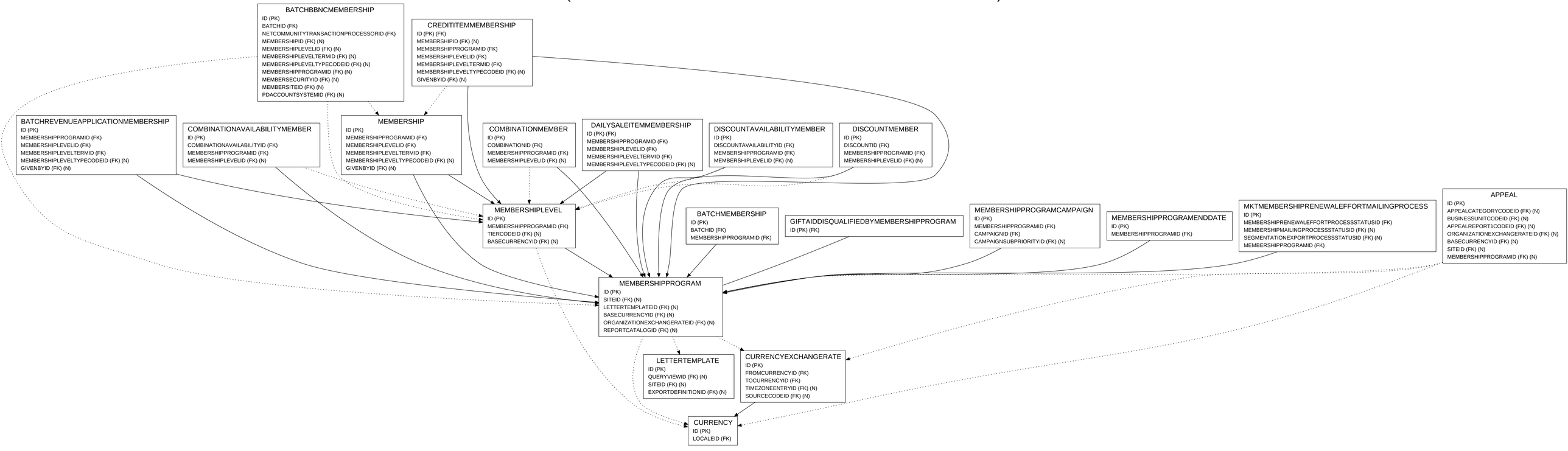MEMBERSHIPPROGRAM
(APPEAL-MKTMEMBERSHIPRENEWALEFFORTMAILINGPROCESS)