compete through service symposium 2016

Center for Services Leadership

ASU W. P. Carey School of Business Arizona State University

presentation

brand's superpowers in your CX fight

Michael Lenz
Global Director,
Customer Experience Design
Cisco

branded customer experience

Chairman Sponsors
BlueCross BlueShield of Arizona
DELL
Honeywell
SIEMENS

Brand’s Superpowers in Your CX Fight

Mike Lenz
Formerly Global Director Brand Experience, Cisco
@sanfret #CTA_ASU

How most brand organizations are structured

Brand Strategy

Brand Identity

Brand Experience

Brand Management

Experience Hierarchy

Brand Experience

Customer Experience

Product Experience

User Experience

User Interaction Design

Today's presentation –

Situation

Superpowers

Results

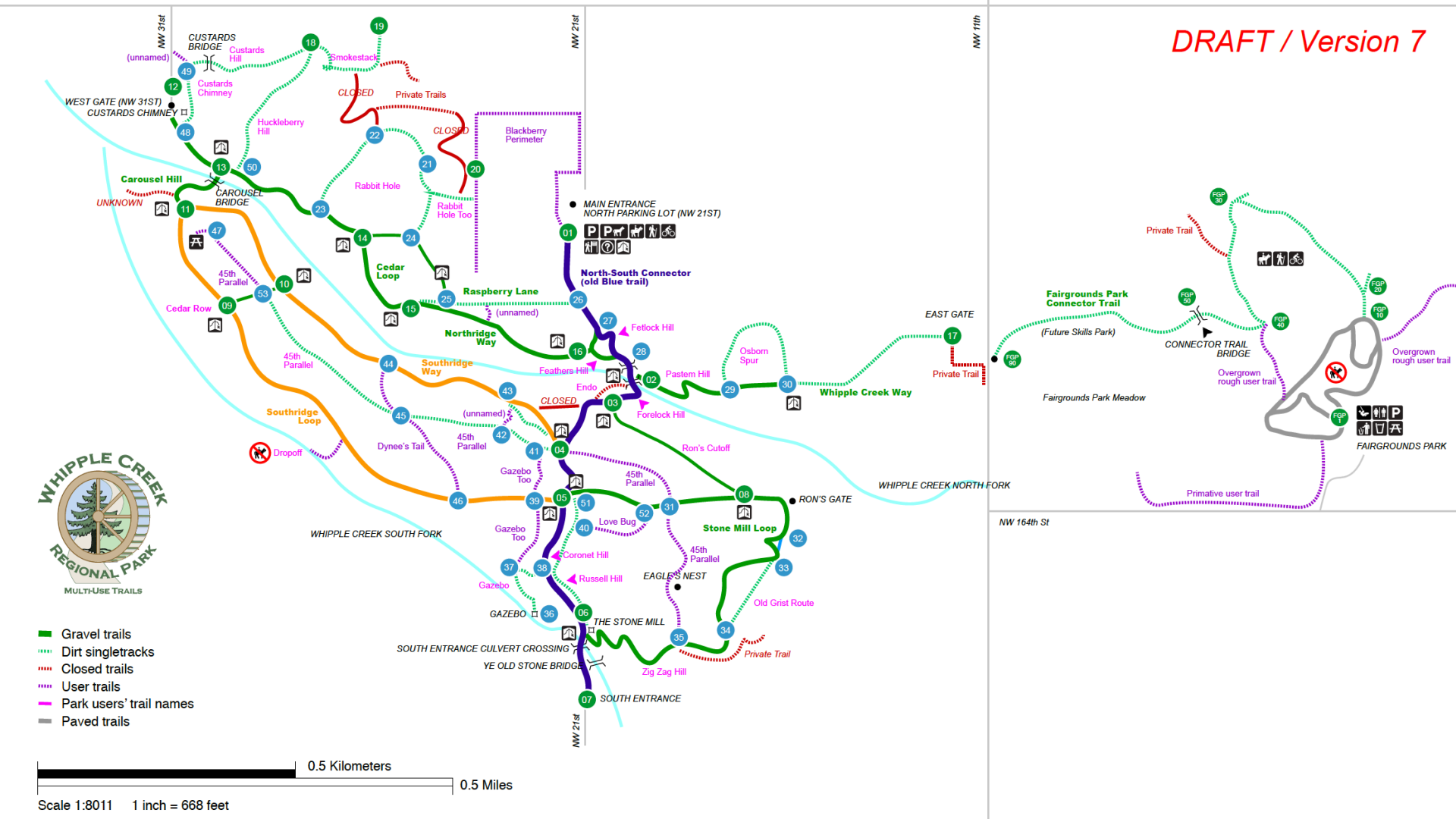
“89%

*of companies believe that customer **experience** will be their primary basis for competition by 2016, versus 36% four years ago.” – Gartner*

adidas

Whipple Creek Park
Carousel Hill
Cedar Loop
Raspberry Lane
North Ridge Way
Difficult Section
South Ridge Loop
Grist Mill Loop
Whipple Creek Way
Fairgrounds Community Park
NW 21st Ave
NW 279 Ct
NW 11th Ave
Please Note: Unmarked Trails Exist

North-South Connector
Karl's Cutoff
You are Here
Stone
Please Note: Unmarked Trails Exist


DRAFT / Version 7
NW 31st
NW 21st
NW 11th
CUSTARDS BRIDGE
(unnamed)
Custards Hill
Custards Chimney
WEST GATE (NW 31ST)
CUSTARDS CHIMNEY
Huckleberry Hill
Smokestack
CLOSED
Private Trails
Blackberry Perimeter
Carousel Hill
UNKNOWN
CAROUSEL BRIDGE
Rabbit Hole
Rabbit Hole Too
MAIN ENTRANCE
NORTH PARKING LOT (NW 21ST)
North-South Connector (old Blue trail)
Cedar Loop
Raspberry Lane
(unnamed)
Fetlock Hill
Northridge Way
Feathers Hill
Osborn Spur
Pastem Hill
Endo
Forelock Hill
Whipple Creek Way
EAST GATE
Private Trail
45th Parallel
Cedar Row
Southridge Way
Southridge Loop
Dropoff
Dynee's Tail
Ron's Cutoff
Gazebo Too
WHIPPLE CREEK NORTH FORK
RON'S GATE
WHIPPLE CREEK SOUTH FORK
Love Bug
Stone Mill Loop
Coronet Hill
Russell Hill
EAGLE'S NEST
Old Grist Route
Gazebo
GAZEBO
THE STONE MILL
SOUTH ENTRANCE CULVERT CROSSING
YE OLD STONE BRIDGE
Zig Zag Hill
Private Trail
SOUTH ENTRANCE
Fairgrounds Park Connector Trail
(Future Skills Park)
CONNECTOR TRAIL BRIDGE
Overgrown rough user trail
Fairgrounds Park Meadow
FAIRGROUNDS PARK
Primative user trail
NW 164th St
WHIPPLE CREEK REGIONAL PARK
MULTI-USE TRAILS
Gravel trails
Dirt singletracks
Closed trails
User trails
Park users' trail names
Paved trails
0.5 Kilometers
0.5 Miles
Scale 1:8011 1 inch = 668 feet

Raspberry Lane
Cedar Loop
Cedar Loop
Raspberry Lane
Exit

Source: sciencemuseum.org.uk

1 new message
Call
Contacts
Meetings
Webex
Jabber
PC
Brandon Rue
cisco

Cisco WebEx Meeting Center

Quick Start | Meeting Info | New Whiteboard | Participants | Chat | Recorder | Notes

Product Roadmap Overview

Host: Catherine Sinu

Meeting number: 156 461 770

Lock Room | Record | Leave Room

Connected to Audio

More Options

Share Desktop

More Options

Invite & Remind

Copy Meeting URL

Participants (8)

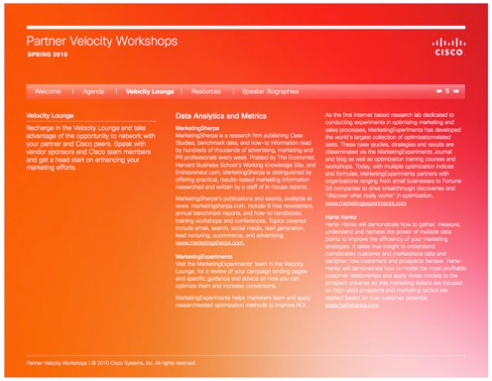
- Catherine Sinu (Host, me)
- AD Adrian Delamico
- Alison Cassidy
- BV Benjamin Vitali
- David Liam
- EW Elizabeth Wu

Connected

CISCO
-3%
29,854 $m
01
+43%
170,276 $m
02
Google
+12%
120,314 $m
03
Coca-Cola
-4%
78,423 $m
04
Microsoft
+11%
67,670 $m
05
IBM
-10%
66,036 $m
06
TOYOTA
+16%
49,046 $m
07
SAMSUNG
0%
40,237 $m
08
-7%
42,267 $m
09
-6%
39,503 $m
10
amazon
+29%
37,348 $m
11
+9%
32,212 $m
12
Mercedes-Benz
+7%
36,711 $m
13
Disney
+13%
36,214 $m
14
intel
+4%
35,416 $m
15
CISCO
-3%
29,854 $m
16
ORACLE
+5%
27,283 $m
17
+16%
23,070 $m
18
-3%
23,066 $m
19
HONDA
+6%
22,165 $m
20
LOUIS VUITTON
-1%
22,250 $m
21
22
23
24

170+ Acquisitions

Business Challenge
Cisco WebEx Audio
Data Sheet
Highlights
Simplified Service
Use just one convenient provider for all your integrated audio and web meetings.
Audio Control and Management
Improve meeting productivity using easy audio settings and management tools.
International Service
Meet with attendees—by phone or computer—in more than 200 countries.
Audio Access Safeguards
Secure integrated audio meetings by controlling attendance.
Customized Service
Get a flexible package and your choice of integrated audio options for each session.
Compatible with:
· Cisco WebEx Meeting Center
· Cisco WebEx Event Center
· Cisco WebEx Training Center
· Cisco WebEx Support Center
Optimize meetings using integrated Cisco WebEx Audio. Schedule easily and join from computer or phone.
Create a fuller, more productive meeting experience using Cisco WebEx™ Audio with your Cisco WebEx solutions. Take advantage of choices that include VoIP, traditional phone conference, and audio broadcast—all in a flexible package. Select an audio option for each session, according to your requirements and budget. Streamline your meeting and billing processes by using just one vendor.
Choose the right integrated audio options for your needs.
Improve business efficiency using WebEx Audio to connect up to 500 attendees per meeting. Set up your session with easy-to-use phone options, including global callback services. Or keep your phone lines free while you save money with integrated Voice over IP (VoIP)—from any computer worldwide. Deliver audio to thousands of participants in one-to-many events using Cisco WebEx Event Center with WebEx Audio Broadcast. Get WebEx Audio services for a single monthly fee.
Keep your meetings private and productive.
Gain better control over your meetings. Identify which meeting attendee is speaking with Active Talker indicators. Manage call activity with line muting, the ability to add attendees easily, and more. Determine who attends and who doesn't using attendance controls, participant lists, and meeting lockouts.
Improve efficiency using a unified meeting solution.


Partner Velocity Workshops
SPRING 2010
Welcome | Agenda | Velocity Lounge | Resources | Speaker Biographies
Velocity Lounge
Recharge in the Velocity Lounge and take advantage of the opportunity to network with your partner and Cisco peers. Speak with vendor sponsors and Cisco team members and get a head start on enhancing your marketing efforts.
Data Analytics and Metrics
MarketingSherpa
MarketingSherpa is a research firm publishing Case Studies, benchmark data, and how-to information read by hundreds of thousands of advertising, marketing and PR professionals every week. Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reports.
MarketingSherpa's publications and events, available at www.marketingsherpa.com, include 8 free newsletters, annual benchmark reports, and how-to handbooks, training workshops and conferences. Topics covered include email, search, social media, lead generation, lead nurturing, ecommerce, and advertising.
www.marketingsherpa.com
MarketingExperiments
Visit the MarketingExperiments' team in the Velocity Lounge, for a review of your campaign landing pages and specific guidance and advice on how you can optimize them and increase conversions.
MarketingExperiments helps marketers learn and apply research-based optimization methods to improve ROI.
As the first internet based research lab dedicated to conducting experiments in optimizing marketing and sales processes, MarketingExperiments has developed the world's largest collection of optimization-related tests. These case studies, strategies and results are disseminated via the MarketingExperiments Journal and blog as well as optimization training courses and workshops. Today, with multiple optimization indices and formulas, MarketingExperiments partners with organizations ranging from small businesses to Fortune 50 companies to drive breakthrough discoveries and "discover what really works" in optimization.
www.marketingexperiments.com
Harte Hanks
Harte-Hanks will demonstrate how to gather, measure, understand and harness the power of multiple data points to improve the efficiency of your marketing strategies. It takes true insight to understand complicated customer and marketplace data and decipher how customers and prospects behave. Harte-Hanks will demonstrate how to model the most profitable customer relationships and apply these models to the prospect universe so that marketing dollars are focused on high-yield prospects and marketing tactics are applied based on true customer potential.
www.harte-hanks.com
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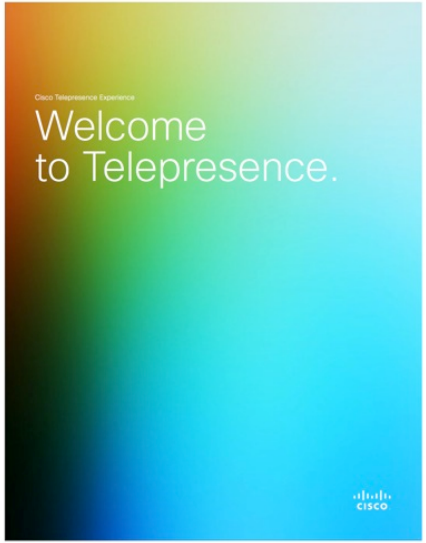
Cisco Telepresence Experience
Welcome to Telepresence.
cisco

Optimize meetings using integrated Cisco WebEx Audio. Schedule easily and join from computer or phone.
cisco
Cisco WebEx Audio
Data Sheet
Highlights
Simplified Service
Use just one convenient provider for all your integrated audio and web meetings.
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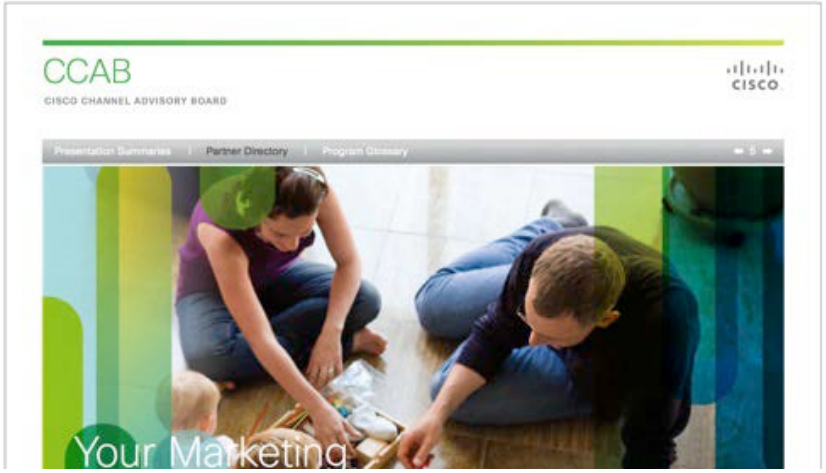
CCAB
CISCO CHANNEL ADVISORY BOARD
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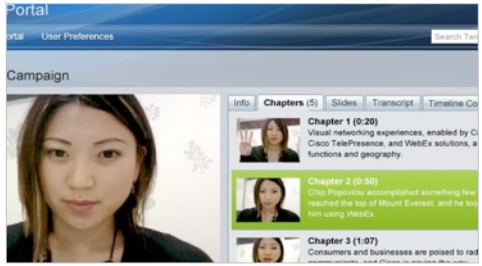
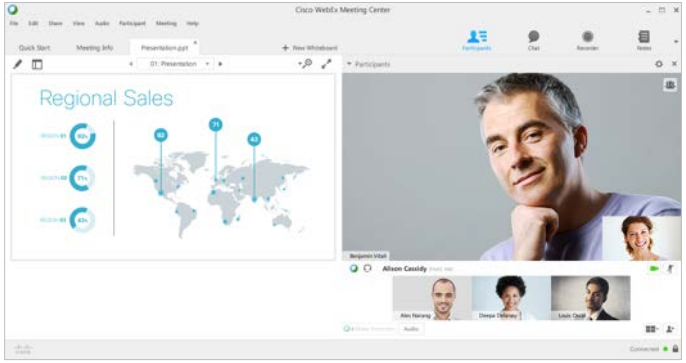
Presentation Summaries | Partner Directory | Program Glossary
Your Marketing

cisco
Head 4_Lorem Ipsum Dolor Sint Arment et Accumsan et Iusto Odio
Subhead_1 Lorem
Subhead_2 Lorem Ipsum
Subhead_1 Lorem
Subhead_2 Lorem Ipsum Sint Arment
Subhead_2 Lorem Ipsum
Cisco Confidential

Cisco Eos
cisco
Delivering a Community-driven Entertainment Experience

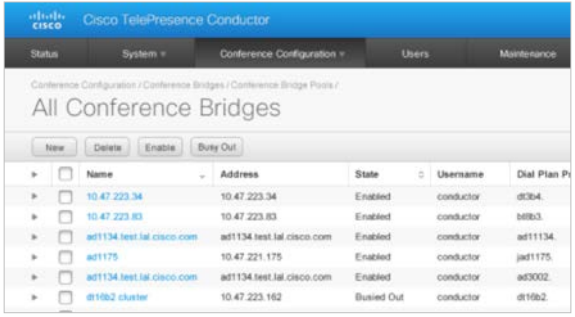

Portal
User Preferences
Campaign
Info
Chapters (5)
Slides
Transcript
Chapter 1 (0:20)
Chapter 2 (0:50)
Chapter 3 (1:07)

Products & Services
Support
How to Buy
Training & Events
Partners
Cisco Achieves #1 x86 Blade Server Market Share Ranking in Americas
Cisco UCS leads industry in growth and innovation.


Cisco WebEx Meeting Center
Regional Sales

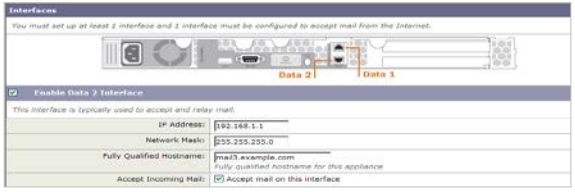
BENTO CONSOLE
STORE
SERVICES
EVENTS
Available Services
A/B Testing
Audience Profiling
Cloud DVR
Elastic Catalogue Index
Enriched Metadata

WebEx
Products & Pricing
Learn
About Us
Cisco WebEx Meetings
More productive. More mobile.
Sign Up Free
Buy Now

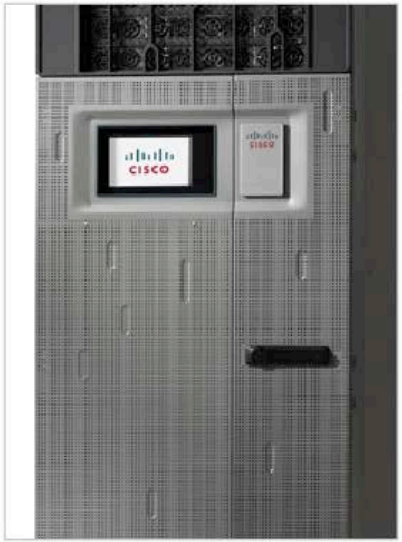

Cisco TelePresence Conductor
Status
System
Conference Configuration
Users
Maintenance
All Conference Bridges
New
Delete
Enable
Busy Out
Name
Address
State
Username

Ciscolive!

See Internet of Everything Leaders from Around the World
Learn
See
Explore

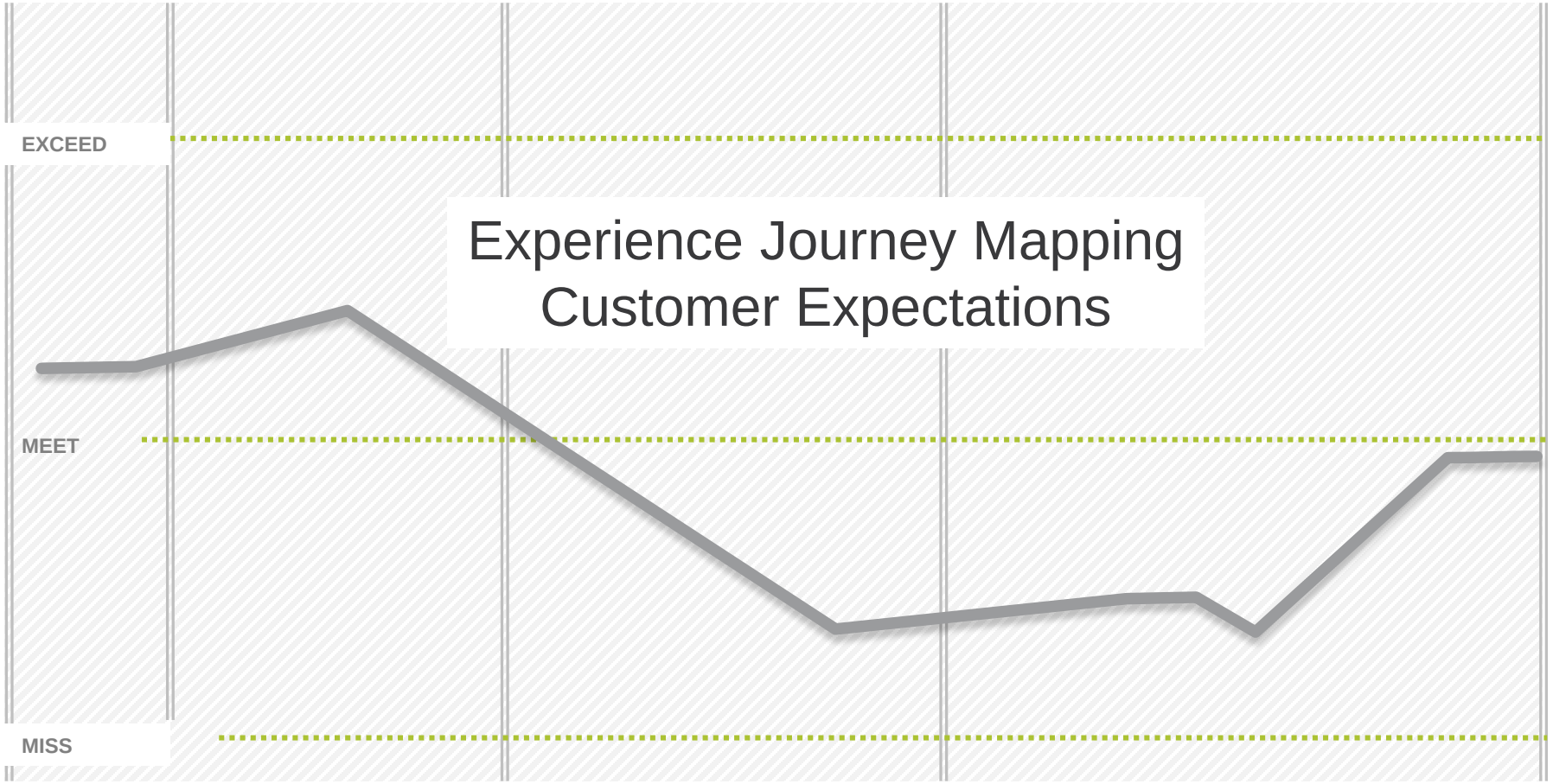

Interfaces
Data 2
Data 1
Enable Data 2 Interface
IP Address:
Network Mask:
Fully Qualified Hostname:
Accept Incoming Mail:

cisco


cisco

Catalyst 3560-CG Series POE

Experience Journey Mapping
Customer Expectations



“I’m a solid fan, but how many hours do they expect me to waste trying to understand their shit.”

Respondent with 9 NPS

The Cisco UCS 2200 Series extends the I/O fabric between the Cisco UCS 6100 and 6200 Series Fabric Interconnects and the Cisco UCS 5100 Series Blade Server Chassis, enabling a lossless and deterministic Fibre Channel over Ethernet (FCoE) fabric to connect all blades and chassis together. Since the fabric extender is similar to a distributed line card, it does not perform any switching and is managed as an extension of the fabric interconnects. This approach removes switching from the chassis, reducing overall infrastructure complexity and enabling Cisco UCS to scale to many chassis without multiplying the number of switches needed, reducing TCO and allowing all chassis to be managed as a single, highly available management domain.

!

Coca-Cola

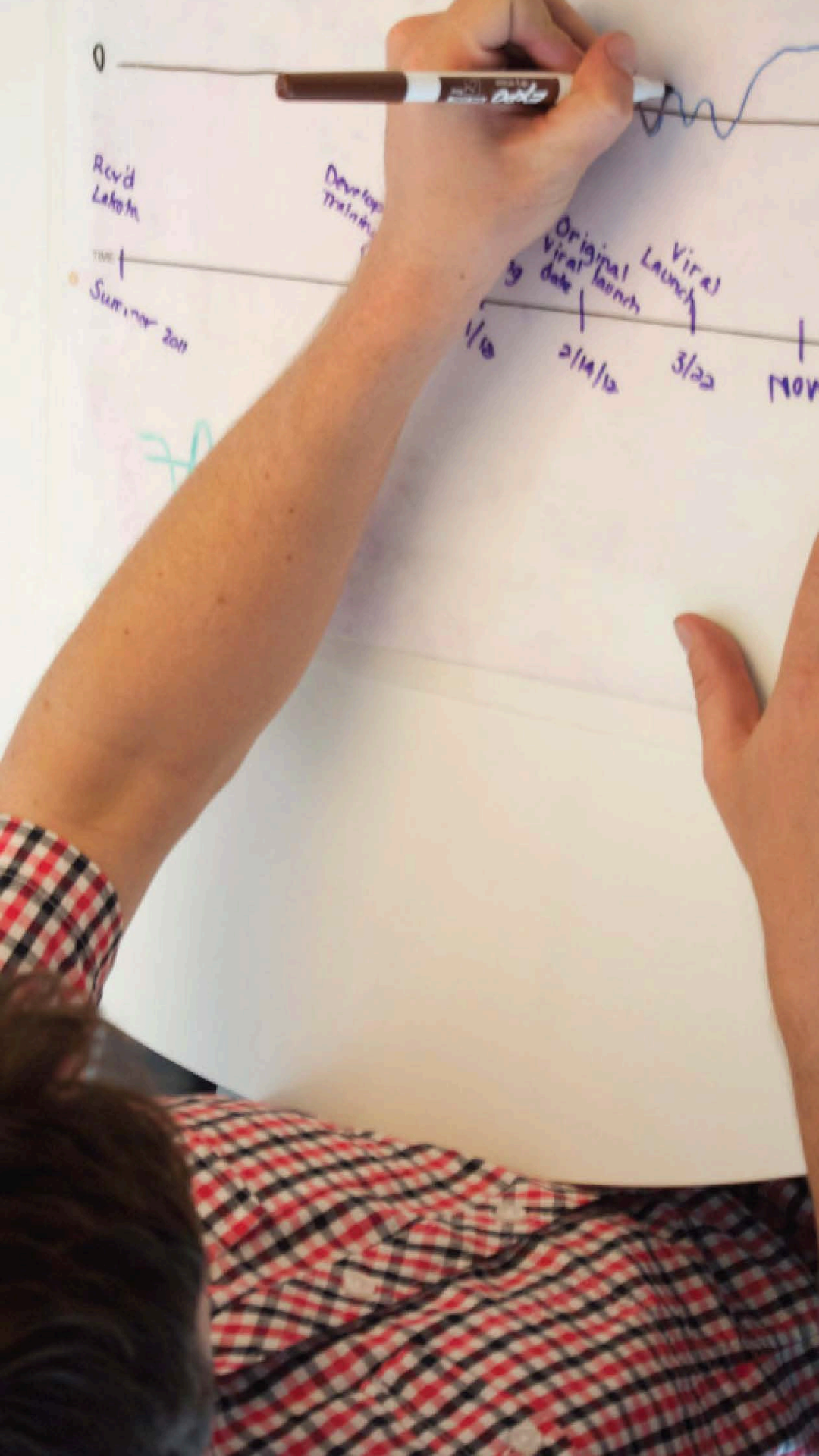
DRINK
Coca-Cola
IN BOTTLES

live on the
side of life

Coca-Cola
Coca-Cola
Coca-Cola

1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication

1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication


0
Rcv'd
Lakota
TIME
Summer 2011
Original
Viral launch
date
Viral
Launch
1/12
2/14/12
3/22

3000

1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication

Customer Satisfaction

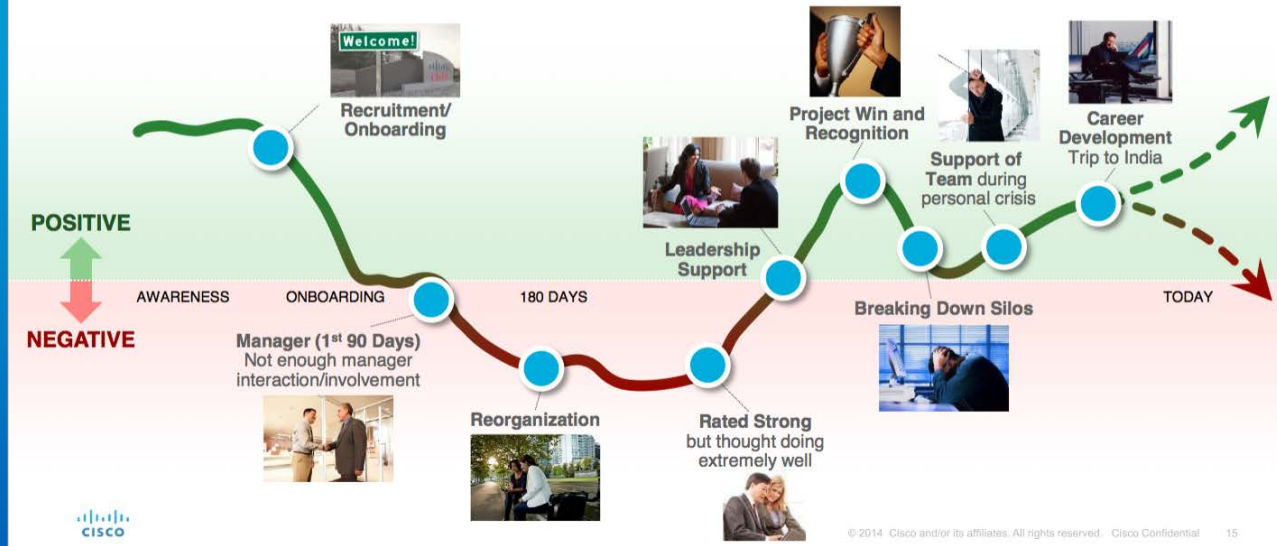
USA overall vs. Customer

CSAT vs. Journey

USA overall vs. Customer

Actual Journey

Alex's Journey



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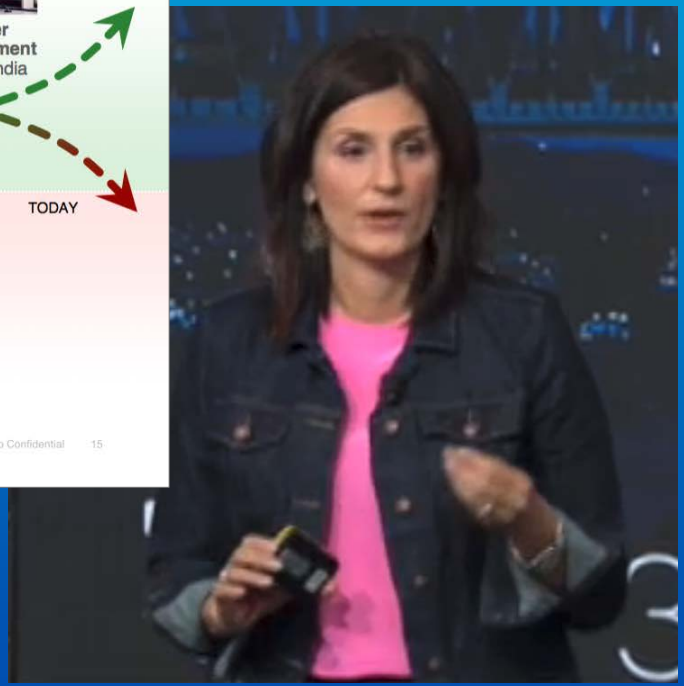


1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication

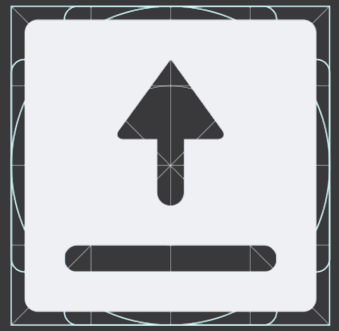
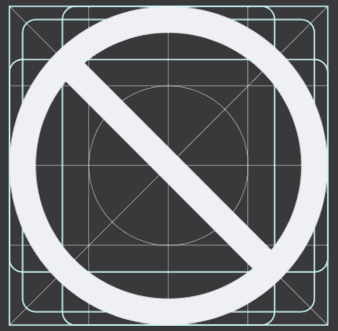
Tone

Personalized

Expectations

Collaborative Cisco Family
1994
1995
1996
1997
1998
1999
2000
2001

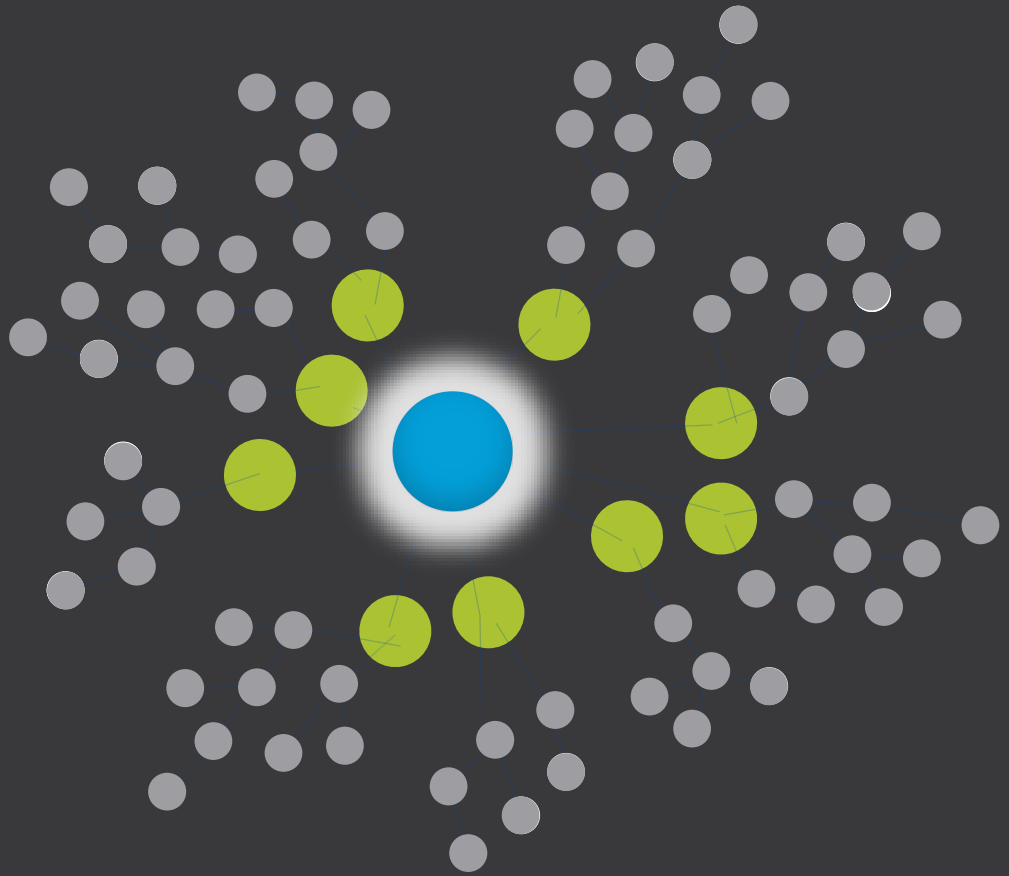
1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication

1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication

United Federation
of Planets
Ambassador

Federated Governance



Brand Excellence Award

Congratulations, Todd

You're a Brand Excellence Award winner!

Todd,

Through your partnership on the Atlantic design language, you've earned the Brand Excellence Award. Thank you for the tremendous effort you've made to help bring our Digital Identity to life.

Because of your work extending Atlantic to Symphony and beyond, collaboration

The proof of the pudding is in the eating.

The Cisco Brand Personality

Innovative

Trustworthy

Passionate

Courageous

Fiercely Loyal

The Creative Expression (of the Personality)

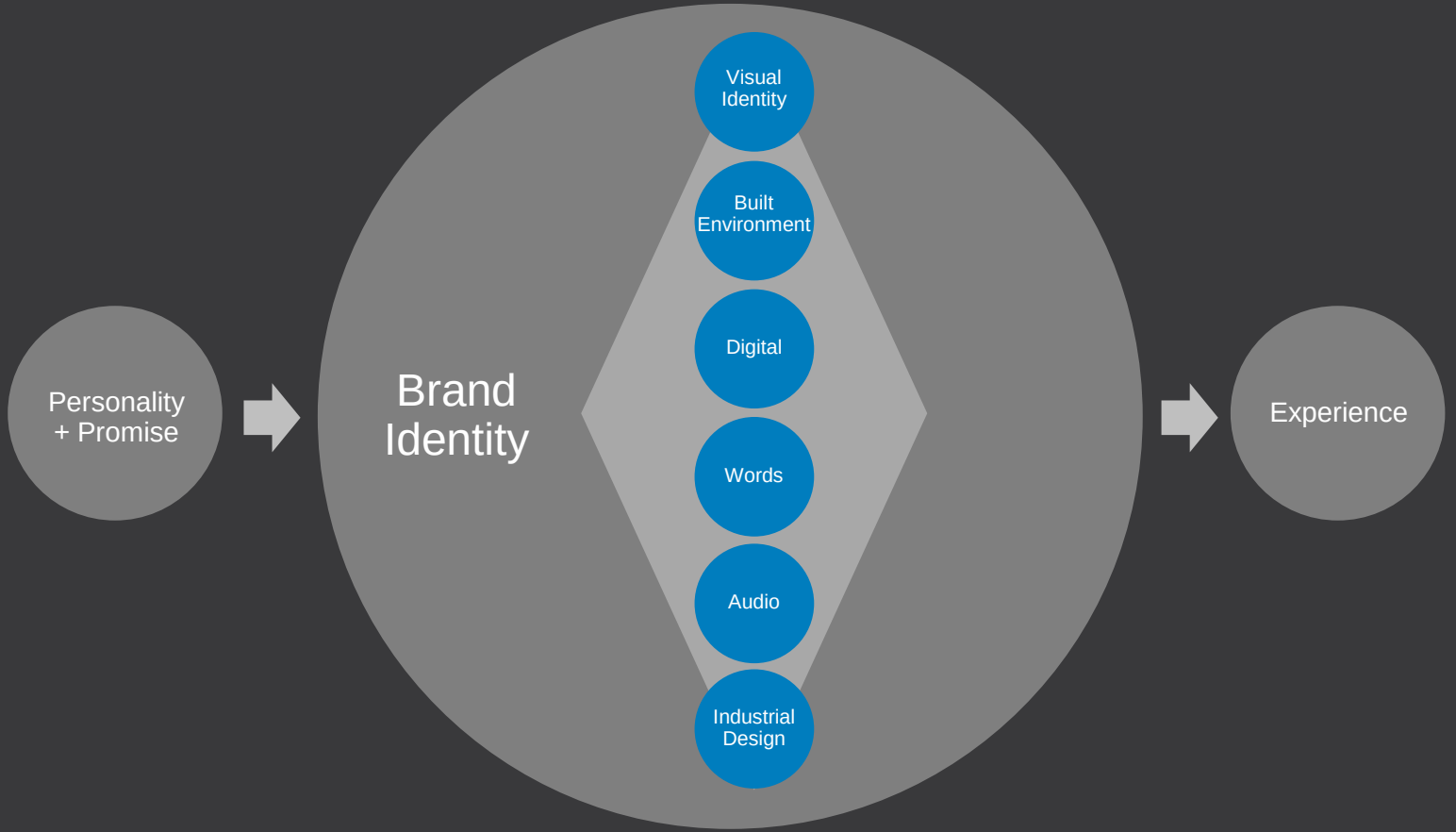
Honestly Simple

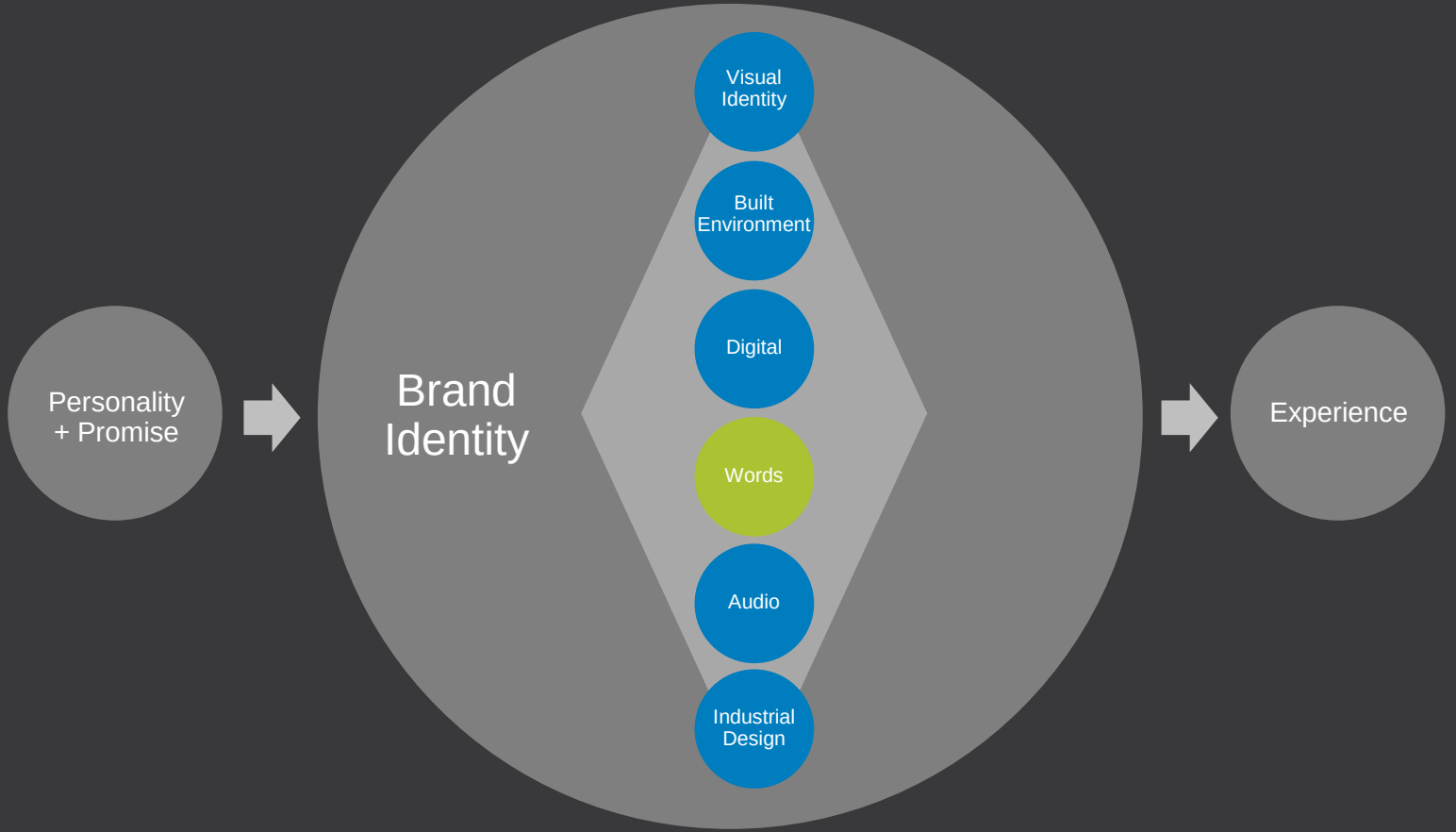
Quietly Bold

Thoughtfully Optimistic

Grounded in the Future

HUMAN
CENTERED
DESIGN LAB
DID WE
FORGET
WHAT
DO YOU
WANT TO SEE?


Personality
+ Promise
Brand
Identity
Visual
Identity
Built
Environment
Digital
Words
Audio
Industrial
Design
Experience


Personality
+ Promise
Brand
Identity
Visual
Identity
Built
Environment
Digital
Words
Audio
Industrial
Design
Experience

Pedestrian
Casualty
Reduction
Signal Timings
Experiment

TheWriter™

TheWriter™

Written and made by
Cameron Stewart

Simple & Distinct

8

Cut, cut, and cut some more

~~As a general rule of thumb, well in our experience anyway~~, most first ~~writing~~ drafts need ~~a trim here and a chop there. Actually, they probably need~~ cutting by ~~something in the region of~~ 50%. ~~It's easy to do,~~ so ~~don't panic: just~~ delete anything that ~~you think~~ isn't relevant. ~~Once you've done that,~~ then go back ~~to the very beginning~~ and take out all ~~those extra,~~ unnecessary words ~~that don't add anything~~. Keep on ~~repeating what you're~~ doing ~~again and again~~ (it ~~sounds boring but it's actually fun~~) until ~~you're happy that~~ what's left is ~~as~~ short and relevant ~~as you can possibly make it~~.

https://cisco.box.com/v/cisco10tips

Readability scores – real progress

60	Our Target
52.5	Amazon
49.6	After training (2016)
45.2	HP
42.5	Microsoft
37.5	IBM
36.7	Where it started (2012)
29.4	Juniper

https://cisco.box.com/v/cisco10tips

Dreaming *and* doing inspires confidence

Content

Short *and* relevant gets attention

Structure

Bold *and* human builds relationships

Tone

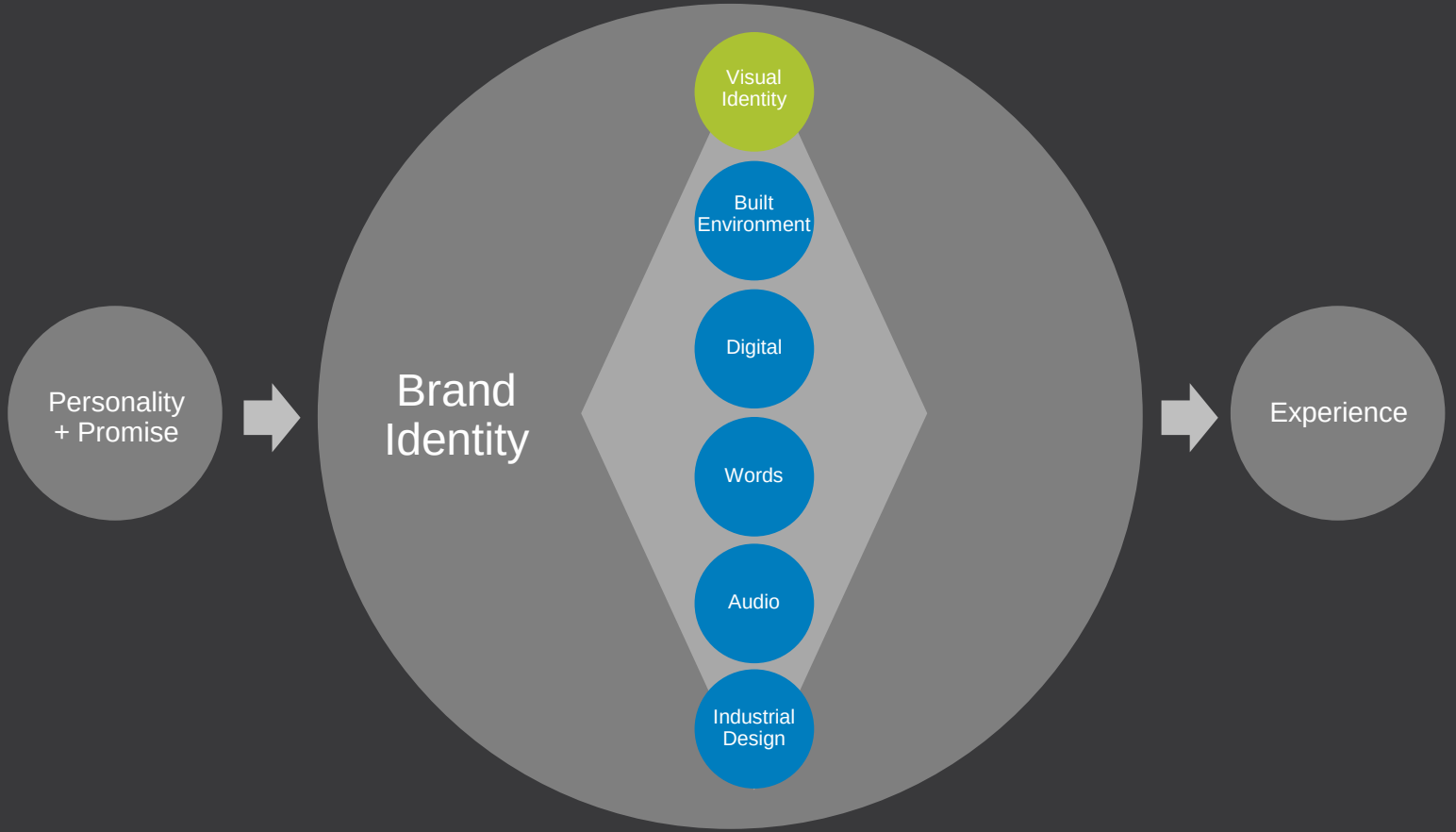
https://cisco.box.com/v/cisco10tips

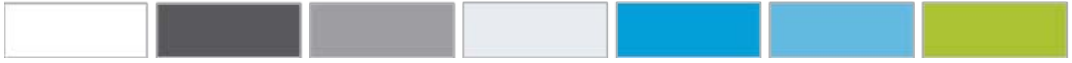
$405M

https://cisco.box.com/v/cisco10tips

½ bounce
2x click-through

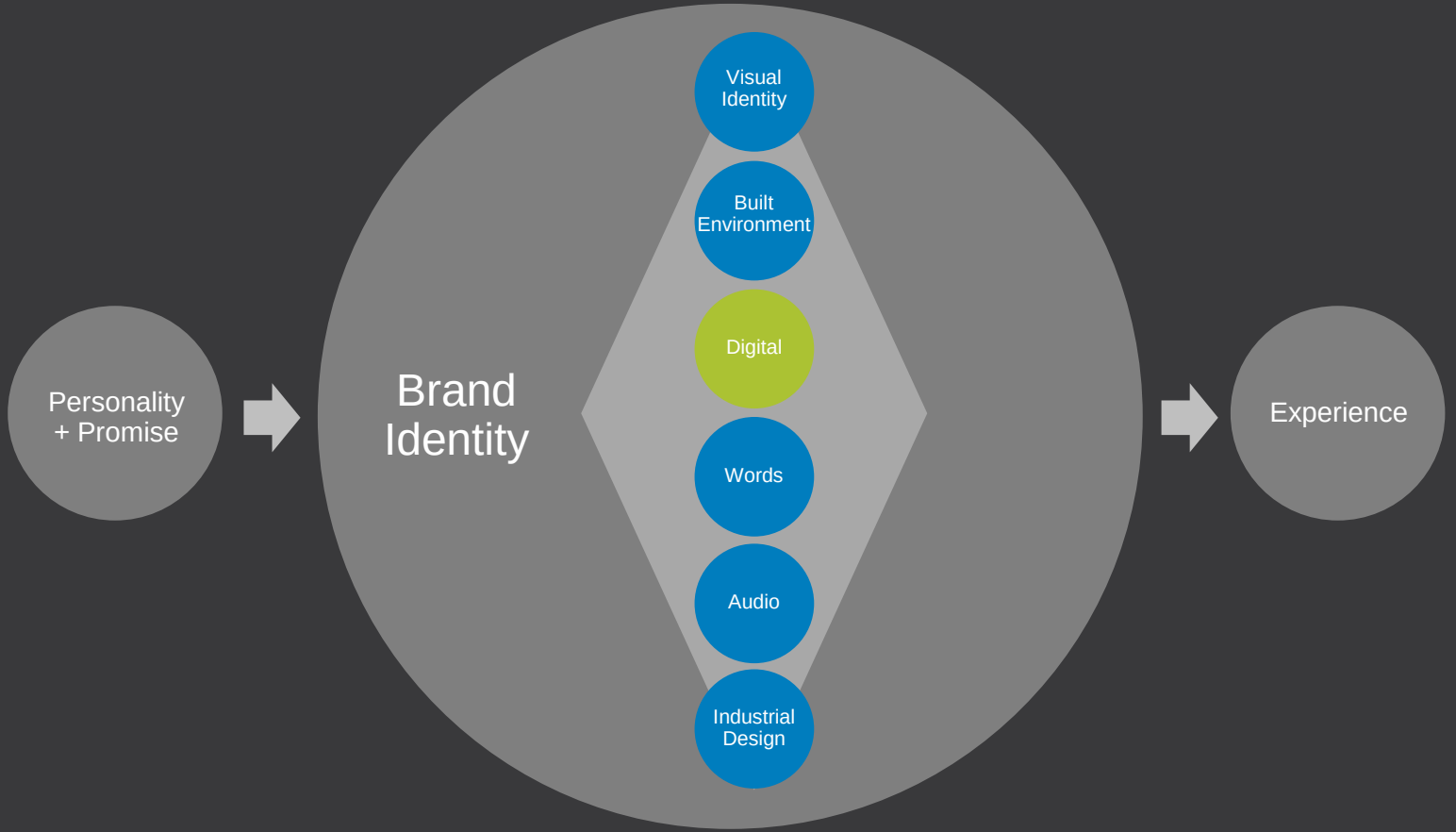
https://cisco.box.com/v/cisco10tips


Personality
+ Promise
Brand
Identity
Visual
Identity
Built
Environment
Digital
Words
Audio
Industrial
Design
Experience



cisco
cisco

Cisco
STARTS HERE
Cisco


Personality
+ Promise
Brand
Identity
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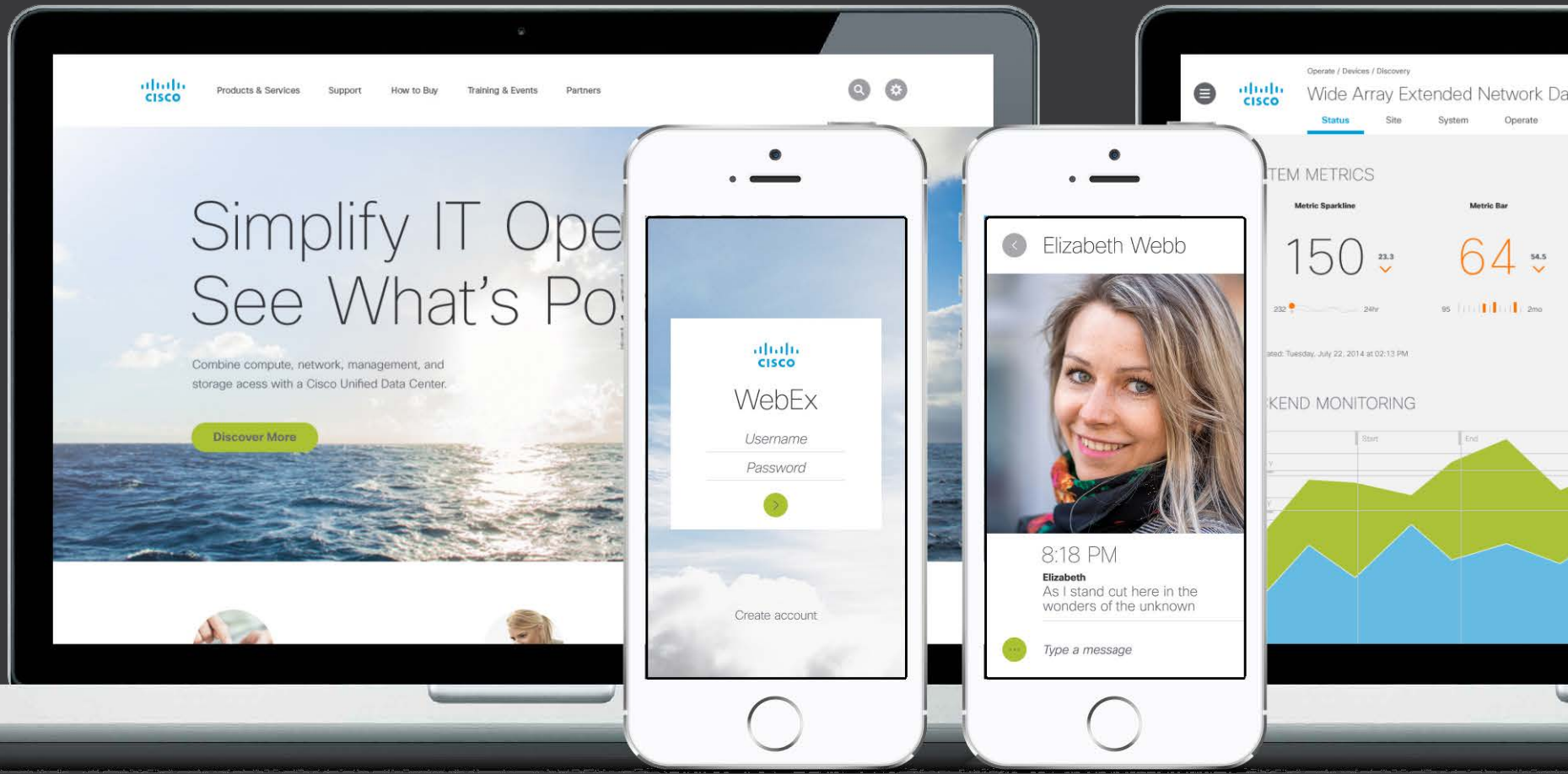
Words
Audio
Industrial
Design
Experience


Products & Services
Support
How to Buy
Training & Events
Partners
Simplify IT Ope
See What's Po
Combine compute, network, management, and
storage acess with a Cisco Unified Data Center.
Discover More
WebEx
Username
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Create account
Elizabeth Webb
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Elizabeth
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KEND MONITORING

Cisco WebEx Meeting Center

Quick Start | Meeting Info | New Whiteboard | Participants | Chat | Recorder | Notes

Product Roadmap Overview

Host: Catherine Sinu

Meeting number: 156 461 770

Lock Room | Record | Leave Room

Connected to Audio

More Options

Share Desktop

More Options

Invite & Remind

Copy Meeting URL

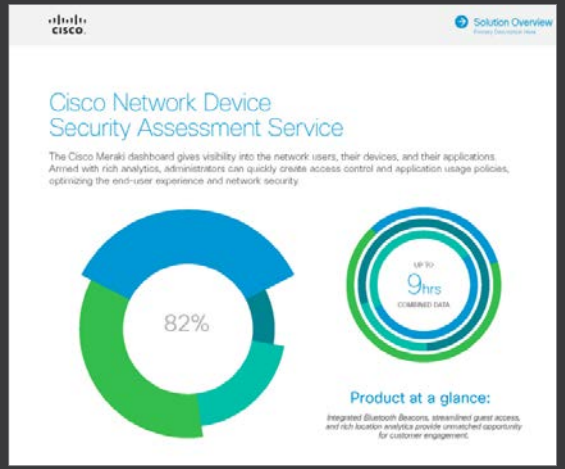
Participants (8)

- Catherine Sinu (Host, me)
- AD Adrian Delamico
- Alison Cassidy
- BV Benjamin Vitali
- David Liam
- EW Elizabeth Wu

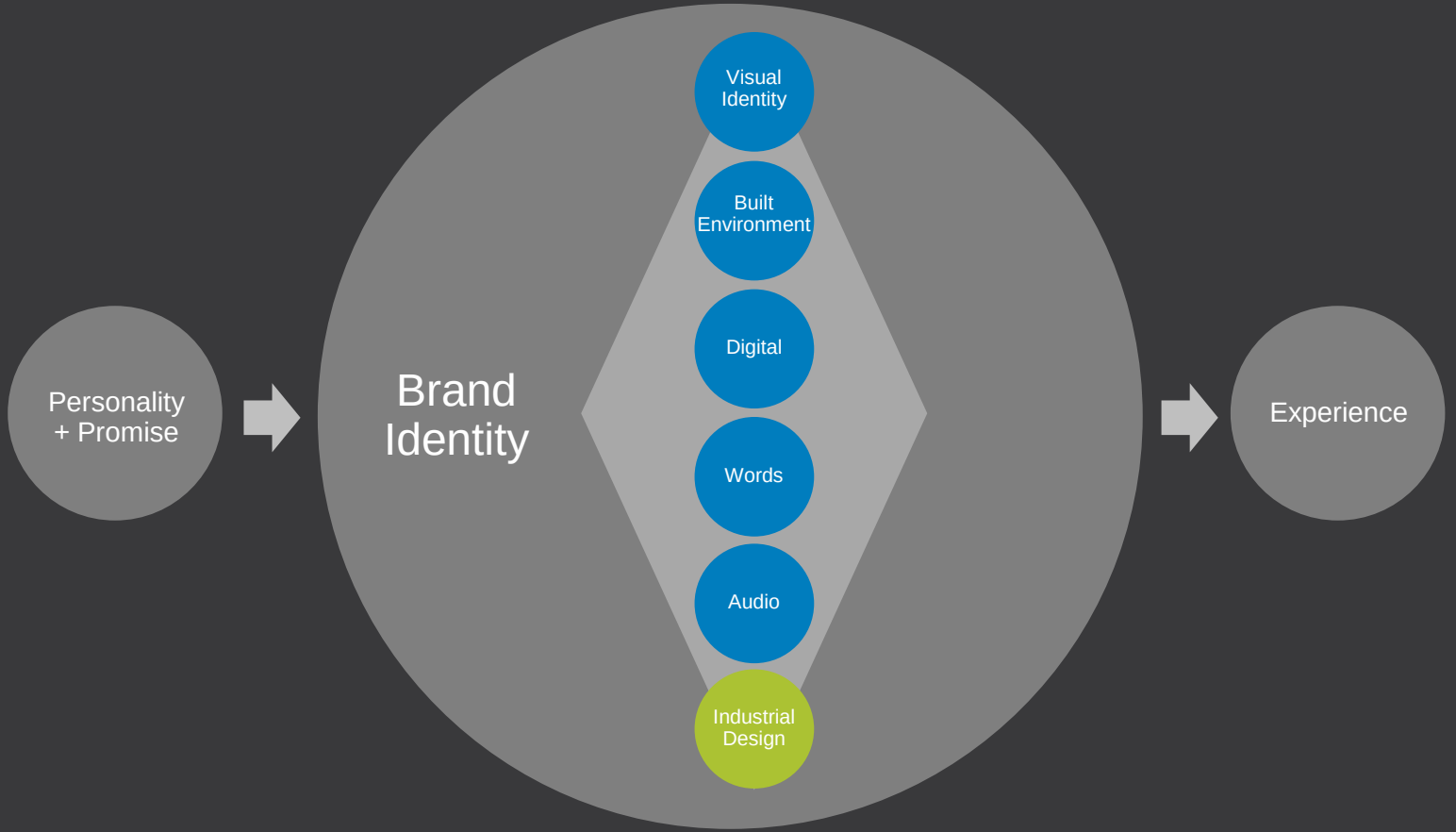
Connected

Solutions Overview
Cisco Cyber
Threat Defense Solution

Sales Accelerator LT
Overview
Today people work together with customers, partners, and colleagues in many different ways and from different locations.
Market and Industry Trends
What Buyers and Influencers Care About


Solution Overview
Cisco Network Device
Security Assessment Service
The Cisco Meraki dashboard gives visibility into the network users, their devices, and their applications. Armed with rich analytics, administrators can quickly create access control and application usage policies, optimizing the end-user experience and network security.
82%
UP TO
9hrs
COMBINED DATA
Product at a glance:
Integrated Bluetooth Beacons, streamlined guest access, and rich location analytics provide unmatched opportunity for customer engagement.

Product Data Sheet
Cisco Nexus 9500
Components
The Cisco Nexus 9500 platform supports a variety of line cards, all able to be configured in any combination
Cisco Nexus 9500 Platform Fabric Modules
The Cisco Nexus 9500 platform has a Clos fabric design that interconnects the line cards with rear-mounted fabric modules. It supports up to six fabric modules, each with up to 10 24-Tbps line-rate packet forwarding capacity. All fabric cards are directly connected to all line cards. With load balancing across fabric cards, the architecture achieves optimal bandwidth distribution within the chassis. See Table 3 for ordering information.
Cisco Nexus 9500 Platform System Controller
A pair of redundant system controllers offloads chassis management functions from the supervisor modules. The controllers are responsible for managing power supplies and fan trays and are a central point for the Gigabit Ethernet out-of-band channel (EOBC) between the supervisors, fabric modules, and line cards.
Cisco Nexus 9500 Platform Fabric Modules
The Cisco Nexus 9500 platform supports up to ten hot-swappable, front-panel-accessible power supplies. A fully loaded chassis can operate with two 3000W AC power supplies. N+1 and N+N redundancy modes are supported. The 3000W AC power supply is 80 Plus Platinum rated, providing more than 90 percent efficiency across typical workloads.
Cisco NX-OS Software Overview
Main switch features include the following:
The Cisco ACI image enables the Cisco ACI spine-and-leaf architecture on the Cisco Nexus 9500 platform. Powered with the Opflex-enabled Cisco Application Policy Infrastructure Controller (APIC) and open controllers such as OpenStack, this deployment model dramatically reduces time-to-service delivery, automated network provisioning, and real-time telemetry correlation between the virtual and physical infrastructure.
Power-On Auto Provisioning (POAP) automates the process of upgrading software images and installing configuration files on Cisco Nexus switches that are deployed in the network for the first time.
Intelligent Application Programming Interface (NX-API) provides operators with a means to manage the switch through remote procedure calls (RPCs), JavaScript Object Notation (JSON) or XML over a HTTP/HTTPS infrastructure.
Linux shell access enables the switch to be configured through Linux shell scripts, helping automate and ensure consistency when configuring multiple switches.


Personality
+ Promise
Brand
Identity
Visual
Identity
Built
Environment
Digital
Words
Audio
Industrial
Design
Experience

WELCOME

cisco

cisco

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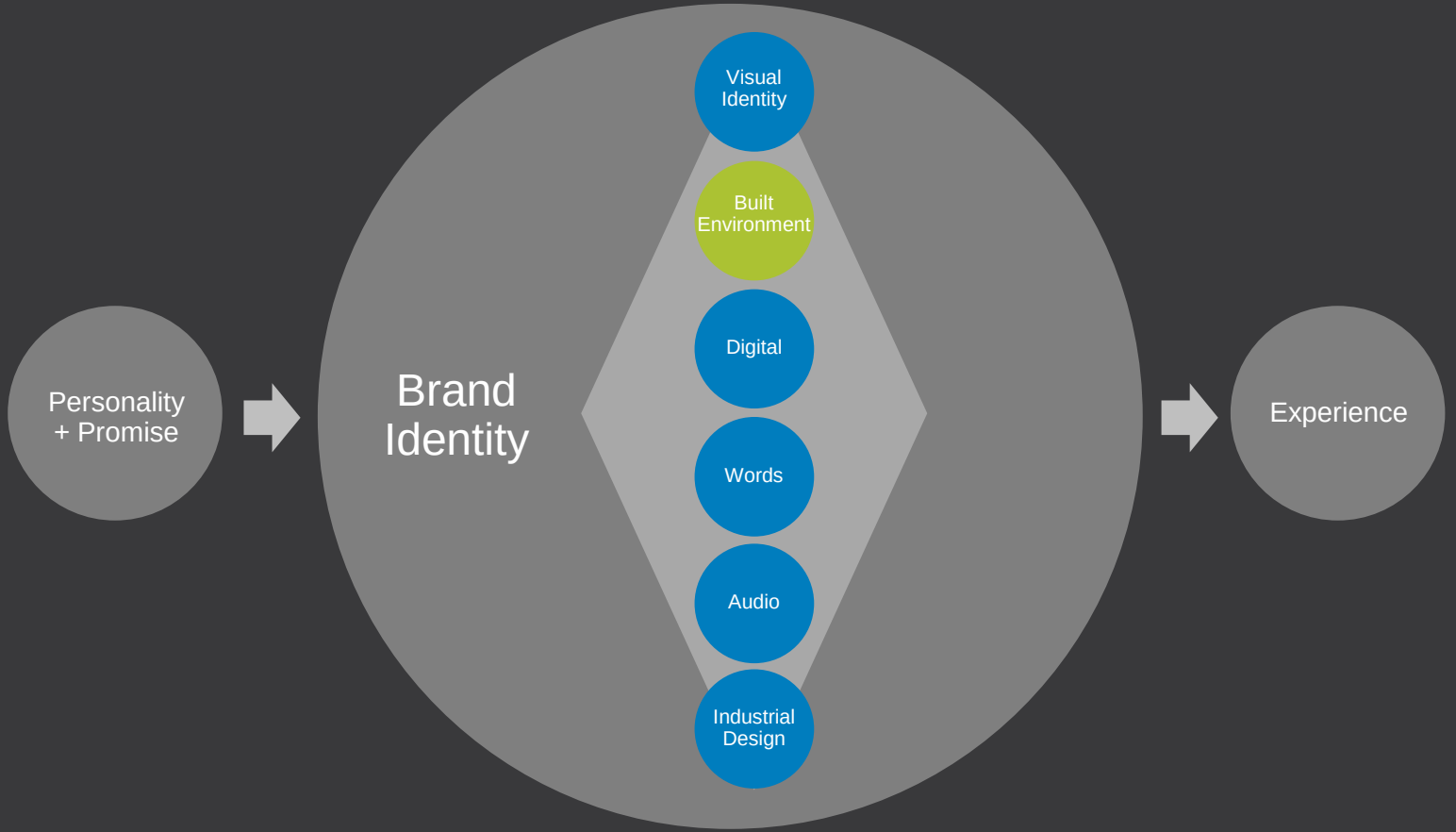
Personality
+ Promise
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Identity
Visual
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Environment
Digital
Words
Audio
Industrial
Design
Experience

Industrial Design
Software & Websites
Events
NICE
All in.
Software & Websites
Visual Identity
CISCO
CISCO

1. Immortality
2. X-ray Vision
3. Elasticity
4. Bringing objects to life
5. Replication

engage customer

big interview

HOW CISCO CHANGED ITS BRAND LANGUAGE AND THE CUSTOMER EXPERIENCE

The language an organisation uses when it is interacting with customers and employees is of paramount importance. This was recognised by Cisco, one of the giants of the customer technology space who turned to a London based agency to help reinvent its brand language. To find out more Engage Customer spoke to Michael Lenz Director of Brand Experience Design at Cisco

First off Michael could you tell us a bit about your background and how you came to your role as Director Brand Experience Design at Cisco?

I'm what most would call a disrupter. Though I prefer to think of myself as an agent for positive change.

My early professional work was user interface system design. I took complex messy software systems, blew them up and rebuilt them in a much more usable, scalable, systematic way. That led to a real focus on understanding the needs of the people using the systems. And that led me to a career in user experience design.

The first ten years were about how people work with other people – and how technology helps. My focus was on helping Cisco establish what the future of work looks like and then working with our partners and customers to make it happen. I still see the influence my team had on products all over. Not just ours, but the companies' that we met with too.

I was so excited by what we were doing and the results we were getting that I really wanted to apply our expertise to Cisco as a whole. So, two years ago I proposed, and created, an Experience Design team inside Cisco Global Brand. You see, every interaction ▶

ISSUE THIRTY

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"We heard from customers, partners, even c
us. Our new brand voice changes all of that.
about things that matter to them
relationship, for the better.

a person has with Cisco is an experience that shapes how that person feels about us. Those experiences either contribute in a positive way and add value to the brand, or they detract from it. If an experience delivers on our brand promise it adds value. When it falls short, we see opportunities for improvement. The brand charter lets us have conversations about those opportunities and influence the company in meaningful ways.

Cisco is a global cor
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organisation when it
consistent brand per

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quality of the experienc
team helps make sure
brand promise and de
expectations.

To influence culture an
the biggest advantage
we use it. We embrace
it constantly – to our c
easier to have strong,
you have TelePresence

It's a testament to our
with and align the orga
introduced a Brand La
focuses on simplifying
a way that is distinctive
Writer, the UK's largest
language and roll it out

Previous clients of The
workshops in-person t
a heavy financial invest
London-based trainers
something we prefer to

Using our own TelePres
solution), we're able to
the cost while the train
own beds every night.

The Writer had tried virtual sessions before on low-fidelity collaboration products and weren't satisfied with the results. But, when you have no delays in audio or video and the image is the full-HD you see in TelePresence, you can train just as if you are in the same room. You catch all the non-verbal cues that are so important for teaching because you can actually see cues in the

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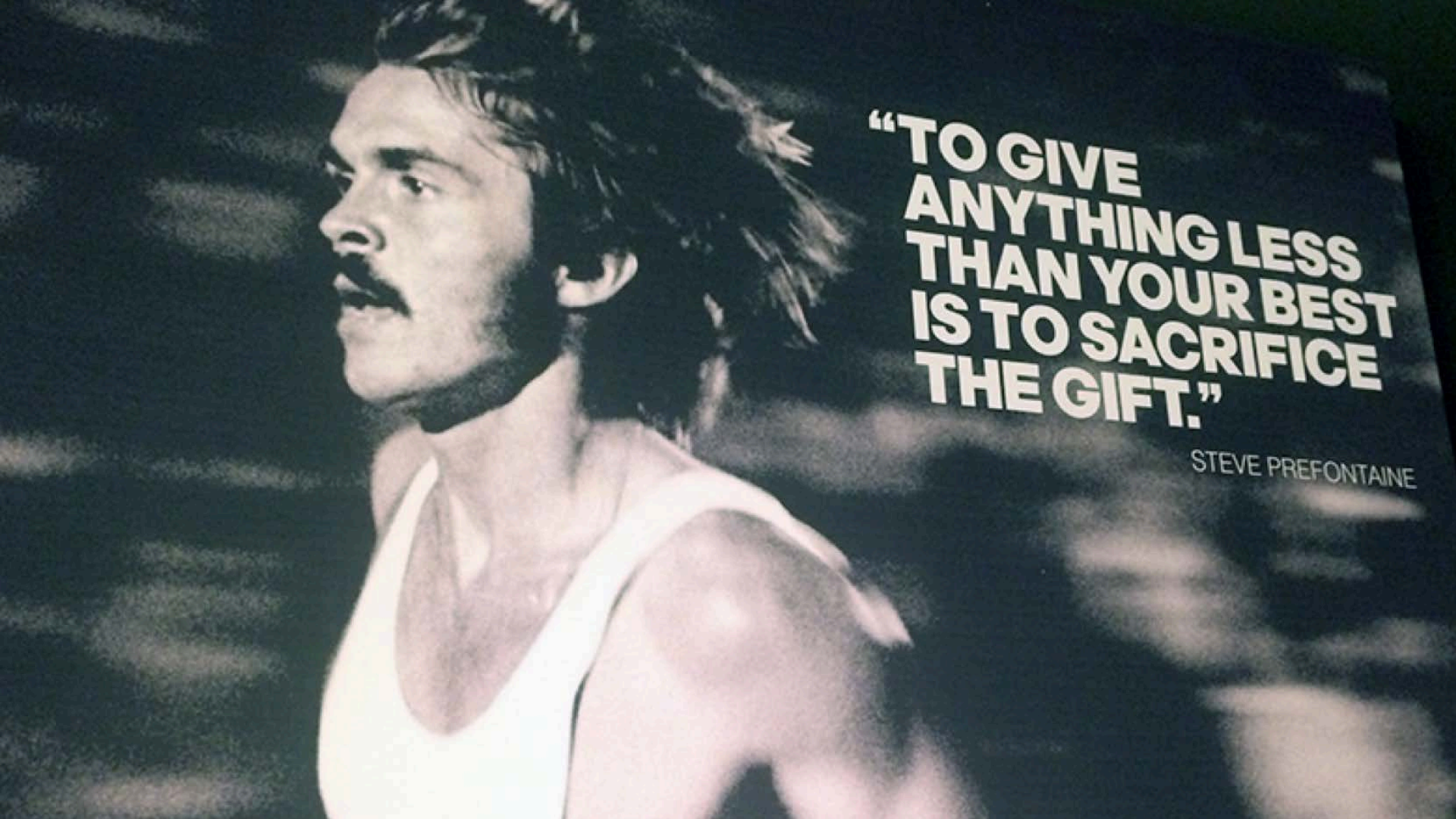
BEACON AWARDS

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

OREGON COLUMBIA

CX INNOVATION AWARDS 2014


"TO GIVE ANYTHING LESS THAN YOUR BEST IS TO SACRIFICE THE GIFT."
STEVE PREFONTAINE

Mike Lenz
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@sanfret #CTA_ASU