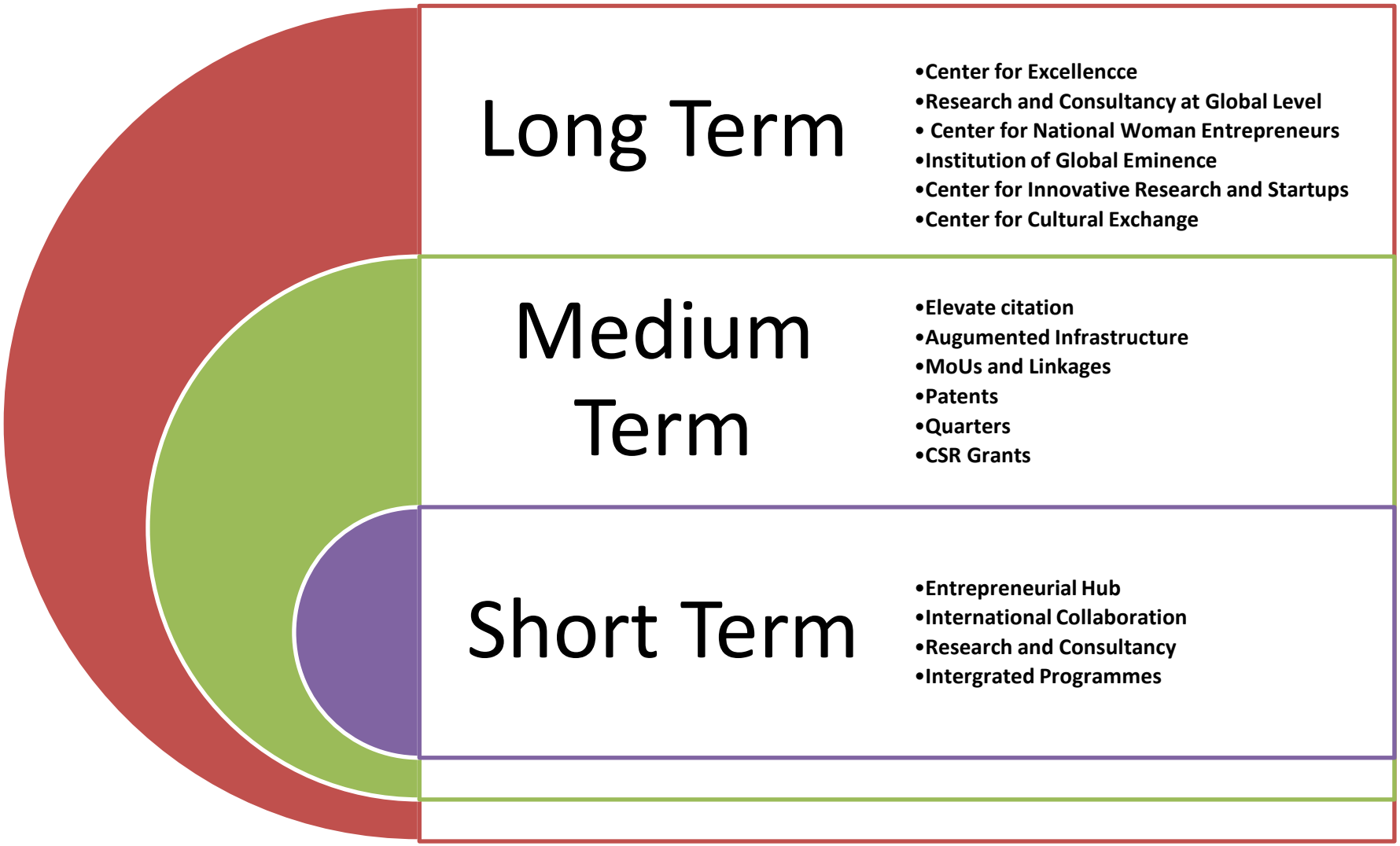PERSPECTIVE STRATEGIC PLAN