island Newspaper for 7 consecutive years. Prior to joining Pyramid Insurance in 1994, he retired as a Police Lieutenant from Kauai Police Department. He served in the U.S. Air Force as a fighter pilot. He is a member of the Kauai Lions Club and an avid supporter of Toys for Tots and the Kukui Grove Back to School Bash.

WES PERREIRA, Director

Hawai'i Foodbank Kaua'i
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As the director of Hawai'i Foodbank Kaua'i, Wes Perreira leads the hunger-relief organization in its mission to nourish our 'ohana today while working to end hunger tomorrow. Hawai'i Foodbank Kaua'i works closely with a network of nearly 40 agency partners to serve the daily needs throughout the Garden Island, working to increase equitable access to food, and advocating for policy change. Explore how you can help in the fight against hunger at www.hawaiifoodbank.org/kauai/.

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Unfolded by the water are the faces of the flowers
—'Olelo No'eau by Mary Kawena Pukui



Alakaina

April Spotlight: Leadership Kaua'i Class of 2020

Challenging the Process

On March 13, 2020 program day, the Leadership Kaua'i cohort of 27 leaders learned the island was going to shut down within days. Immediately they decided to use virtual platforms to stay together for support and reassurance, knowing that through the uncertainties they could count on each other. That day's lesson was on Challenge the Process – searching for opportunities by seizing the initiative, look outwards for innovative improvements, take risks and experiment, shoot for small wins, and learn from the experience. The pandemic challenged all processes on all levels. Six months after they graduated, a few shared how their LK year helped them. Here is what they had to say:

André N. Lister, AIF®, CRPC® Wealth Management Advisor and LK Board Member

I am so thankful to have been given the opportunity to participate in the Leadership Kaua'i program. Being in business, I am always looking for ways to meet new people and expand my circle. While this was my initial intention for joining the program, I quickly realized this was going to become a much bigger and important experience for me. The friendships created and people I have met through LK are some of the most meaningful connections I have made on Kauai. My graduating class is a tremendous group of leaders and I'm proud to join all those that have come before us.

I'd say our work in challenging the process helped me to navigate through COVID the most. The established routine and method to my business, even how I engaged clients and sought out new ones, changed quite a bit. I have had to find new ways to work, meet, and communicate effectively. While some methods have worked so-so, others have been quite effective. Each experience has helped me to increase my success and really focus on what I can do best.

Tamara Duterte, County of Kauai – Transportation Agency Fixed Route Operations Manager

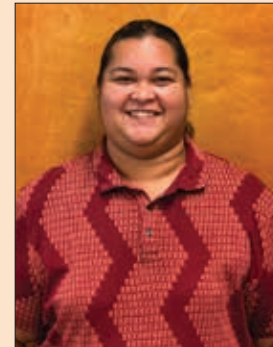
Growing up on Kaua'i, I have always considered myself a leader. However, it was my time with LK that has helped me understand what a leader truly means to me.

Leaders go first. It's not about what you know, but how you present yourself and how you are seen as a leader amongst your team. The relationships and friendships that have come from my time with LK is something that can never be replaced. Each person is special to me and I get to reflect on our time together as I continue in my career.

My time with LK has helped me through this COVID pandemic by teaching me to Challenge the Process. Everything we know as normal has



André Lister



Tamara Duterte



Brandon Simpliciano

changed and LK has helped prepare me to lead by thinking of ways to help define our new normal.

Brandon Simpliciano, KIUC Staff Engineer/Meter Shop Supervisor

Before entering the Leadership Kaua'i program, my definition of a leader was someone who, in a position of power or authority, would be a walking-reflection of his/her beliefs of living pono. Someone who would set the example and challenge everyone around to be their best selves. I learned more about myself internally and spiritually, and realized that I was more of a leader than I believed. To be able to learn of Kaua'i's past and be around people who are holding the future, is the best way to get in touch with your present. Today, I feel more than a single person, taking with me lessons of past and practice into my everyday life. For anyone who is thinking of joining this program, it is without a doubt the best program for personal development. You will learn to appreciate your flaws and emphasize your strengths as a person based on your learning and teaching styles. You will learn that leadership is a practice that can be perfected, not a position.

This "new-normal" has greatly affected my ability to physically reach and connect with people. By knowing myself, I am able to continue team-building and work through new situations, recognizing how other people react and think based on their personalities. Being adaptable during cautious and sudden circumstances like a global pandemic will give you more self-confidence to tackle any challenge that comes your way.

— Of the 19 annual classes, only this cohort experienced virtual program days to finish the year. Their bond is deep because of the challenges they faced together, and many remain close today. Challenge the Process is one of the Five Practices of Exemplary Leadership. At the heart of the LK Annual Adult Program is The Leadership Challenge framework infused with island cultures in the spirit of Aloha.

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Since its inception in 2003, Leadership Kaua'i, a 501 (c)(3) non-profit dedicated to cultivating strong and committed leaders on Kaua'i. We do this by engaging a cross-section of youth and adults from diverse backgrounds, and developing their leadership skills to serve our community collaboratively.

Your *Natural* Health

Staying Active and Injury-Free on Kaua'i

By Dr. Zack Allen, ND



Dr. Zack Allen, ND

Those of us who are fortunate enough to live on the Garden Isle of Kaua'i love to stay active. However, maintaining a healthy body free of pain and injury is a challenge shared by all Kaua'i surfers, paddlers, hikers, runners, dancers, weightlifters and other athletes.

The keys to injury-free fitness for active locals are proper nutrition, hydration, sufficient warm-ups and correct body mechanics. Here are some tips for maximizing success and enjoyment, while minimizing down time due to injury.

Fuel Activities with Proper Nutrition

Shopping at the various farmers markets and picking tropical fruit from our trees, provides a cornucopia of colorful plant-based nutrients that an active body needs. Be sure to fuel workouts with complex carbohydrates from leafy greens before exercising, and follow each workout with lean protein to provide muscles with the raw materials they need to stay

strong.

Stay Hydrated

Here on Kaua'i, with its warm climate and abundant sunshine, frequent hydration is essential. Fatigue, headaches, mood swings and muscle cramping can result from improper hydration. Drink filtered water from glass containers whenever possible. A rule of thumb is to drink half your body weight in ounces (e.g. 100 ounces a day for a 200 lb person), plus however much fluid you are losing through perspiration on any given day. When sweating is prolonged or profuse, remember that you are losing more than just water. Coconut water replenishes electrolytes lost in sweat.

Take Care of Joints, Ligaments

Knee injuries are common in runners, hikers and dancers. Overuse injuries result from repeated impact due to flexing, jumping and landing at odd angles. The body can typically withstand such activities to a point with good body mechanics and alignment of the spine and extremities. However, when there is joint pain, this often suggests that the knees have loose or injured ligaments, allowing the knees to become unstable due to the inflammation and wearing down of its structures. The meniscus absorbs some impact in the knee, and is also prone to tearing. A qualified sports injury specialist can assess and treat most knee problems of this kind.

Use Correct Body Mechanics

Surfers and weightlifters often injure their necks, backs and shoulders. Improper shoulder mechanics can impinge rotator cuff muscles, causing tendon tears and chronic shoulder pain with weakness. This can

plague athletes at any level. Competitive athletes and weekend warriors of all ages rely heavily on the integrity, strength and durability of their joints. Warming up gradually and stretching before and after working out or competing is essential, as is seeking proper care for muscle and tendon sprains, ligament strains, and tears to the connective tissues in the joints.

Joints are able to heal faster when they are properly aligned. When joints are misaligned, stress and friction occur, much like what happens to your car when it is out of alignment. In the body, pain and weakness in the joint alert the nervous system to inhibit the strength of the muscles attaching to the injured joint. When a joint returns to proper alignment, and the ligaments are strong enough to maintain that alignment, muscles can fully engage, and the athlete can perform without pain or weakness in the joint. Effective spinal manipulation is not always adequate.

Ice Is Not Always the Answer

When a sports injury has not healed fully after several weeks of rest and homecare with ice and anti-inflammatories, it's time to seek alternatives. Ice and anti-inflammatories are often helpful initially, but they can also prevent the joints from healing properly. Nutritional supplements such as fish oil, turmeric and proteolytic enzymes will provide better results than ice and anti-inflammatories and will help to prevent future injuries. Ice is only appropriate immediately following an injury. It's best to alternate hot and cold applications, always ending with cold. Walking and other light exercise, when possible, allow fresh blood, oxygen and nutrients into the joints, and pump lactic acid and other waste products out of the muscles.

Ligaments and tendons have a notoriously poor blood supply, which can allow minor injuries to worsen and cause chronic pain. Effective treatments such as prolotherapy, ozone (prolozone), platelet rich plasma (PRP) and stem cell injections can regenerate your joints when they aren't healing on their own. Regenerative injection therapy (RIT) can get you back to the hobbies, sports and lifestyle that you enjoy and value. Each of these injection types will be thoroughly reviewed in future articles.

Whether you love catching waves, working out, playing sports or dancing hula, following the guidelines discussed above, and checking in with a healthcare professional who understands the demands you place on your body, will enable you to stay in the game and heal quickly and efficiently after inevitable sports injuries.

• Dr. Zack Allen, ND practices at the Natural Health Clinic in Lihue and is currently available by appointment. Visit www.drzackallen.com for more information.

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Barbara Morrison is one of Kauai's leading real estate professionals. She sees it as a blessing to assist her clients in selling their longtime property or finding the home of their dreams on this island paradise. Her genuine love for helping people and passion for meeting their needs is something she has done her entire life, and it's the heart and soul behind her success in real estate!



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