



2018 - 2019

NAAAP Detroit Chapter Sponsorship Prospectus

EMPOWERMENT

Imagine Believe Achieve

October 2018

NAAAP DETROIT National Association
of Asian American
Professionals

About NAAAP

The National Association of Asian American Professionals (NAAAP) is a 501(c)(3) non-profit organization that cultivates and empowers Asian leaders through professional development, community service, and networking. NAAAP in Canada is known as the North American Association of Asian Professionals. Founded in 1982, NAAAP operates in 26 cities in the United States and Canada. NAAAP boasts 3,000 members. We reach over 20,000 Asian professionals in North America. NAAAP is a pan-Asian organization that attracts individuals representing diverse educational and professional backgrounds.

Mission and Vision

NAAAP's Vision: To be the premier leadership development organization for Asian professionals

NAAAP's Mission:

- Cultivate and empower leaders for professional excellence
- Connect accomplished professionals for mutual success
- Engage and participate with the community-at-large
- Inspire leaders to make a meaningful difference in government, education, business, and society.

Your Return on Investment

The value propositions we offer at NAAAP include:

Talent	<ul style="list-style-type: none">• Recruit and attract educated Asian professionals to work for your company• Post jobs viewable by Asian professionals across North America• Develop Asian leaders within your organization• Achieve your organization's diversity goals• Brand yourself as an employer-of-choice among Asian professionals• Reinforce your reputation as a corporate diversity leader• Connect your employees with others to learn Employee Resource Group best practices
Marketing	<ul style="list-style-type: none">• Increase brand awareness, engagement, and sales among Asian professionals• Introduce your organization's products and services to Asian professionals• Develop business-to-business relationships with Asian-owned businesses
Community	<ul style="list-style-type: none">• Educate Asian professionals about your work in the community• Donate volunteer hours or charitable gifts to causes that align with your priorities

NAAAP Detroit Welcome Message

September 1, 2018

Dear Sponsor:

On behalf of National Association of Asian American Professionals Detroit chapter, we would like to share with you the unique and exciting opportunity to become our corporate partner.

The importance of the Asian American community (representing over approx. 50 countries) has grown and continues to grow in corporate America. The presence and influence of Asian American professionals are valuable in all aspects of business. Our organization is uniquely positioned to collaborate with you in enhancing your workforce to ensure your success in the global market.

Within the attached sponsorship package, you will find information regarding NAAAP Detroit:

- Mission
- Corporate Sponsorship Value Proposition
- Corporate Sponsorship Program

You may find additional information regarding NAAAP National and NAAAP Detroit at www.naaap.org and www.naaapdetroit.org.

Please feel free to contact us if you are interested in becoming a Corporate Sponsor of NAAAP Detroit, or if you require additional information.

On behalf of NAAAP Detroit, your time and consideration are greatly appreciated.

Regards,

Taogu Chen

President
NAAAP Detroit
tchen@naaapdetroit.org

Vince Mercader

Sponsorship Committee Chair
NAAAP Detroit
vmercader@naaapdetroit.org

NAAAP Detroit Sponsorship Opportunity



About Us

The National Association of Asian American Professionals – Detroit chapter, founded in 2016, aims to cultivate and empower Asian American leaders in the Greater Detroit area through professional development, community service, and networking.

To achieve our goals, we engage our members in organized educational programs, professional mentoring, volunteering opportunities, and networking events to celebrate diversity and contribute to the community.



Why the NAAAP Detroit Corporate Sponsorship Program makes sense for you

NAAAP Detroit Corporate Sponsorship Program develops long term alliances with corporate America that provide mutual benefits - enabling us and you to succeed. We collaborate with our corporate partners in the following three key areas:

Recruitment:

Our educational and networking events, reaching a regional pool of Asian American professionals and students, provide recruitment opportunities to support your efforts to maintain a diverse and highly qualified workforce.

Retention:

Our mentoring and career development services grow the communication and leadership skills of your current and future minority professionals to enhance their value to your company.

Community Outreach:

We foster partnerships with our sponsors to build their recognition within the community through activities that help close the ethnic divide and increase community proficiency through diversity.

Annual Sponsorship Program

Annual Sponsorship levels are based on annual support and are determined by the total financial and in-kind contributions.

Diamond Corporate Sponsor - \$5,000

- Eight Lifetime Memberships
- Ten tickets to the annual event
- Your corporate logo displayed at all educational and networking events for the year
- Full-page ad in the annual event program book
- Name recognition at our annual event
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website

Platinum Corporate Sponsor - \$2,500

- Four lifetime memberships
- Six tickets to the annual event
- Your corporate logo displayed at all educational and networking events for the year
- Full-page ad in the annual event program book
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website

Gold Corporate Sponsor - \$1,000

- Two Lifetime Memberships
- Four tickets to the annual event
- Your corporate logo displayed at all educational and networking events for the year
- Half-page ad in the annual event program book
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website

Event Sponsorship Program

Event Sponsorship level is based on individual event support and is determined by the total financial and in-kind contributions.

Evergreen Corporate Sponsor - \$500

- One lifetime membership
- Two tickets to the event
- Quarter-page ad in the event program book (if applicable)
- Your corporate logo in the sponsorship section on our website
- Link from www.naaapdetroit.org to your corporate website

Event Program Book Advertisements

The Program Book size (8 1/2"W x 11"H and 5 1/2"W x 8 1/2"H) is selected based on the specific event needs.

Advertisement for Program Book

- Program Book trim size 8 1/2"W x 11"H (Full Color)

Full Page	7 1/2"W x 10"H	\$500
Half (1/2) Page	7 1/2"W x 4 3/4"H	\$300
Quarter (1/4) Page	3 1/2"W x 4 3/4"H	\$150
- Program Book trim size 5 1/2"W x 8 1/2"H (Full Color)

Full Page	5"W x 8"H	\$500
Half (1/2) Page	5"W x 3 7/8"H	\$300
Quarter (1/4) Page	2 3/8"W x 3 7/8"H	\$150
- All completed, press-ready ads must be submitted in digital form via email.
- If you have branding guidelines that need to be followed, please include the specific guidelines with your materials.
- High resolution PDF or JPEG. Please ensure all fonts are embedded.
- Advertising Deadlines:
Contact: sdow@naaapdetroit.org | 248.421-3468
Advertisement reservation: two weeks prior to the event date (subject to change)
Materials for ad submission: one week prior to the event date (subject to change)



NAAAP Detroit Activities & Programs

National Association of Asian American Professionals (NAAAP) builds leaders. NAAAP Detroit activities and programs focus on building our members' professional skills and success. The members have access to the following opportunities.

National Association of Asian American Professionals (NAAAP) Resource Access

- Membership to the national NAAAP is available through NAAAP Detroit Chapter.
- NAAAP provides the tools and resources to further career advancements and to empower Asians Americans to become great leaders and valuable employees. To achieve these goals, NAAAP offers a diverse range of professional development programs on the local and national level, engages its membership in community service, and organizes professional networking events. These may range from a series of panels, workshops and seminars to web-based sessions and networking.

Asian Pacific American Heritage Month Celebration

- May is Asian Pacific American Heritage Month – a celebration of Asian Pacific Americans (APA) in the United States. NAAAP Detroit is a partner with the State of Michigan and many other community organizations in celebrating the month.

Membership Benefits

- Participate in the national NAAAP annual leadership conference
- Access the NAAAP Career Center
- Lead and attend NAAAP Detroit's Learn & Grow series free or at a reduced rate; lead and attend NAAAP Detroit's Member Mixer events free or at a reduced rate; lead and attend NAAAP Detroit's annual signature events at a special member rate
- Network with NAAAP Detroit members and the community leaders
- Become a servant leader in the community

Community Support

- NAAAP Detroit is a community builder. We are always ready to support our community to make it stronger.

Learn & Grow (L&G) Series

- NAAAP Detroit's signature L&G Series is designed to expand the members' skills that are essential for professional growth through moderated panel discussions with professionals in various fields. The L&G Series is held on a quarterly basis.

Professional Convention/Conference Event

- NAAAP Detroit's professional convention/conference event hones and improves your leadership and professional skills with fresh perspectives from influential industry leaders and professionals.

Member Mixer Event

- NAAAP Detroit hosts member mixer events to connect with other and potential members for an evening of fun and relaxation. NAAAP Detroit is where we learn, grow, celebrate and find a sense of belonging by sharing our stories.

Annual Signature Event

- NAAAP Detroit put on signature annual event to showcase the best of the organization to members, sponsors and community. It is typically NAAAP Detroit's best and most-recognized activity during the year including: 2016 Inaugural Annual Gala, 2017 Inaugural Annual Meeting, and 2018 Community Conversations (a Professional Conference event).



NAAAP Detroit Community Conversations *(2018 Signature Event)*

The NAAAP Detroit Community Conversations is the premier public event in the greater Detroit Metropolitan area. Join us for an interactive panel discussion focusing on the why, how and what of the most in-demand careers and the skills required to be successful. We will have leaders from various sectors leading the discussion. The audience's participation will offer a more in-depth conversation, providing you with valuable information to assist in your own career journeys.

Community Conversations: Emerging Careers
Saturday, November 10, 2018
11AM – 3PM

In addition to the speeches and discussions, the Community Conversations is also a great celebration and networking event. With hundreds of professionals and top business executives in attendance, the Community Conversations event is a wonderful opportunity to gain exposure for your business. Follow NAAAP Detroit on Website and Facebook to stay up-to-date on the latest event announcements

Annual Sponsorship Program: Diamond - \$5,000; Platinum - \$2,500; Gold - \$1,000

Event Sponsorship Program: *(for Community Conversations Only)*

Evergreen Corporate Sponsor - \$500

- One lifetime membership
- Two tickets to the Community Conversations
- Half-page ad in the Community Conversations Program Book
- Your Corporate Logo in the Sponsorship Section on Our Website
- Web Link from www.naaapdetroit.org to Your Corporate Website

Event Table Sponsor - \$150 (member) \$100 (student) \$230 (general)

- Table of 8 (8 Tickets) to the Community Conversations
- Table signage of your name or company's name
- Online registration also available at <https://naaapdet111018.eventbrite.sg>

Individual Ticket - \$20 (member) \$15 (student) \$30 (general)

- Online registration also available at <https://naaapdet111018.eventbrite.sg>

Event Program Book Advertisements: *(for Community Conversations only)*

Advertisement for Program Book

- Program Book trim size 5 1/2"W x 8 1/2"H (Full Color)

Full Page	5"W x 8"H	\$500
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Quarter (1/4) Page	2 3/8"W x 3 7/8"H	\$150
- All completed, press-ready ads must be submitted in digital form via email.
- If you have branding guidelines that need to be followed, please include the specific guidelines with your materials.
- High resolution PDF or JPEG. Please ensure all fonts are embedded.
- Advertising Deadlines:

Contact: sdow@naaapdetroit.org | 248-421-3468

Advertising reservations October 25, 2018 | Materials for ad submission November 1, 2018

2018
NAAAP Detroit
Community
Conversations

Diamond
\$5K

Platinum
\$2.5K

Gold
\$1K

Evergreen
\$500
(Event Sponsorship)

Lifetime Memberships	8	4	2	1
Tickets to the event	10 ¹	6 ¹	4 ¹	2 ²
Corporate logo displayed at educational and networking events during the year ¹	All events during the year	All events during the year	All events during the year	1 event ²
Recognition at the event	√ ¹	√ ¹	√ ¹	√ ²
Company AD in the program book	Full Page ¹	Full Page ¹	Half Page ¹	Half Page ²
Corporate logo in the Sponsorship section on our website	Hyperlinked logo, Premium placement	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo

¹ Applied to the Annual Signature Event

² Applied to a specific event that the event sponsorship is applied

For more information, please contact Vince Mercedar at vmercader@naaapdetroit.org





COMMUNITY CONVERSATIONS: EMERGING CAREERS

KEYNOTE



Linglong He

Chief Information Officer, Quicken Loans



Chris Groscurth, Ph.D.

Practice Area Lead, Slalom



Christopher Olsen (Moderator)

Co-Founder and Partner, Drive Capital



Sanjay Dhall

Founder, Detroit Flying Cars & Emergent Systems Corp.

PANEL



**SAT / NOV 10
11 AM - 3 PM**

Beacon Room, Quicken Loans
1 Woodward Avenue, Detroit, MI

Member: \$20 Student: \$15 General: \$30 Join Membership: \$50

Table of 8 | Member: \$150 Student: \$100 General: \$230

RSVP by 10/31 at <https://naaapdet111018.eventbrite.sg>

Inquiry: 248.421.3468 or contact@naaapdetroit.org



National Association of Asian American Professionals – Detroit

naaapdetroit.org ■ facebook.com/naaapdetroit ■ linkedin.com/company/naaap-detroit

NAAAP Detroit Community Conversations AGREEMENT FORM

CORPORATE / PERSONAL INFORMATION

Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____

SPONSORSHIP / ADVERTISING PROGRAM SELECTION

- ☐ Diamond Corporate Sponsor - \$5,000 ☐ Platinum Corporate Sponsor - \$2,500
☐ Gold Corporate Sponsor - \$1,000
☐ Evergreen Corporate Sponsor - \$500 (Event Name: _____)

Event Table Sponsor (Table of 8)

- ☐ Member \$150 (Quantity _____) ☐ Student - \$100 (Quantity _____)
☐ General \$230 (Quantity _____)

Individual Ticket

- ☐ Member \$20 (Quantity _____) ☐ Student - \$15 (Quantity _____)
☐ General \$30 (Quantity _____)

Event Program Book Advertising 5 1/2"W x 8 1/2"H (Full Color)

- | | | |
|---|---------------------|-------|
| <input type="checkbox"/> Full Page | 5" W x 8" H | \$500 |
| <input type="checkbox"/> Half (1/2) Page | 5" W x 3 7/8" H | \$300 |
| <input type="checkbox"/> Quarter (1/4) Page | 2 3/8" W x 3 7/8" H | \$150 |

PAYMENT INFORMATION

Enclosed is my check for \$ _____ Check No. _____

Signature: _____

Please make checks payable to: NAAAP Detroit (Memo: Community Conversations)

Please mail Agreement Form and Check to:

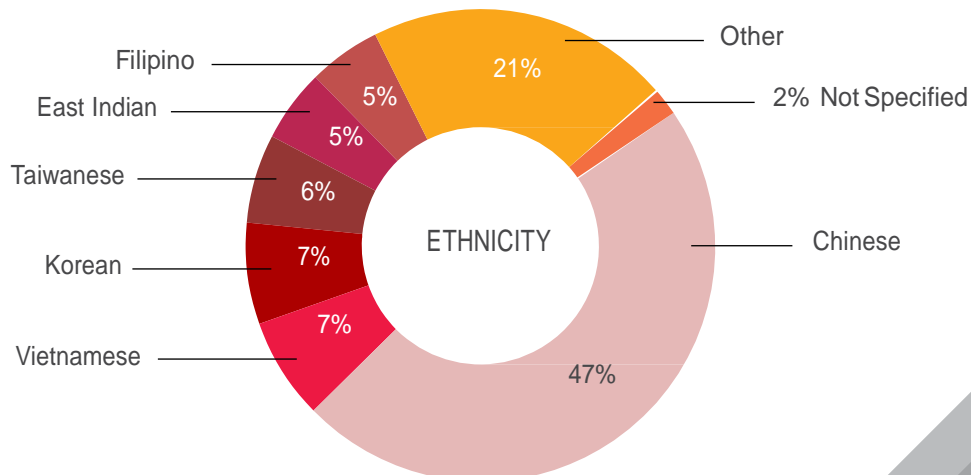
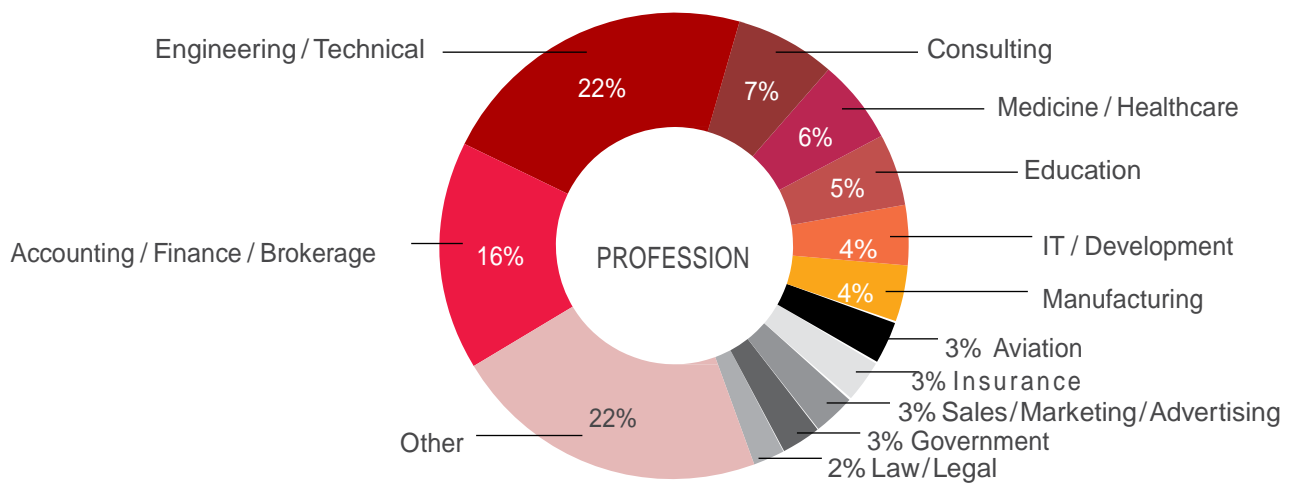
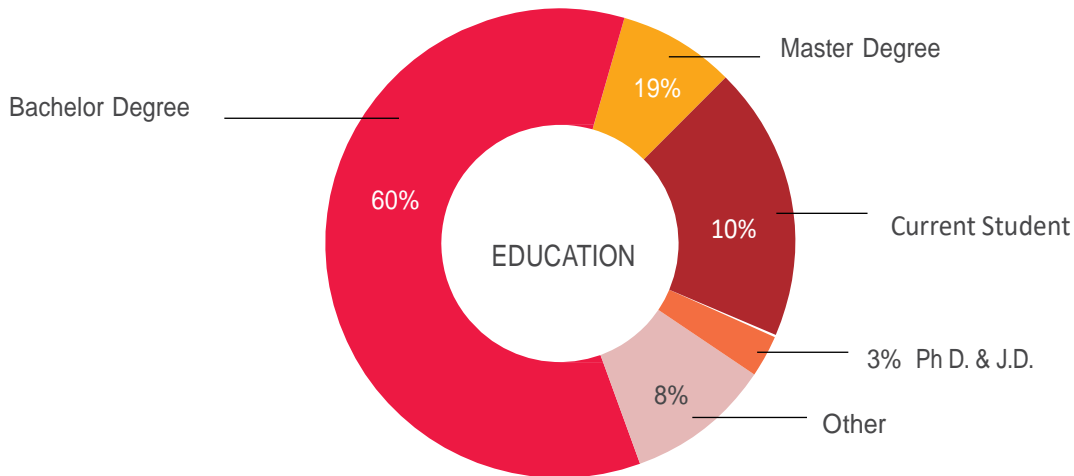
NAAAP Detroit

6725 Daly Rd. #251872

West Bloomfield, MI 48325

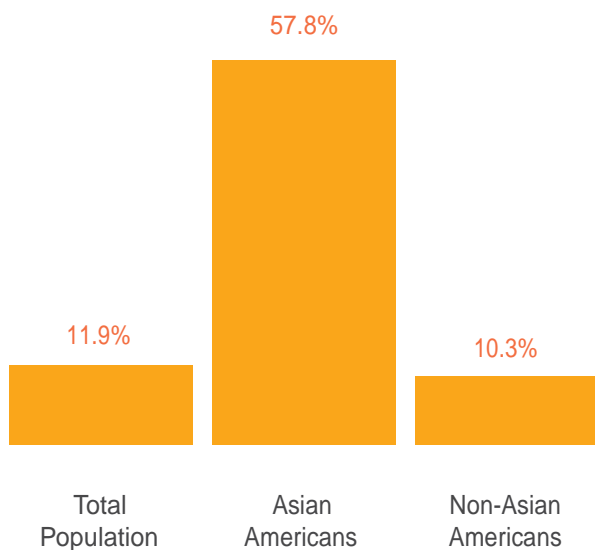
Contact: vmercader@naaapdetroit.org

NAAAP Member Demographics



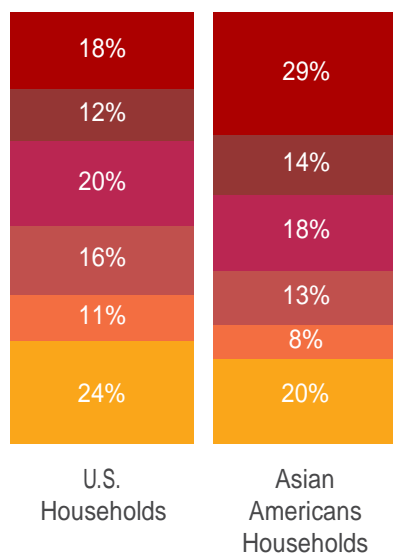
About Asian Americans

Currently at nearly 19 million, the Asian American population continues to experience the highest growth rate of any multicultural segment.



GROWTH RATE 2000 - 2013

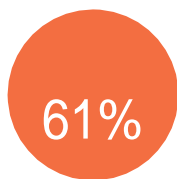
Currently at nearly 19 million the Asian American population continues to experience the highest growth rate of any multicultural segment.



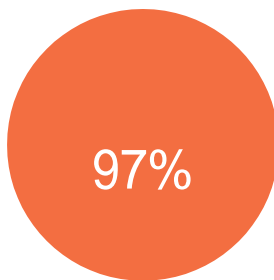
2013 U.S. HOUSEHOLD INCOME BY SINGLE RACE

- \$100,000+
- \$75,000 - \$99,999
- \$50,000 - \$74,999
- \$35,000 - \$49,999
- \$25,000 - \$34,999
- Less than \$25,000

Select insights of the Asian population in the USA, extracted from The Asian American Consumer 2013 Report by Nielsen. Nielsen is a sponsor/partner of NAAAP.



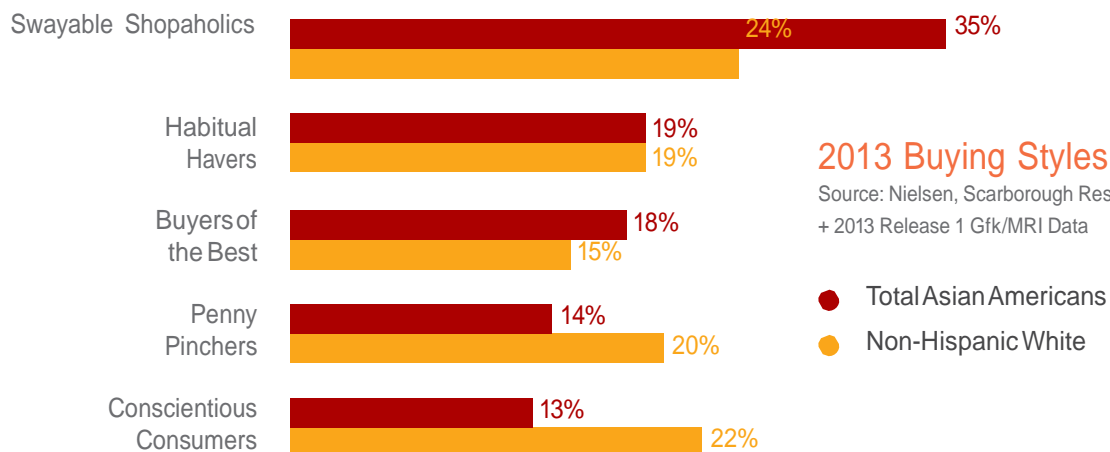
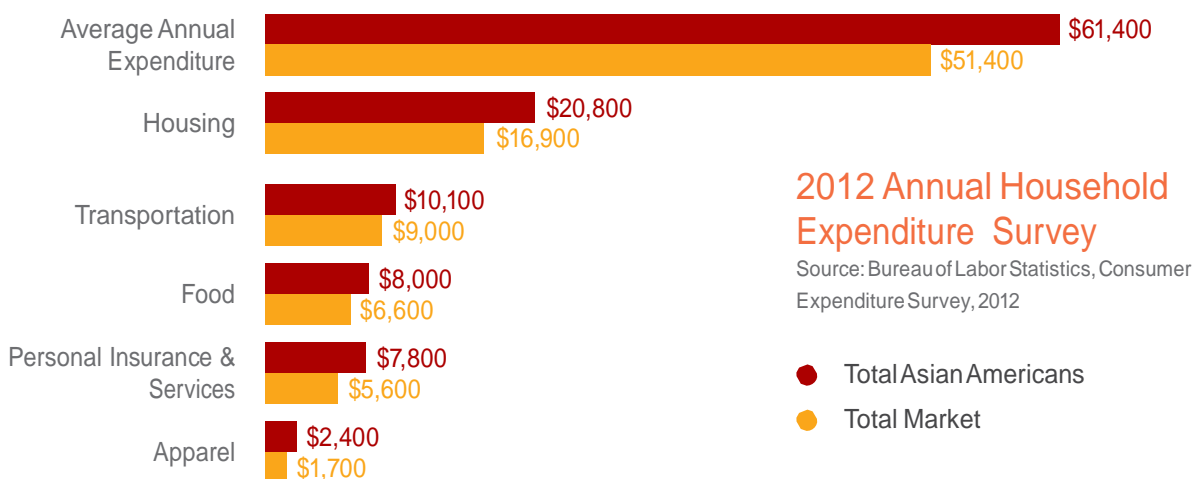
Asian Americans households grew by 61% between 2000 and 2013



Asian Americans household's income grew 97% between 2000 and 2013



Asian Americans households are more likely to have incomes of \$100,000 or more vs. total U.S. households



Select insights of the Asian population in the USA, extracted from The Asian American Consumer 2013 Report by Nielsen. Nielsen is a sponsor/partner of NAAAP.



NAAAP Detroit Accomplishments

2017 – 2018

Learn & Grow Series

Learn & Grow Series (October 13, 2018)

- Theme: Emerging Careers: First Steps – A Framework for Finding Your Career Path
- Feature Speaker: Kelly Perez-Vergara
- Focuses on the steps you will need to take to stay relevant as careers emerge and disappear, whether that means transforming your current position, obtaining a new position in your current company, or helping to create a position new to the entire industry

Learn & Grow Series (July 14, 2018)

- Theme: The Creative Process and its Application in Problem Solving
- Featured Speakers: dPOP! Team, Henry Tanaka, and Jocelyn Chen
- Learn about the design process utilized by dPOP! to create some of the most exciting workspaces across various industries. The presentations on the creative process utilized by automotive designers and ceramic artists taught the audience the essence of the creative process. They, then, applied their learning to solve real world problems, ranging from real estate to social and educational issues.

Learn & Grow Series (March 24, 2018)

- Theme: Building Our Personal Brand
- Featured Speaker: Dr. Jamie Hsu
- Learn to build a “personal brand” and understand the role it plays in one’s professional and personal life. A guided exercise facilitated the participants to build their personal brand.

Learn & Grow Series (March 1, 2018)

- Theme: Empower Our Ethnicity and Gender
- Featured Speaker: Beth Cafaro
- Learn practical tools to overcome barriers and advance careers, such as the necessity of generating institutional credit, effective self-promotion, and taking calculated risks in your career.

Member Mixer Events

Member Mixer (May 10, 2018)

- The current and potential members exercised a “Circle of Friends” activity in a relaxed and yet energized environment. Through this organized activity, the participants enjoyed learning about their aspirations and what they can contribute to NAAAP Detroit.

Annual Signature Event

Inaugural Annual Meeting (December 7, 2017)

- Theme: Career and Business Opportunities for APA Professionals
- Featured speaker: Peter Bhatia
- Mr. Bhatia presented with his perspective of the media today and its challenges, and an inspirational talk about leadership and of the unparalleled passion he has witnessed for rebuilding Detroit.
- NAAAP Detroit Chapter also announced changes in its organizational structure and group leadership team to accelerate the execution of organization strategy.

NAAAP Detroit 2017-2018 Events

← 2018 Events →



EMERGING CAREERS: FIRST STEPS
A FRAMEWORK for FINDING YOUR CAREER PATH

 **Kelly Perez-Vergara**
Assistant Vice President of Institutional Research at Walsh College

LEARN & GROW SERIES

10.13.2018
SAT / 10AM - 1PM

Auburn Hills Public Safety Building
1899 North Saginaw Road
Auburn Hills, MI 48326

Member: Free | General: \$10 | Join Membership: \$50
Lunch and refreshments will be served
Limited seating; advanced registration required

RSVP by 10.09 at <https://naapdet101318.eventbrite.org>
Inquiry: (248)421-3468 or email contact@naapdetroit.org

LEARN & GROW SERIES

Jamie Hsu

Building Our Personal Brand

03.24.2018
10AM-12:30PM

participated by the **POP team**

presented by **NAAAP Detroit**

a workshop to explore the creative process and its applications in problem solving

July 14th 10:00am - 12:30pm

The Civic Center Space
400 W. Liberty
Detroit, MI

AMERICAN ETIQUETTE: CULTURAL & SOCIAL DIFFERENCES WORKSHOP

A Harvard - Stanford study concluded that most success in the workplace is based on soft skills and not hard skills. Soft skills include communication, teamwork, and problem-solving. This workshop is designed to help you develop these skills and build your confidence in various social and business situations.

Sunday
August 28 | 6 PM - 8:30 PM

How Public Library
45215 W. 30 Mile Rd, Royal, MI 48325

Free admission | Open to public
Limited seating | Register by Aug 25
<https://bit.ly/2L8D54C>

NAAAP
LCS SPONSOR

LEARN & GROW

EMPOWER OUR ETHNICITY AND GENDER

Beth H. Cafaro, MD (Speaker of the Day)
Former Regional Vice President of Saint Joseph Mercy Health System and Vice President of Henry Ford Health System

THURSDAY | 6:30PM | Robert Kidd Gallery | 107 Townsend St, Birmingham
Admission: \$25 | Limited seats available | Advance registration is required
Register by February 26 at <https://naapdet0318.eventbrite.com>
Inquiry: 248.421.3468 or contact@naapdetroit.org

NAAAP
National Association of Accountants & Business Administrators

NAAAP Detroit 2017-2018 Events

← 2018 Events →



NAAAP Detroit 2017-2018 Events

Inaugural Annual Meeting on December 1, 2017



NAAAP Detroit 2016-2017 Events

2017 Events

11.11.2017
SAT / 9:30AM - 1PM

West Bloomfield Township Public Library
400 Walnut Lake Road
West Bloomfield, MI 48091

LEARN + GROW



A MEMBER BENEFIT & EVENT
2017 SESSION B: UNDERSTANDING HUMAN NEEDS



Members: Free | General: \$10 | Joint Membership: \$30
Lunch and refreshments will be served.
United Nations Sustainable Development Goals
RSVP by 11:00 at <https://nnaapdet11117.eventbrite.org>
Inquiry: (313) 421-3488 or email contact@nnaapdet.org

NAAAP DET National Association of Asian American Professionals - Detroit

PROCRASTINATE YOUR FUTURE!

4-22-2017 3-5PM

Fee: \$100
32153 John R Rd, Madison Heights, MI 48071

Sufen Hill, Attorney At Law
Dr. Kun Zhong, MD, PhD

Immigration Seminar

Understand most recent immigration policies and processes

- CPT, OPT
- Working Visa
- Green Card
- Immigration Physical Exam

NAAAP DET National Association of Asian American Professionals - Detroit



LEARN + GROW

A MEMBER BENEFIT & EVENT

07.15.2017
SAT / 9:30AM - 1PM

Bloomfield Township Public Library
10991 Lane Drive Road
Bloomfield Township, MI 48302

Members: Free
Non-member: \$10
Joint Membership: \$30

Refreshments will be served.
United Nations Sustainable Development Goals
RSVP at <https://nnaapdet071517.eventbrite.org>
Inquiry: (313) 421-3488 or email contact@nnaapdet.org

Join to meet and learn with Asian professional members for the knowledge and expanding membership experience.

NAAAP DET National Association of Asian American Professionals - Detroit

Inspirational Women

WEDNESDAY
09 AUGUST 6:30PM

WOMEN IN NAAAP DETROIT DINNER & DISCUSSION CORK WINE PUB

Join us for a special Inaugural Women's Dinner & Discussion. Learn how to integrate life and work effectively, and achieve balance and success in career.



Betty Chu, M.D., M.B.A.
Henry Ford Health System, Chief Medical Officer and Vice President of Medical Affairs

Stephanie Chang
State Representative, District 6 - Detroit, Ecorse, River Rouge

Moderator: Denise Grim

Admission: \$30 (dinner & drink included)
Cash Bar Available (pay by cash or credit)

Oakland Community College
Royal Oak Campus Room: B249-251
739 S. Washington Ave., Royal Oak, MI

OPEN TO THE PUBLIC

committed acts of violence to justify mass incarceration, Korematsu's case was re-opened and his conviction was overturned in 1983, creating a pivotal moment in civil rights history. A panel discussion will follow the video on how the Korematsu's case and Muslim registry could impact the civil rights of American citizens.

FRED KOREMATSU MUSLIM REGISTRY

Panel Discussion Speakers:
Henry Tanaka (Moderator)
Adnan: Dean, Director of Art, Design and Humanities, Oakland Community College
Rula Aoun
Director of the Arab American Civil Rights League
Dr. Krishna Stilliamos
Psychologist
Geek Budd
Immigration Attorney



Formosa Circus Art (FOCA)



PERFORMANCE & WORKSHOP

Acrobatics
Stunts
Modern-dance
Live-theater

2pm May 14th 2017
AT THE DETROIT INSTITUTE OF ARTS

NAAAP Detroit 2016-2017 Events

◀ — 2017 Events — ▶

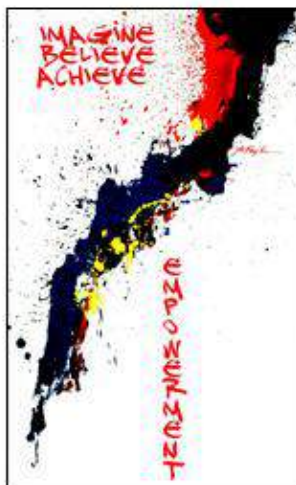
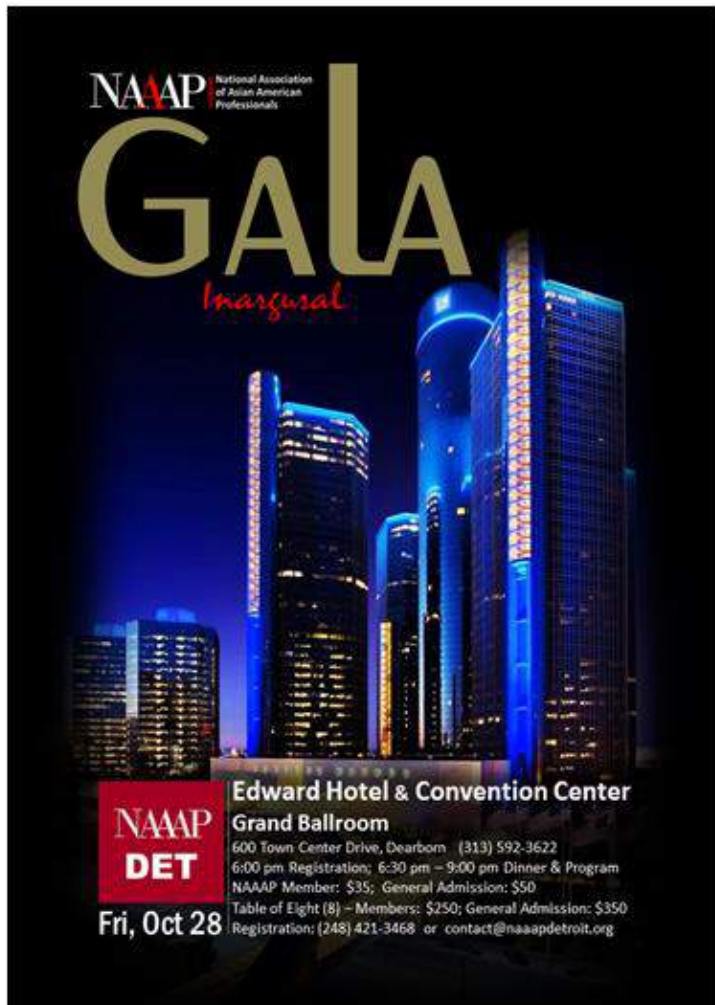


1942, OVER 120,000 AMERICANS OF JAPANESE ANCESTRY WERE INCARCERATED IN INTERNMENT CAMPS ACROSS THE U.S.
THIS IS HARU'S STORY...
A MUSLIM REGISTRY IS THE FIRST STEP IN REPEATING HISTORY
DON'T LET HISTORY REPEAT ITSELF...



NAAAP Detroit 2016-2017 Events

Inaugural Gala on October 28, 2016



NAAAP DET

Expand Your Professional Network
Enhance Your Professional Development
Empower Yourself to Making a Difference in the Community

National Association of Asian American Professionals
Detroit Chapter

(248) 421-3468 or contact@naaapdetroit.org
6725 Daly Rd., #251872, West Bloomfield, MI 48083
www.naaapdetroit.org

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