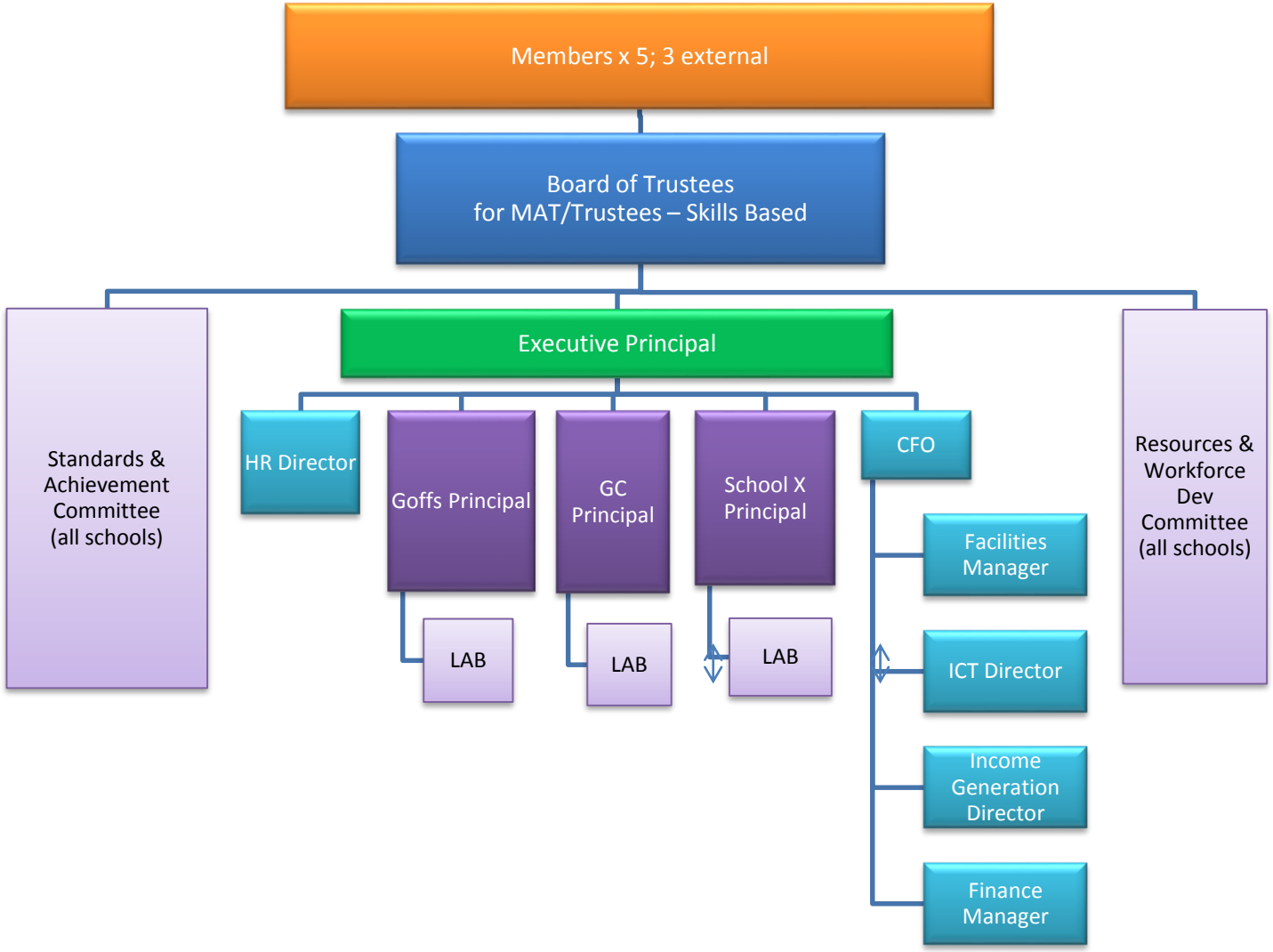Respect • Confidence • Achievement