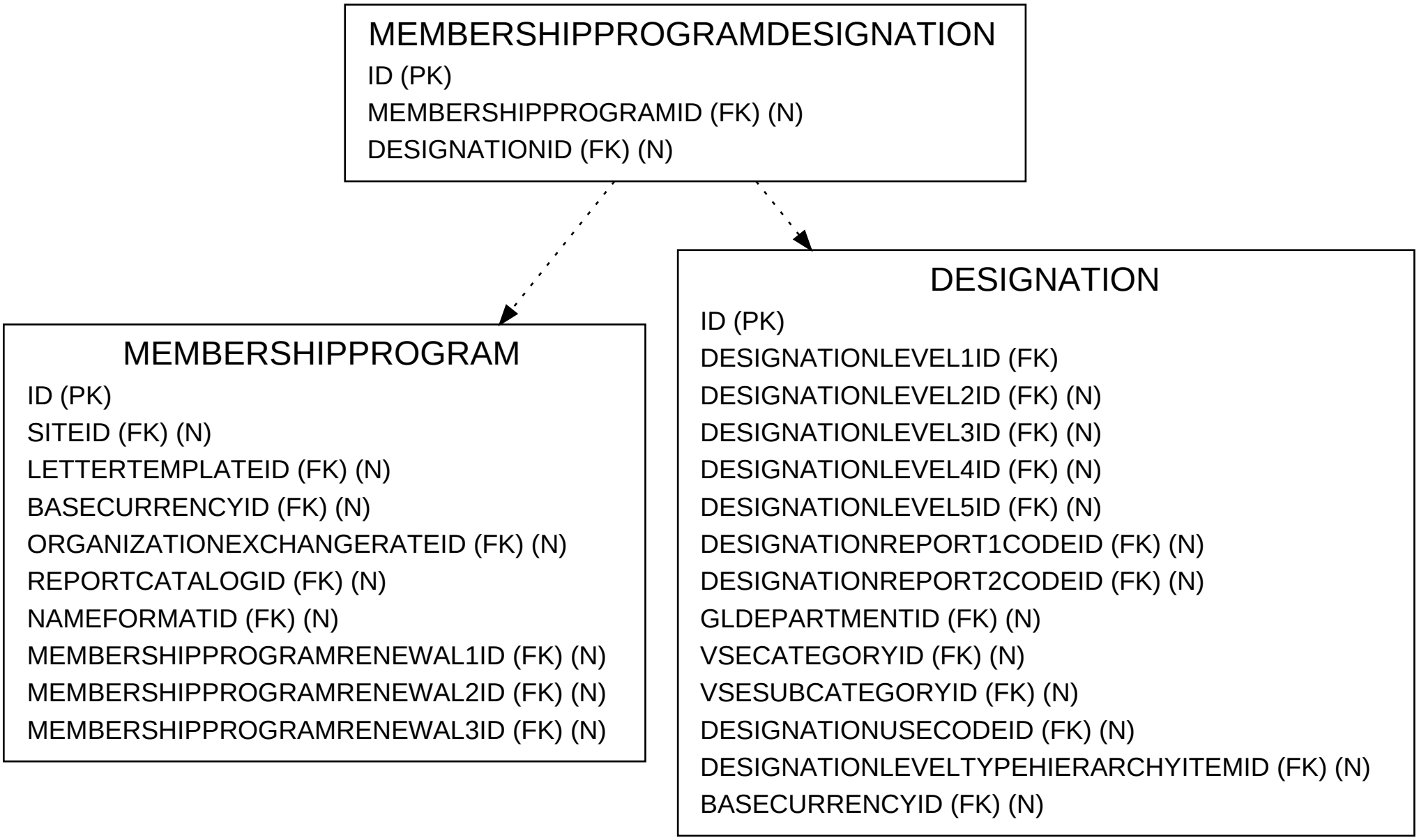MEMBERSHIPPROGRAMDESIGNATION