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The official magazine of the Home Builders Association of West Florida



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WORKING TOGETHER WE CAN CONTINUE TO ENJOY THE BENEFITS OF A GREAT ASSOCIATION

It is truly an honor to be president of your Home Builders Association of West Florida (HBA). The friendships that I have developed with HBA members will last a lifetime. Newman Rodgers of Newman Rodgers Construction recruited me into the HBA and I appreciate him taking the time to do so. Although I am involved in the HBA, the HBA has given me more in terms of relationships, good will and an overall can-do spirit of the membership.

Over the past years, I have been a president-in-training. I had the opportunity to watch others lead this association as president as well as other people who I truly admire. I've tried to learn everything I can about all the aspects of this industry and our Association so that I can be more knowledgeable and effective as your president.

- I've visited offices and job sites to recruit new members.
- I've talked to governmental officials about industry issues.
- I've pored over building codes and various rules and regulations to determine how they would affect our industry.
- And I am proud of my involvement with SkillsUSA to help bring young people into the construction industry.

In my business, I've always strived to build a quality product and stand behind it. And in all this, I've never apologized for being a builder and I've never backed away from a fight when I knew that our industry was right.

What do we have to apologize for anyway? America is the best-housed nation in the world. Northwest Florida has some of the most affordable houses in the nation. Each year, over 1,600 families in Escambia and Santa Rosa Counties enjoy the benefit of owning a brand new home.

Why is this possible? Because we, the building industry, took the risk to develop the land, create the products that go into a house, and built today's new homes with care and quality.

We are responsible for creating homes for families who build memories that will last a lifetime. Because of my belief that what we are doing is important and right, I believe our Association should do the following:

- Continue to fight for sensible growth policies and affordable housing in Northwest Florida.
- Oppose regulations that add to the cost of housing but do not contribute to the health, safety and welfare of homeowners (and)
- Support candidates who believe in affordable housing for all citizens.

Ask yourself this question... If the Home Builders Association of West Florida, the Florida Home Builders Association in Tallahassee and the National Association of Home Builders in Washington, DC didn't exist – where would we be today? I'll tell you where – out of business!

This year, I challenge you to put membership first and be a part of our membership effort. Who do you know right now who is benefiting from the all-important work that we're doing and isn't supporting our Association? Ask that person to join. Tell them that their future and our future depend on it.

I'm also asking you for a commitment to involvement in your Association. Become a leader in our industry and carry our message to other members and potential members, governmental bodies, the media and the public. You may ask yourself, "What's in it for me?" I'll tell you plain and simple: It is the satisfaction of knowing that you were one of the few who cared enough to make a difference.

Everything we do at the Home Builders Association of West Florida depends on volunteers. We can't accomplish our tasks with a few people, but when we all come together with an ambitious and achievable set of goals, we can produce one of the best years this Association has ever enjoyed.

President's Message



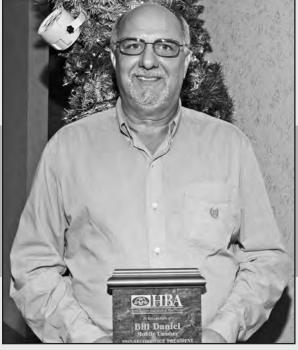
"We are responsible for creating homes for families who build memories that will last a lifetime."

INSTALLATION BANQUET HIGHLIGHTS

The HBA Installation Banquet was held on December 7, 2017 at the Hilton Garden Inn. HBA members ushered in a new year of leadership with Taylor Longsworth of East Hill Building and Design, who become the 63rd President of the Home Builders Association of West Florida.



Jon Pruitt receives his Presidential Award from HBA Executive Director David Peaden. Jon has an enthusiasm for the HBA, its members and events, and it showed. Throughout the year Jon led the association through many meetings, and he's supported our councils and committees.



Bill Daniel of Mobile Lumber, receives his 2nd Vice President Award. Bill is a

tremendous part of the HBA and continues to help in membership and the board nomination process.

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The coveted Associate and Builder of the Year Awards are used for the purpose of honoring a person who has done a great job in the past year, and it's also used to honor a person who has consistently made a significant and lasting contribution to the Home Builders Association for over a period of time.



Bill Batting Associate Of The Year

Bill Batting, of REW Materials, was named 2017 Associate of the Year by the Home Builders Association of West Flori-

da. "Bill has provided solid in his leadership in contributing to the overall success of the HBA, said HBA Executive Director David Peaden. "Bill has served on membership drives, governmental affairs committees, and his greatest help has been obtain-

ing donations for the Dream Home. He not only donates from his company, but he calls his competitors and asks them to do the same. He has also been a go to person when I get calls from people in need. He has donated a lot of materials over the years without a lot of fanfare." Batting has served on the HBA Board of Directors and is a past 2nd Vice President on the leadership team.



Luke Shows Builder Of The Year



Luke Shows of Shows Construction was named 2017 Builder of the Year by the Home Builders Association of West Florida.

Shows has truly given of his time and talents for the betterment of the home building industry and the HBA. "Over the years, I've watch people get involved with the HBA. Luke Shows, from the moment he joined the HBA, got involved," said HBA Executive Director David Peaden. "Luke brought new energy and ideas to the HBA.... being a leader... and helping others." In 2006 he became a board member and he would later serve as HBA President. He was instrumental in starting the Custom Builders Council which later morphed into the Green Building Council. He also developed parameters for the formal agreement between the HBA and the Dream Home builder that each party understood what was expected. He also has been active on the governmental affairs committee attending countless meetings over the years. Over a long period of time, he's made significant and lasting contributions to the HBA.







Longtime Financial Officer Judy Gund, of Saltmarsh Cleaveland & Gund, was honored for her 15 years of service to the Home Builders Association.

Gund's leadership has put the HBA in a solid financial position coupled with strong financial policies and debt free. Gund is stepping down from the Board of Directors and will be truly missed.



Hands On President Taylor Longsworth is Set to Lead the Home Builders Association

By Dilwayne Escoredo

One of the biggest challenges Home Builders Association of West Florida (HBA) President Taylor Longsworth foresees in the upcoming year are higher material prices and the loss of skilled labor.

Longsworth said the combination of Hurricane Irma, which roared into the Florida Keys, and Hurricane Harvey, which flooded the Houston area, have already begun to affect builders in Escambia and Santa Rosa counties.

"We have a lack of skilled labor and we are seeing materials go up thanks to South Florida and Texas," said Longsworth, who became the new president of the HBA Board of Directors Dec. 7 at the organization's annual meeting at the Hilton Garden Inn on Airport Boulevard. "We need to get more involved with the development of our trades."

Founded in 1950, the HBA is dedicated to promoting and protecting the housing industry in the region. Among other things, that means taking Farm Hill Utility to task to rescind its demand that developers pay a water tap fee of \$2,000 upfront to build a subdivision. Working to maintain a 500 feet notification of a land

use change in Escambia County, instead of a proposed 2,500 feet. And successfully squelching \$2,000 impact fees on new development in Santa Rosa County.

"We must continue to play a major role in supporting our industry," Longsworth said. "This is a fantastic association."

"We must continue to play a major role in supporting our industry," Longsworth said. "This is a fantastic association."

Even before this year's storms, the area suffered from shortages of skilled labor in the building industry and have witnessed the cost of lumber and other building materials steadily rise.

HBA encourages youth to attend George Stone Vocational and Technical Center, Locklin Tech, Pensacola State College and the Escambia and Santa Rosa school systems. All produce carpenters and workers in other building trades. The HBA also is the sponsor of the HBA's Construction Academy at Pine Forest High School.

Besides serving the HBA, Longsworth must continue to oversee his building company, East Hill Building Design. Usually, you



will find him out at the job site helping to level a concrete foundation at a home, instead of working from his office.

"I prefer to be with the guys," Longsworth said, chuckling. "I have dirty pants on and no one believes I'm the contractor on the job. I'm a hands-on guy."

ing homes or serving the local HBA, he will likely be on the Gulf of Mexico fishing with his wife of 16 years, Elizabeth, and their three sons Liam, 15, Zane, 13, and Eamon, 8. The Longsworth family also enjoys other water sports

When he is not build-

and activities in the Gulf, Pensacola Bay and bayous.

"We spend a lot of time on the water," said Longsworth, who enjoys reeling in Wahoo, Red Snapper and Amberjack. Longsworth was born at Sacred Heart Hospital and raised here.

He lived for a handful of years in Pennsylvania and Tennessee. In Tennessee, he first got into the building industry by becoming a cabinet builder.

Longsworth started his own small company after returning to the Pensacola area.

"We want to keep an eye on quality and on keeping our clients," he said. "We're a small company with a small growth rate. I like it that way."

NAHB Keeps the Wheels Turning

\$1,281 additional home building and remodeling.

A strong housing industry is key to our nation's economic recovery. And when lawmakers and bureaucrats try to chip away at your profits with wrong-headed or just plain expensive rules, NAHB is here to make sure that you aren't regulated out of business.

EPA drops post-construction stormwater rule.

Here's what we've been working on so far this year.

U.S. Supreme Court Clean Air Act ruling benefits multifamily builders.

Keeping costly provisions out of building codes saves construction costs.

Homeowner Flood Insurance Affordability Act saves business for builders and remodelers.

These dollar values represent the savings per housing start a typical builder will see as a result of select NAHB advocacy victories in 2016. Some members will experience more of these benefits than others, depending on location and market segment.

> Learn more at valueofnahb.org



2018 PANTONE COLOR OF THE YEAR

The 2018 Pantone color of the year is a rich purple often seen on royal robes, the sky at dusk and unicorn manes.

And according to the Pantone Institute, "PANTONE 18-3838 Ultra Violet communicates originality, ingenuity, and visionary thinking that points us toward the future."

But when it comes to model home merchandising — or home design in general, Ultra Violet may be easy to overdo, say NAHB member experts.

"Many purple shades are truly beautiful, but this year's Ultra Violet is so intense," said Lita Dirks, CEO of Lita Dirks & Co. in Greenwood, Colo.

"Because it's so strong, it feels to me that it will be best used in small amounts: pillows, edging, accent pieces, art, accessories – but not all in one place," she added.

Pantone's annual selection — the 2017 color is a bright spring green — is intended to reflect "one moment in time that provides strategic direction for the world of trend and design," the institute says.

Some paint companies also name a color of the year, and the 2018 selections are quite different.

"I'm more fond of Benjamin Moore's color of the year, Caliente – a spicy, rich red that enhances almost any color it's paired with," said Mary DeWalt, president of Mary DeWalt Design Group in Austin, Texas.

"The Sherwin Williams color of the year is Oceanside – a deep, rich blend of blues and greens, not quite blue not quite turquoise. It's soothing and exciting at the same time, and my personal favorite for color of the year," DeWalt said.

When it comes to Ultra Violet, "It might be best to actually 'feel' this color," said Dirks, "Meaning, use it as a fabric, a wallpaper accent: something artsy, so it can actually be touched. It could prove very interesting and sensual."

To learn more about design ideas from NAHB experts, read the Best in American Living blog.









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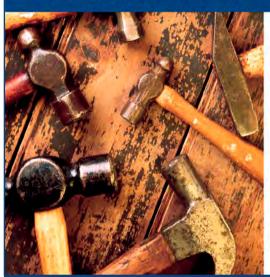
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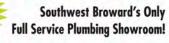
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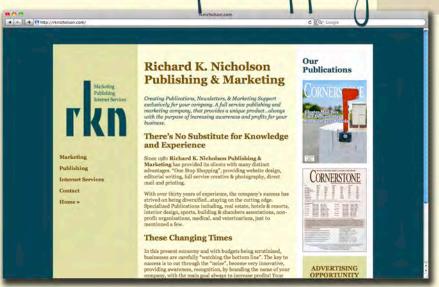
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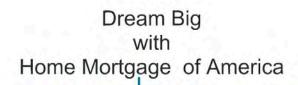
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TOP 10 REASONS TO DO BUSINESS WITH AN ACTIVE ASSOCIATE MEMBER

- 1. They support the industry at the local, state and national levels.
- They volunteer time, talent and treasure to help the association accomplish its goals.



- 3. They recruit their colleagues 6 business contacts to become members.
- 4. They serve on committees and councils gaining valuable networking opportunity while helping to advance the association's mission.
- By doing so, you increase the value proposition for all membership in our HBA.
- 6. They are strong supporters of local and state PACs and BUILD-PAC.

- 7. They are a major source of nondues revenue through sponsorships, advertising, etc.
- 8. As industry partners, they are a valuable resource for business and management tips.
- 9. They are heavily invested in your business success: You win, they win!
- 10. Why wouldn't you do business with a member?

Impact of the Canadian Lumber Duties on the U.S. Economy in 2018

By Paul Emrath

On November 2, 2017, the Commerce Department announced its final decision to impose duties averaging 20.83 percent on Canadian softwood lumber shipments into the U.S. The impacts of these duties on the U.S. economy next year will include increased production by U.S. sawmills, reduced imports from Canada, and higher prices paid for lumber by consumers in the U.S., which in turn will lead to a reduced volume of new residential construction. The National Association of Home Builders (NAHB) estimates that the bottom line impact of these effects in 2018 will be a net loss of

\$576.9 million in wages and salaries for U.S. workers,

\$404.0 million in taxes and other revenue for governments in the U.S., and

☆ 9,370 full-time U.S. jobs.

The jobs are measured in Full Time Equivalents (enough work to keep a worker employed full-time for a year, based on the average hours worked per week in each affected industry).

NAHB's estimates for calendar year 2018 require a baseline projection of the relevant economic activity and prices that would have prevailed in the absence of the duties. Because preliminary duties were announced and being anticipated throughout 2017, the baseline projections for the percentage breakdown of lumber produced in, imported into, and exported out of the U.S., as well as lumber prices, are based on 2016 data. The source of



data on lumber production in 2016 is the Lumber Track newsletter issued on November 6, 2017 by the Western Wood Products Association. The source of data on lumber prices is a mid-2016 Lumber Market Report issued by Random Lengths, adjusted for inflation using the annual increase in the Consumer Price Index in 2017 and 2018 (from NAHB's Economic and Housing Forecast dated 11/13/2017). NAHB's forecast is also the source for housing starts and residential fixed investment in 2018.

Also for the 2018 analysis, new estimates of the amount of lumber in the average single-family and multifamily home were developed from the 2017 Builder Practices Survey conducted by Home Innovation Research Labs.

From this baseline, NAHB continues to apply average elasticities (how strongly markets respond to price changes) published in the academic literature, as summarized in Baek (2011). The result is an estimate that, in 2018, the 20.83 percent duty will cause

a reduction of 1.3 billion board feet in Canadian imports,

an increase of 885 million board feet in output of U.S. producers for the domestic market, and

a 6.9 percent increase in the price paid by U.S. customers for softwood lumber.

It is well known that home builders are among the major U.S. consumers of softwood lumber. The effects of the increased price the duty would cause them to pay (assuming the conventional price elasticity for housing demand of -1) include a

\$1,360 increase in the price of an average single-family home

\$478 increase in the market value of an average multifamily home

\$1.1 billion reduction in investment in single-family structures, and

\$147 million reduction in investment in multifamily structures.

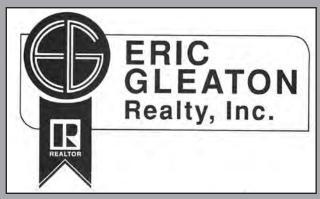
NAHB's National Impact of Home Building model can then be used to translate the reduced investment in residential construction into net impacts on the U.S. economy. The resulting impacts by major industry group and type of tax (or other government revenue) lost are shown in the table below.

Net Impact of the Duty on the U.S. Economy

Using the NAHB model described in Impact of Home Building and Remodeling on the U.S. Economy

	Full Time	Wages and	Profits Before Taxes	
	Equivalent Jobs	Salaries	Proprietors	Corporations
All industries	-9,370	-\$576,897,345	-\$239,312,780	-\$212,877,426
Construction	-6,283	-\$371,287,465	-\$153,251,554	-\$67,249,348
Manufacturing	-58	-\$24,352,711	-\$4,543,382	-\$51,374,292
Trade, Transportation & warehousing	-1,373	-\$65,782,748	-\$10,474,728	-\$30,494,923
Finance and insurance	-194	-\$19,501,378	-\$483,016	-\$14,341,084
Real estate and rental & leasing	-89	-\$5,066,914	-\$27,904,829	-\$6,741,018
Professional, Management, Administrative	-740	-\$53,797,665	-\$15,241,963	-\$10,151,501
Other	-632	-\$37,108,465	-\$27,413,308	-\$32,525,260

otal	-\$404,034,757
Federal	\$267,029,319
Income taxes	-\$131,130,140
Government social insurance*	-\$129,387,439
Excise taxes and customs duties	-\$6,511,740
State and local	-\$137,005,438
Income taxes	-\$36,205,703
Permit, hook-up, impact, etc. fees	-\$52,580,818
Sales taxes	-\$26,142,303
Other business taxes & license fees	-\$22,076,614



Eric Gleaton Realty is a full service real estate office dealing with residential, commercial, land and property management.

Why is it important to be a member of the HBA:

This trade goes hand in hand with the real estate trade. I would like to get to know more builders and want to be a part of their endeavor. Throughout my career, I have had the opportunity to give back to the community in many ways. Serving currently as a Senior Real Estate Specialist, a member of the Pensacola Association of Realtors and was previously a Director and Vice President; a member of the National Association of Realtors and a Paul Harris fellow with Cantonment Rotary. All this being said, I feel I will be a valuable asset to this association.

Personal interests:

I am a native of Brewton, Alabama. Growing up in Pensacola, I would be remiss if I didn't include boating and fishing as some of my favorite pastime.



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Why it's important to be a member of the HBA:

Connecting with the home builders in our area is important to us for a number of reasons. First, it allows us the opportunity to learn first-hand about the priorities and concerns of the building community right in our back yard. Second, as we are constantly developing new products and improving our existing ones, we would love to have the input of local builders to know what sizes and styles of privacy window products would work best for them. We are thrilled to join the HBA of West Florida.



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Why it is important to be a member of the HBA:

The HBA provides significant value to the real estate community and through their efforts, either directly or indirectly impacts the vast percentage of our community. Mortgage is a valuable piece of the real estate puzzle and based on our proven model of providing an enhanced client experience, it is necessary that we assist the HBA in their efforts to enhance and improve the real estate community.

Personal Interests:

Spending time with my family, traveling, working out, playing basketball, coaching basketball, riding my motorcycle, wood-working projects



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Why it's important to be a member of the HBA:

Being a member of the HBA of West Florida allows me the opportunity to showcase how we offer full time career opportunities to those with a background in construction. This allows them to have a positive impact for the area we live in and to provide for their families. While doing this, we increase our client's productivity and make them for profitable.

What my personal interest are:

I enjoy golfing, woodworking, going to the beach, good food, socializing with friends, traveling, and working around my yard and house.



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create uniform, cost-saving green building standards.

Protected our future

by endorsing pro-housing, probusiness candidates for cabinet and legislative positions.

Persuaded the Corps of Engineers

to issue a regional general permit for Northeast Florida, streamlining the development process.

PLENTY

Supported the Florida Building Commission's

decision to uphold the wind-borne zone in the panhandle at 130 miles per hour instead of 120.

CALL 1-800-261-9447 OR E-MAIL FHBA FOR MEMBERSHIP INFORMATION.



NAHB LAUNCHES INSTAGRAM CONSUMER INITIATIVE

NAHB is proud to announce a new consumer awareness initiative – and a great promotional opportunity for your projects – on the photo-sharing app Instagram.

"This initiative is designed to build awareness among the home buying audience of the craftsmanship and innovation of NAHB members," said NAHB Chairman Granger MacDonald. "We want Instagram's 700 million monthly users to see how our members are building homes, enriching communities and changing lives."

Getting your company involved is simple: If you already have an Instagram account, just follow us @homebuilders and tag us in the pictures that you would like us to share.

If you don't have an Instagram account, you can submit your photos, along with a short description of the home



or a story about the home owners for whom you built or remodeled the home, at nahb.org/photos.

Either way, make sure to include the Instagram handle for other key people or companies that were involved in the project, along with photo credits.

There are lots of possibilities:

- ◆ Completed homes
- **②** Entire communities including homes and amenities like trails and clubhouses
- Furnished and/or staged rooms such as kitchens, baths, living rooms, master bathrooms, wine rooms and bars, outdoor areas
- **②** Before-and-after images

Photo quality is key. Please submit professional photographs, or at least ones that are lighted appropriately. Photos that are dark, blurry or aren't using a flattering angle cannot be used – and don't make your product look good, anyway.

Please note, if you're submitting before-and-after photos, it's okay if the "before" images aren't taken by pros.

Questions? We have answers. Please contact Camilo Cuba, NAHB senior brand marketing manager.

Cluster Boxes:

The New Normal for Mail Delivery

New subdivisions are more likely to include both detached and attached units, shared amenities and open space, and restricted access points (for example, gated communities).

When coupled with declining revenue as it competes with private express carriers and online order delivery services, it means the United States Postal Service (USPS) now favors the installation of less-expensive cluster box units over traditional door-to-door or curbside delivery in new single-family developments.

In 2012, the USPS updated its Postal Operations Manual to reflect that preference and recommends that developers and builders plan for centralized mail delivery installations during a project's design phase.

The first step for all developers and builders: Identify your regional coordinator by emailing Delivery. Growth@usps.gov. Contact the coordinator before finalizing plans and site plats with planning and zoning authorities.

The USPS will not begin mail delivery until the regional coordinator has approved modes of delivery and box locations. However, it will work with builders, developers and owners at any stage of development if cluster box units are not feasible.

The USPS has provided NAHB with a webpage with more details about this change — and how it can be an advantage for developers and their buyers. USPS representatives will also give a presentation to the NAHB Land Development Committee before the 2018 International Builders' Show in Orlando and plan to have a booth during the show to answer questions about the policy.

For more information on centralized delivery, please contact Claire Worshtil.

MEMBER BENEFITS fhbasiliders association

Members receive significant savings to their business' bottom line.



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Save an average of \$5,000 in legal fees by using model contracts for builders and contractors.



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Members save an average of \$150 by attending free continuing education training during the FHBA's tour of 18 cities.



ADVOCACY

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Building Code solutions just a call away, to save you time and hassle.



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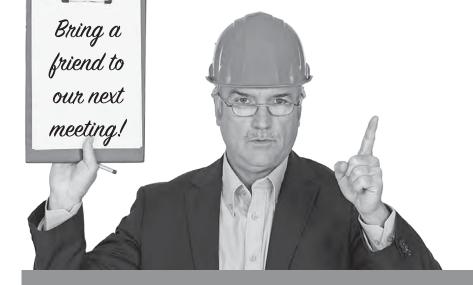




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In construction, a spike is a steel object that is essential to making a building strong. As in construction, the HBA of West Florida sees a Spike as someone that works to keep our association strong. Spikes work on the recruitment and retention of members in addition to keeping members active with the association. Anyone is eligible for Spike status. On Spike credit is awarded for each new member recruited and an additional credit is awarded for that new member's renewal on or before their anniversary date. If you help to retain a member, you are eligible to receive a half point for each member.

Spike Club Levels

Spike Candidate	1-5 credits
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Life Spike	25-49
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Red Spike	100-149
Royal Spike	150-249
Super Spike	250-499
Statesman Spike	500-999
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Royal Spike	150 Credits
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Edwin Henry	198.5
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William "Billy" Moore	158

Red Spike	100 Credits
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Lee Magaha	128.5
Oliver Gore	111.5
Ron Tuttle	100

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David Holcomb	90.5
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Doug Whitfield	28

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If you would like to join the Spike Club or Desire Additional Information, please contact Vicki Pelletier

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9. Door Swing = \$750
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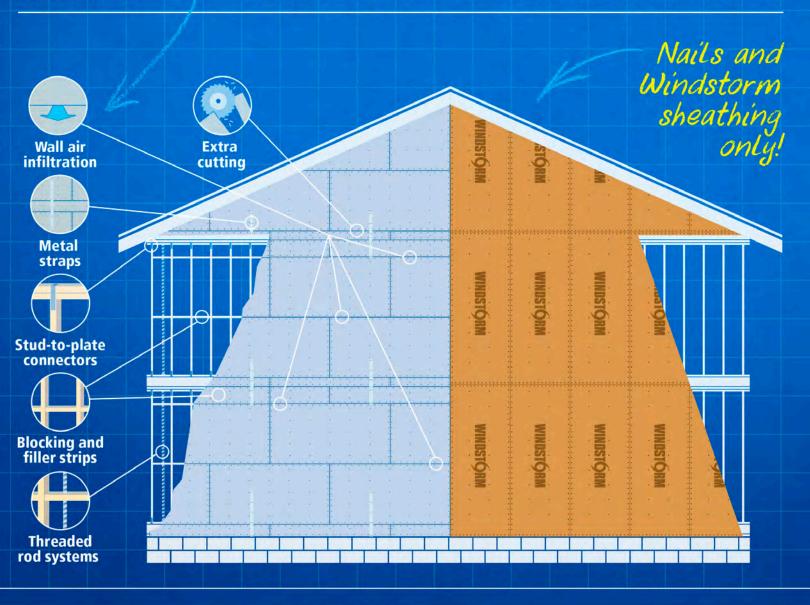
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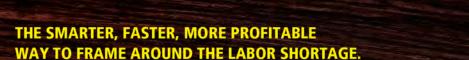
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