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INDUSTRIAL AND ENVIRONMENTAL SERVICES ISSUE

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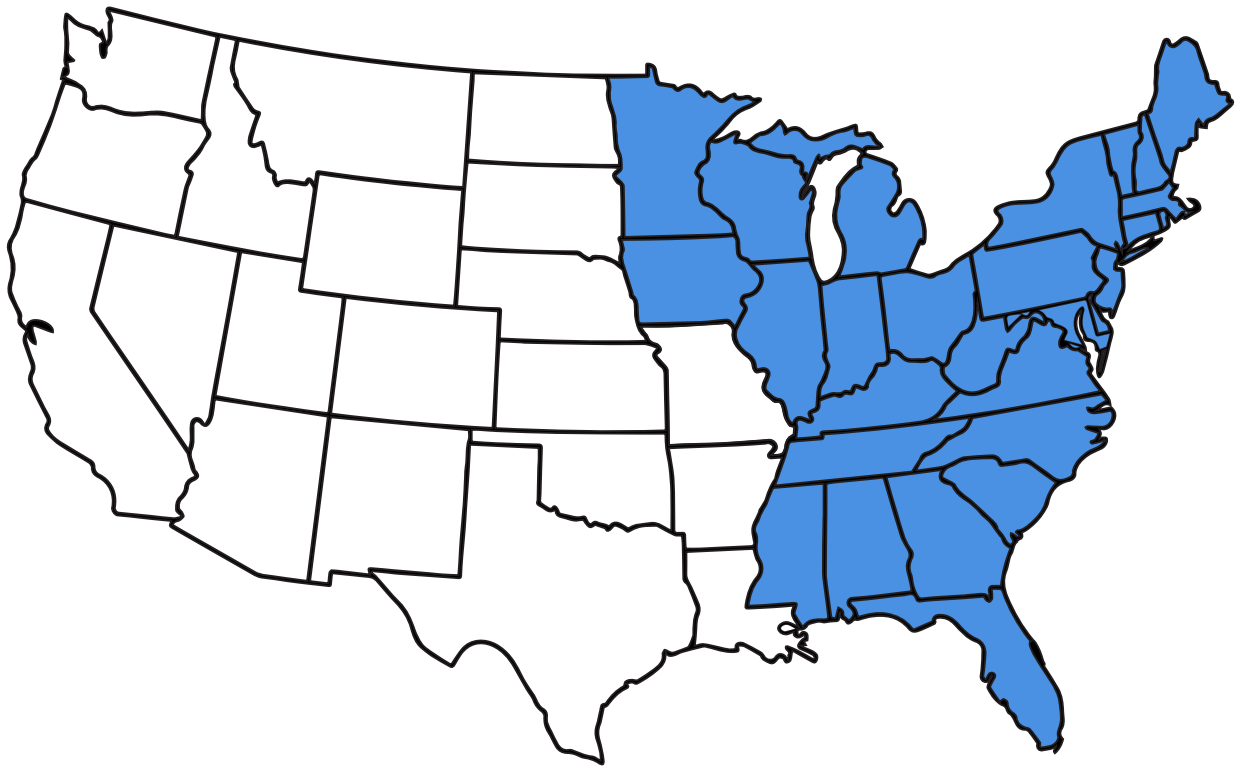
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What's in a Name

The National Oil Recyclers Association was formed 40 years ago.

In 1984, that name was very fitting for the four companies that started the association. The members were all from one nation, the United States. And they all primarily operated used oil collection and recycling activities.

In 2001, the association had grown to 200 members which included international members. The association recently had merged with the National Independent Parts Cleaners Association and the National Association of Chemical Recyclers. The liquids members collected and recycled had grown beyond just used oil to a broader array of industrial liquids, including wastewater, antifreeze, parts cleaning solvent, chemicals and more.

To reflect that diversity of the membership in 2001, the association rebranded and changed its legal name to NORA, An Association of Responsible Recyclers.

Today, the association has grown to 300 members despite the rapid rise of mergers and acquisitions in our industry. Over the last 23 years, the association's membership has continued to diversify. Recognizing that, the Board of Directors has approved rebranding NORA. This is a research based and member led rebrand. Our marketing firm has conducted interviews and focus groups.

We are in the final steps of finalizing our rebrand and will be launching it during the 2024 Conference & Trade Show in November in California. We are excited about the new brand as it will accurately reflect all the services our members provide to help protect the environment.

One thing that will not change: your association will continue to help protect, promote and serve our members.

Because members have made the investment in permits, facilities, employees, trucks, etc. to be able to responsibly recycle used oil, wastewater and many other liquids, they are in a strong position to leverage those investments to provide related services. Over 70% of members provide a variety of industrial and environmental services, including tank cleaning, vac truck services, emergency response and much more.

The theme of this issue is Industrial and Environmental Services to highlight some of the varied services our members offer.

As our industry continues to evolve, so will your association. We are preparing to serve you for the next 40 years no matter what the future holds.

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Nature Environmental & Marine Services, LLC

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(434) 825-4858
www.natureenviro.com

Know someone who should be a NORA member? Contact communications@noranews.org or 703-753-4277.

INDUSTRY CALENDAR

(meeting dates are tentative and subject to change)

2024

ILMA Annual Meeting

September 28 – October 1, 2024
Broadmoor; Colorado Springs, CO

International Day at NORA 2024

November 13, 2024
Loews Coronado Bay;
Coronado, CA

NORA Conference & Trade Show

November 13-16, 2024
Loews Coronado Bay;
Coronado, CA

2025

NAPA Annual Meeting

February 2-5, 2025
Maui, HI

NORA Winter Meeting and EH&S Forum

February 19-21, 2024
The Westin; Nashville, TN

NORA Mid-Year Meeting

June 18-20, 2024
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Industry News

MORE INFORMATION ABOUT THESE NEWS ITEMS IS AVAILABLE AT WWW.NORANEWS.ORG/NEWS.
SEND ANY INDUSTRY NEWS UPDATES TO SAMANTHA@NORANEWS.ORG.

Largest PFAS Fractionation Projects Executed by Crystal Clean, Inc.

Crystal Clean Inc. completed its largest PFAS remediation project to date by utilizing their 4never™ solution. The project treated 1.46 million gallons of PFAS impacted waters over the course of three weeks. Crystal Clean's President and CEO, Brian Recatto, said "We are enormously proud to be able to bring this solution to business seeking large scale PFAS remediation, addressing what is becoming of the leading environmental issues of the century in an environmentally responsible way."

How reliable is AI-powered predictive maintenance?

PdM (Predictive Maintenance), can be expensive so fleet managers must understand the risk and reward behind adding these services to their operation. PdM replaces manual inspections with automated data analysis. Like many other AI programs or software, accuracy is based on the quantity of information on which to base its conclusions.

New EPR Compliance Agency for the Petroleum Industry Launches in United States

The leading petroleum brandowners in the United States have launched the Lubricant Packaging Management Association (LMPA). LPMA Powered by Interchange 360 will address the EPR laws recently enacted in states such as Colorado, Oregon, California, Maine, and Vermont, while also preparing for future legislation in other states.

FMCSA Revokes Two ELDs

On August 15, 2024, Federal Motor Carrier Safety Administration removed two ELDs from the list of registered electronic logging devices: BLUE STAR ELD and RELIABLE ELD. These two were placed on the revoked devices list because the companies failed to meet the minimum requirements. Motor carriers have up to 60 days to replace the revoked ELDs with compliant ELDs.

Waste Oil Kills Sewage Plant

A sewage treatment facility had to be shut down after waste oil was illegally dumped into its treatment pits. This event underscores the vulnerability of even the most specialized waste-processing facilities, emphasizing the importance of organizations like NORA and its members in safeguarding our communities.



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Buck's Oil Answers the Call

By Samantha Persohn



On a brisk morning in March, Craig Patrick, owner of Buck's Oil, received a call from a local towing company about a 2-truck collision that required a team equipped to handle a substantial diesel fuel spill along a major highway.

Earlier that morning, a FedEx truck collided with an Amazon vehicle, causing both to veer off the main highway into the embankments of a tributary that feeds into the Huron River. After receiving a call from the towing company, Craig and his son immediately jumped into action. They quickly retrieved a vacuum truck and headed to the scene.

Upon arrival, it became evident that the initial task of vacuuming fuel from the tanks had escalated into a comprehensive cleanup operation. The Huron River stretches across 130 miles of southeastern Michigan landscape. The location of the accident was less than 10 miles away from where that river meets Lake Erie, and the fuel was spilling into the fast-moving water.

Strategically, Craig and his team deployed boom materials and positioned vacuum trucks along a mile-and-a-half stretch of the river to impede the fuel from moving downstream. Buck's Oil provided 3 vacuum trucks, 12 hazmat certified employees, and additional

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support equipment to clean up the spill. Craig estimated that they used over 2,000 feet of boom materials. A grueling 12 hours of cleanup was successful due to the training and efficiency of his team.

“Failure was not an option,” articulated Craig as he reminisced about the events of that day. The mishap occurred near Willow Metropark, a local spot where Craig and his wife frequently spend time on pleasant days. “You become emotionally connected to these jobs, especially when it is your home,” said Craig.



With decades of operational history, Buck’s Oil recently launched their Emergency Spill Support division within the last 3 years. This incident marked the largest open-release spill managed by their team to date, accentuating Craig’s admiration for his team’s competence and capabilities. The Buck’s Oil team met at 7 a.m. the following morning during their daily safety meeting to discuss how they could improve on future cleanups. They concluded that certain upgrades and/or additional equipment would be beneficial to their future success.

The landscape of the used oil recycling sector is evolving, alongside the evolution of its constituents. This fact is not lost on Craig, and he embraces this natural progression, encouraging other companies to diversify into the Emergency Spill Support domain. “As you grow, you will lean towards emergency response,” said Craig.

NORA takes pride in sharing what our members are doing, and we are thankful for the participation of Buck’s Oil. We look forward to the continued efforts of our members and how we positively impact our communities all over the globe. ■

Members In Action: Do you have a story or experience that you would like to share? Reach out to Samantha at samantha@noranews.org.



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A Tale of Two Members

M. DIANE MCCORMICK

Since its founding in 1984, NORA has evolved with the times. The organization that began as the National Oil Recyclers Association was first revamped in 2000, becoming NORA, an Association of Responsible Recyclers to reflect the pathways members were taking into collecting wastewater, antifreeze and other materials, as well as oil.

Now, NORA members are diversifying further to meet the demands of a market eager for customized disposal and clean-up solutions. To keep pace, NORA is rebranding to encompass the members who perform the industrial and environmental services that are in high demand among today's industries.

The term is loosely defined, encompassing everything from plant cleaning to emergency response, but the services rendered are a natural extension for companies equipped with vacuum trucks and processing capabilities. Many traditional NORA members are leveraging their oil-collection and treating assets into new service opportunities, making themselves indispensable to existing and new customers.

Other firms originated to meet the rising demand for help

managing an array of waste that grows more complex every year.

Here, we present a Tale of Two Members. One is the traditional NORA member – an oil recycler that diversified into a one-stop-shop for recycling, disposal, transportation, and industrial services. The other was founded to provide industrial and environmental services and continues to deliver cutting-edge solutions focused on responsible waste management. In a world of commerce steeped in global challenges, both belong to the NORA family for its networking, information sharing, advocacy, and access to solutions.

Eldredge Inc.: Spotting opportunities for growth

Until the 2000s, Eldredge Inc. was primarily a waste transporter

and a used oil recycling business. Today, oil is a smaller part of the Eldredge portfolio, but the company can thank oil for its rapid growth into waste disposal, industrial services, and transportation.

“We bought and sold a lot of oil at a really good number,” said Oil Plant Manager Drew Fatzinger, who





joined Eldredge in 2010. “When things are good, they’re good. That helped us make the investment into the things we’re doing now, because all of that stuff had cost. The oil paid the bills for a lot of years to help us get to where we are today.”

Eldredge, based in the Philadelphia suburb of West Chester, PA, is “the definition of expansion,” said Fatzinger. Bob Eldredge’s family started the company in 1958 to treat wastewater. By 1996, he was awarded one of Pennsylvania’s first state permits to collect and treat waste oil at his facility.

Then he noticed that local municipalities needed construction waste disposal, so he built and permitted a C&D transfer station. Before long, he started an in-house fleet repair shop that now services major public transportation authorities and even competitors’ equipment.

Today, Eldredge is a multifaceted environmental services provider for a broad range of industries – chemical and specialty chemical, manufacturing, pharmaceutical and health care, refinery and petrochemical, transportation and automotive, and energy, utilities, and communication.

Used oil recycling, while a smaller part of the portfolio, remains an Eldredge pillar, with premier oil reclamation and solidification services, plus antifreeze recycling and waste-derived liquid fuel production.

For clients with hazardous materials, the Eldredge brokerage division offers solutions. Eldredge has cultivated a network of over 100 disposal facilities nationwide, each offering unique capabilities for responsible, sustainable, and cost-effective disposal of hazardous and non-hazardous materials of all sorts.

Brokering gives Eldredge the flexibility to craft customized solutions, said Chief Operating Officer Winston Hibberd.

“We are not burdened by a facility that we have to ship to,” he said. “We are free to go wherever we want to go, as long as it meets our quality standards.”

The Eldredge industrial services and field services division offers a variety of solutions, including tank removal and cleanup for bus depots and chemical plants, lab packs and waste identification, and pipeline remediation.

Trucking and waste disposal first entered the picture as Eldredge personnel noticed that clients in the region’s abundant chemical companies needed more than oil disposal. Today, the transportation logistics division helps customers from Maine to Texas manage and transport their waste.

The scope of Eldredge’s services “all stemmed from our original permit,” said Fatzinger. “We were willing to do what it took. We saw needs over the years, and we fulfilled them. We were willing to invest in trailers and all the equipment we needed to make it happen.”

As company growth accelerated around mid 2010’s, the Eldredge team oversaw modifications to the Eldredge Waste Oil & Antifreeze Reclamation Facility, expanding the sustainable handling of clients’ nonhazardous materials. The facility permit, which is a scarce commodity in Pennsylvania, is “key to getting into customers,” said Hibberd, who rose from intern in 2008 to COO today.

“Without our plant, if we go to a Fortune 500 chemical company as a transporter and a broker, they’ll talk to us but they’re not really into it,” he said. “Once you own a facility, we have an in-house option for their nonhazardous waste, plus hazardous waste solutions, and we can beat out the competition. That’s what gets a lot of the contracts we have.”

In the last 15 years, Eldredge has grown from employing 40 people to over 100, expanding job opportunities in its own community. Fatzinger credits founder Bob Eldredge with creating a caring company culture.

“We’re family first here,” he said. “If you’re not right at home, you’re not right at work.”

Like Eldredge, many oil recyclers have evolved, and the rebranded NORA is evolving along with them in support and breadth of services, said Hibberd.

“Oil alone isn’t as sustainable a business as it used to be,” he said. “You’re going to struggle unless you’re a one-man show with one truck. For medium-sized companies that are growing their capabilities, NORA is a good asset.”

The Eldredge company philosophy, scope, and approach “is not proprietary,” he added. “It’s hard work and information and using standard operating procedures. We’re happy to share best management practices with our competitors. NORA gives us a sharing tool.”

Fatzinger recalls when NORA membership was mostly about networking, as oil recyclers sought contacts with industry peers. Now, as members’ needs evolve with their businesses, NORA events allow connections with top talent that can service every aspect of operations, including IT.

NORA membership also comes with regulatory guidance, policy advocacy, and, if needed, legal representation.

“I’m an ambassador for NORA,” said Fatzinger. “When we go to conferences, I go out of my way to talk to the smaller guys who maybe are nervous and don’t know anyone. I keep them informed on things and introduce them to the right people.”

Terra Nova: Going where the need is

Terra Nova Solutions originated in 2005, in large part, as a provider of in-ground remediation for engineering firms. The work generated wastewater, so instead of sending it out

TERRA NOVA



for treatment, the company acquired an environmental waste company already performing groundwater remediation.

That 2018 acquisition brought with it the highly specialized service of industrial resin tank cleaning. Then, again through acquisitions, Terra Nova added solidification and hazardous waste labeling, transportation, and brokering.

And yes, today's portfolio of integrated environmental solutions includes oil recycling.

"We all go towards the waste," said Director of Waste Operations John Plowden. "The person that has the resin tank, they're going to have hazardous waste chemicals that need to be brokered offsite. They're going to have industrial tanks that need cleaning. They're going to have nonhazardous waste that

chicken blood still needs a place to go when its intended destination, a dog-food factory, burns down.

"We get stuff like that every day," said Plowden.

While the firm is headquartered in High Point, NC, industrial services "go to where the work is," as far west as Montana. Waste pickup spans from Virginia and West Virginia south to Georgia, Florida, and Tennessee. Over the years, Terra Nova acquired businesses and sited strategically, leapfrogging facilities within four-hour radiuses of each other to keep the daily round trips of 18-wheelers within hourly limitations.

"The footprint's really big in our service," Plowden said. "If you look at where everybody's strategically placed, if you draw a circle around it, it's about a four-hour window from plant to

plant. All of our newer acquisitions are within that four-hour window, where we're trying to connect the dots and keep our service areas overlapping each other."

Terra Nova belongs to NORA for the connections that help Plowden fill gaps in services and provide complete solutions to customers. In the industrial and environmental services sector, competitors become partners when they offer a service that meets a customer's need.

"The best part about coming

to NORA is that you start to strengthen some of those relationships and the bonds, and you figure out the companies that work really well with the culture you have," Plowden said. "I know that they're not going to steal my customer. They can help me build my customer because they have a service that I'm never going to be good at, because I don't want to be good at it, but my customer needs it."

NORA members are open with each other about their challenges, which generates discussions on solving them. Plowden is currently talking in the NORA community about the dilemma caused when compressing wet waste with cement kiln dust amps up the heat rate beyond limits acceptable for landfills.

"That's the stuff you bring to NORA," he said. "Everyone is sharing and figuring out those workarounds."

And when a client of Plowden's needed to offload 600,000 gallons of #6 fuel oil, he resolved the matter by reaching out to a prominent buyer he knew through NORA.

"If I can't manage it for my customer, there's somebody in NORA who specializes in it," he said. ■

"If I can't manage it for my customer, there's somebody in NORA who specializes in it."

probably has to be sent offsite and solidified. They're probably going to have oil."

Terra Nova found its niche by providing all of those services in total waste management, industrial cleaning and maintenance, remediation, and emergency response.

"We can collect the oil," Plowden said. "We can do the industrial cleaning, and whatever the waste you have on site, hazardous or nonhazardous, we can find a home for it. Everybody takes a different approach, but it all leads to the same management of waste."

Terra Nova also provides composting and waste-to-energy for a broad range of industries in manufacturing, oil and gas, construction, automotive, and rail. When a rail company faced the loss of three tank cars due to a chemical mix-up, Terra Nova cleaned out the hardened resin and saved the client hundreds of thousands of dollars in replacement costs.

On any given day, Terra Nova might be composting tree limbs for a municipality, sending a shipment of miscolored jeans to waste-to-energy, backhauling an electric vehicle maker's waste from California to South Carolina, or solidifying one and a half million gallons of chicken blood – because



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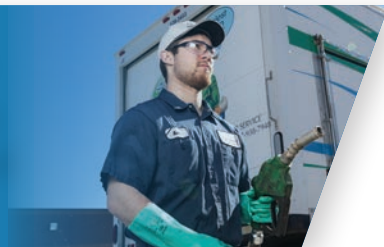
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IN-CAB VEHICLE CAMERAS: AN INSURANCE COMPANY PERSPECTIVE

By Chris O'Neill and Ryland Box

Vehicle cameras are nothing new. The first use of a “dash cam” dates back to the late 1930s and was designed to help police officers catch traffic violators. Today, more businesses across various industries are also looking to adapt in-cab cameras to help them and their drivers improve safety, help resolve auto claims quickly, and protect themselves against false insurance claims.

AXA XL has experienced an increase in insurance customer inquiries about use of in-cab/mounted cameras in commercial fleet vehicles. There are many different options when considering both vehicle cameras and telematic data systems. Each company has its own risk tolerance and challenges, so what works for one company may not work for another. Before deciding whether in-cab cameras are an appropriate solution, companies need to understand how this technology and data will be used within their existing risk management and safety programs.

There's growing evidence that making a financial investment in cameras can yield future returns in reducing litigation costs and payouts. For some, the primary concern (aside from the upfront investment

costs) is the possibility that a dash camera will capture content that may be detrimental in the defense of a claim. Although a valid concern, the benefits of use far outweigh any potential drawbacks. While video may show a driver at fault, this information can give companies incentive to settle a claim promptly. Much of the success in the use of dash/mounted cameras starts with how the company's management team leverages the technology.

Aiding in claims management

The presence of cameras in your fleet vehicles can protect against fraud by providing evidence that your driver was not at fault for an accident. A few scenarios can help illustrate this value:

- Another driver cuts off your fleet truck and applies the brakes to cause an intentional collision. He then files an insurance claim against your company. The camera footage can reveal the actions of the other driver to greatly assist with determining liability and provide the evidence needed to successfully defend against a fraudulent claim.



- An intersection accident occurs where the other driver makes a turn on red in front of your driver, who has a green light. The camera can show the traffic light status and refute any arguments of who had the right-of-way.
- One of your vehicles rear-ends another vehicle. Though your driver may be liable, the video can show your driver did everything possible to stop. The video may also show the other driver walking around after the accident with no signs of injury in contradiction to a claim for debilitating injuries.

In each of these examples, a dash camera can assist in defending the insured customer. Bottom line, trucking companies can be the targets of inflated and outright false claims. Dash cameras help to defend and/or mitigate these exposures. They can also help provide information early in the discovery process that dictates whether a claim should be vigorously defended or whether an early settlement should be pursued to save time and expense.

Capturing the moment

There are just too many situations out there today where truck drivers are blamed for minor and major traffic incidents when they are not at fault. When the accident involves a larger commercial vehicle versus a smaller passenger vehicle, it's often assumed the truck driver made a mistake. A camera system provides an unbiased narrative on what happened prior to, during, and immediately following an accident. Witness statements on accidents can often be emotional and take time to process, but event recorders make the evidence quickly accessible. Often drivers and other parties, including police officers, bring an emotional narrative to the situation, but camera footage removes this variable. The



formal statement on an accident can prove helpful as well. It may not be necessary to take a driver's statement immediately after the crash, particularly if emotions are running high. Telematics and the camera system can tell us a lot about what happened and essentially speak for the driver about the circumstances and outcome.

One final imperative when managing video and telematics data related to an accident/incident is the importance of saving

stress of an accident can negatively impact memory recall. Without video, collisions can result in a “word vs. word” situation – one that usually turns into a long, drawn-out legal battle requiring expert testimony and opinions with resulting costs in the tens of thousands of dollars.

The video produced by a dash camera can be a “double-edged sword” and may also show if a truck driver was negligent. There is a silver lining for a motor carrier in such cases as it can help direct claim handling priorities. If an accident is the truck driver's fault, their insurance company can work expeditiously to settle the claim. With video, it can quickly be determined who is in the right and who is in the wrong. AXA XL would rather know up front if our client's driver is at fault for an accident so we can be proactive and get ahead of the claim.

Boosting defense

A video can also show others involved in the accident and how they interacted and moved about the accident scene and after it happened. Although the existence of dash camera footage cannot always help a commercial transporter with respect to liability, it can nevertheless protect it from having to pay excessive damages that have the potential to ruin any business. Having drivers review video evidence prior to giving a

this data. Regardless of whether or not your driver is at fault, companies should save all data, including video, tied to the accident/incident just as they would with paper documentation. Deleting data related to an accident/incident could be considered “spoliation of evidence”, which can be held against the driver and your company.

Reaping training benefits

Video cameras can vastly enhance safety training efforts, providing unique training opportunities. Video footage can be used to show drivers the dangers posed by not wearing seat belts, following too closely, being distracted, and many other scenarios. The footage is a powerful training tool because it shows real life experiences and can be used for discussions on how to avoid similar instances from occurring in the future. It shows just how quickly bad things can happen and how fast a situation can deteriorate. Video footage can be used to educate drivers about appropriate preventive measures.

Since no company can put a safety manager in the cab of every truck, an in-cab, road/driver-facing camera can be an alternate solution. Several camera/telematic providers offer the service of monitoring in-cab video and watching for unsafe driver actions such as talking on a telephone, being distracted, and even nodding off. Even

BOTTOM LINE, TRUCKING COMPANIES CAN BE THE TARGETS OF INFLATED AND OUTRIGHT FALSE CLAIMS. DASH CAMERAS HELP TO DEFEND AND/OR MITIGATE THESE EXPOSURES.

the best drivers may have minor habits that can lead to risky situations.

Notifications of higher risk scenarios and behaviors from camera/telematics providers can be sent to designated safety managers, who can then personally address them with the driver to prevent future occurrences. Some services will even send an audible notification to the driver. These tools help identify – and improve – unsafe driving patterns that in many cases can go undetected until something bad happens. These examples can also be shared with other drivers during common training.

Video evidence helps coach drivers because it brings a balanced approach. Managers can initially point out positive aspects of driver performance before addressing concerns. Real-time feedback about real situations is the key.

Getting started

Before implementing camera technology, support from all levels of management is essential for a variety of reasons. There will be up-front costs to purchase. There may be driver push back, and video may show unsafe driving which will need to be addressed with re-training and/or disciplinary actions. Modifications to existing employee management and training programs may be necessary.

Before businesses go out and buy cameras for their fleets, they need to identify their goals. Are they looking for a tool to assist with managing claims? Or are they looking for more support to assist with preventing future accidents by identifying unsafe practices? Answering these basic questions will assist with determining specific camera needs (forward facing, in-cab facing, side views, and reverse facing).

Next, businesses will need to identify a service provider and understand what equipment and deliverables they will provide. Due diligence is essential to identify proven technologies and providers with strong customer support. To help, the AXA XL Ecosystem

has been created to provide curated risk management solutions via a network of technology partners. These firms can help our customers explore goals, options, costs, pilot programs, and implementation steps.

It is also important to consider who within the company will receive alerts when an unsafe driving act is detected or when an accident occurs. Information/alerts from a service provider can be overwhelming, especially early in the process, and it cannot be ignored. This data could be identifying unsafe acts that can lead to a future accident. It can also be used against the company in legal proceedings if demonstrated known/recorded unsafe actions were being ignored.

Getting driver buy-in

Implementing a camera program requires driver acceptance. To receive that support, each company must consider its own culture and the most appropriate steps to follow. There is no golden rule for gaining initial driver acceptance. As in-cab cameras are becoming more popular, companies may be surprised to find less push-back from drivers than expected. If they do have concerns, however, some driver concerns can be overcome by explaining that cameras can be a very helpful tool in defending them after an accident. In-cab cameras can also assist drivers with identifying unsafe actions they may not even be aware of while driving. Explain the basic legal and financial benefits to both the driver and the company as their employer.

Running a pilot test with cameras will allow multiple drivers the opportunity to see the set-up and get a better understanding of what is generated. Allowing them to ask questions and make suggestions can also go a long way in establishing acceptance. Often, it also helps to discuss cameras with drivers one-on-one or in smaller groups to better answer their questions and give them a better comfort level.

Some of the more frequent complaints heard from drivers is that they don't want 'big brother' watching while they are driving. They also are concerned about

their privacy when in their sleeper cab. Depending on the system chosen, video is typically only sent when harsh driving conditions are detected, such as when an unsafe act is detected, or when an accident occurs. Also, most camera systems go into a 'sleep' mode when the vehicle is idling or off.

Drivers need to understand that camera systems and associated training programs can help improve their individual safety records; improve overall company performance; and could result in lower company expenses. It's a win-win situation with great potential to improve the profitability of the fleet.

Some final thoughts

Truck camera technology has become so important to fleet safety that some trucking experts believe the Federal Motor Carrier Safety Administration (FMCSA) may eventually mandate camera use. Recently the FMCSA granted a carrier an exemption to allow them to install a

rear camera monitoring system on their trucks in lieu of having two rear-view mirrors. Though these are not dash/in-cab mirrors, it does show that the FMCSA is more carefully evaluating camera programs.

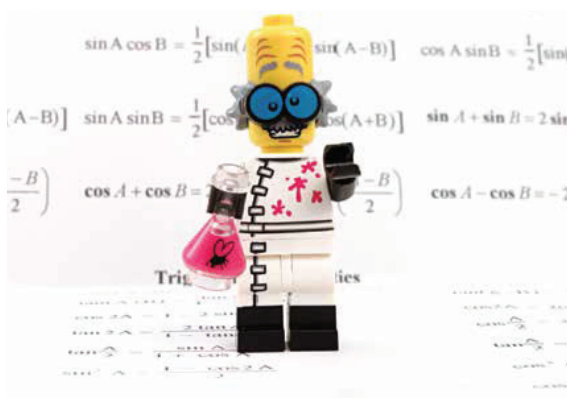
Mandate or not, more commercial fleets are leaning on event recorders, especially at a time when costly crash verdicts are dragging carriers into news headlines. For many years, it has been an insurance underwriters' dream to have in-cab cameras and a solid underlying telematics platform to enhance fleet risk management.

At AXA XL, we recently implemented a claim reporting system called Xtract which can tie directly into a fleet's telematics system and immediately download accident information. This gives claims handlers an early start to managing the resulting claim and provides unbiased data related to the accident. Xtract provides our adjusters and attorneys with a professional and easy-to-read report which can be used to expedite claims payments and to assist with defense of wrongly accused drivers.

Although most commercial insurance companies have not been able to offer premium credits or discounts for camera usage, the savings that video and other data can reap against fraudulent claims can easily outweigh the initial set-up costs. Further, the training benefits and correction of unsafe driving practices afforded by in-cab cameras is a valuable safety program tool and a strong addition to a company's risk management program. ■

Contact Info:
Matt Gartner
XL Insurance, Division of AXA
Matthew.gartner@axaxl.com

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The 2024 NORA Annual Conference and Trade Show

The 2024 NORA Annual Conference and Trade Show is the liquid recycling industry's premier networking and education event. Now is the time to begin making plans to attend. Everything you need for your plans is included in this magazine.

AGENDA

The tentative agenda is on page 26. It includes the timing of the various networking events, trade show hours as well as the conference sessions. Most attendees will arrive Wednesday, November 13th. Depending on travel plans, exhibitors and those interested in attending International Day, may want to arrive on Tuesday to be on site for booth set up. Most attendees will depart on Saturday, November 16th.

BOOK YOUR ROOM

The event will be hosted at the Loews Coronado Bay. A block of discounted rooms for NORA members is available through October 23 or until it sells out. See page 30 for information about the resort.

REGISTER NOW

Register online to attend the Conference using the form on page 31. To save money, register early. Please note that Non-Exhibiting Supplier/Vendor Members have a separate registration rate. Supplier/Vendor Members who exhibit receive one free registration.

TRADE SHOW

The NORA Trade Show already has over 40 companies displaying the latest products and services available to the liquid recycling industry. See page 35 for the NORA Exhibitor Showcase. Booths are still available. Contact Casey Parker at 703-753-4277 or casey@noranews.org to reserve your space.

SPONSOR THE EVENT

Many sponsorship and advertising opportunities are available for the 2024 NORA Conference & Trade Show. For as little as \$175, you can support your industry as well as promote your brand. See page 32 for details and how to secure your sponsorship.

PESCO - Integrated Used Oil and Solvent Recovery Systems

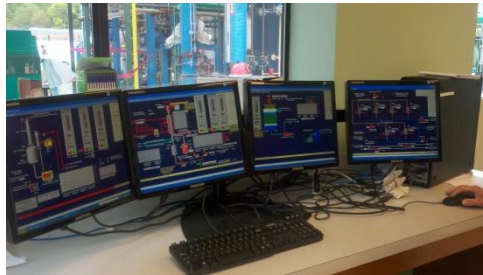
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2024 NORA ANNUAL CONFERENCE & TRADE SHOW AGENDA

NOVEMBER 13-16, 2024 | Coronado, California

WEDNESDAY, NOVEMBER 13

9:00 AM - 4:45 PM	International Day at NORA 2024*
10:00 AM - 4:00 PM	Exhibitor Check-In
10:00 AM - 2:00 PM	Booth Set Up, Section 1
2:00 PM - 4:00 PM	Booth Set Up, Section 2
2:00 PM - 7:00 PM	Attendee Check-In/Registration
3:00 PM - 4:00 PM	NORA Board of Directors Meeting
4:00 PM - 4:30 PM	NORA Board of Directors Reception for New Members/First Time Attendees
5:00 PM - 9:00 PM	Grand Opening Reception in Trade Show All exhibitors, attendees, registered spouse/companions welcome

THURSDAY, NOVEMBER 14

7:30 AM - 11:45 AM	Conference Check-In/Registration
7:30 AM - 8:30 AM	Continental Breakfast in Trade Show
8:30 AM - 10:00 AM	NORA Opening Session & Keynote Speaker
10:00 AM - 10:40 AM	Refreshment Break in Trade Show
10:30 AM - 11:30 PM	Spouse/Companion Brunch, Open to Registered Spouses/Companions
10:40 AM - 12:00 PM	Conference Sessions
12:45 PM - 7:00 PM	NORA Golf Tournament*
1:15 PM - 4:00 PM	Thursday Afternoon Tour*

FRIDAY, NOVEMBER 15

8:00 AM - 9:00 AM	Continental Breakfast in Trade Show
9:00 AM - 10:40 AM	Conference Sessions
10:40 AM - 11:15 AM	Refreshment Break in Trade Show
11:15 AM - 12:00 PM	Conference Sessions
11:15 AM	Trade Show Tear Down
2:00 PM - 5:15 PM	Friday Fishing*
6:00 PM - 10:00 PM	Closing Party

All exhibitors, attendees, speakers, and registered spouses/companions are invited to attend this great event! Wristband required

SATURDAY, NOVEMBER 16

All day	Activities on your own (shopping, tours, departures, etc.)
---------	--

*Additional registration required.

Items in bold indicate the trade show is open.

Tentative, as of 7/20/24



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2024 NORA Conference & Trade Show Presentations

*Additional speakers will be announced in the coming weeks.
To view event details, visit our website at www.noranews.org/2024ConflInfo.*

Keynote Speaker 2024 NORA Conference and Trade Show

HERM EDWARDS

NORA is excited to announce the 2024 Keynote Speaker is Herm Edwards. He will kick off the programming for the 2024 NORA Conference & Trade Show which will be held November 13-16, 2024 at the Loews Coronado Bay, Coronado, California.

Herm Edwards' career includes being an NFL player, Arizona State University head football coach and currently as an ESPN NFL studio analyst. He is perhaps best known for his quote in 2002 as the New York Jets head football coach: "Hello?! You Play to Win the Game".

Your company may sponsor the Keynote Speaker for just \$2500. Your company will be thanked prior to the keynote address and your logo will be prominently displayed. In addition, you will have an exclusive opportunity to meet with the presenter before the event and will receive a signed football.

The 2024 NORA Conference & Trade Show will feature networking with over 250 industry leaders, 8 industry education session, over 40 exhibitors and the first International Day at NORA.

Edwards Biography:

Doing the Little Things and Executing Vision

You play to win the game. It sounds like common knowledge, but Herman Edwards' life has revolved around that simple phrase. The ESPN analyst motivates listeners to discover their passions, follow their goals and never throw in the towel.

Herm's career is defined by his energetic and enthusiastic attitude, first as an NFL player and coach, then as the head football coach at Arizona State University, and now as an NFL studio analyst for ESPN.

At ESPN, Edwards' voice is fully integrated into the network's platforms, from radio and digital to television. Edwards utilizes his diverse background in pro football to be one of the most informed and educated analysts on television. In 2013, Edwards was named the Team ESPN's Commentator of the Year and joined elite company as a recipient of the Walter Camp Man of the Year Award. Edwards was also honored with the Shell Legacy Award, a recognition celebrating individuals with a legacy of charitable giving.

Edwards enjoyed a 10-year professional playing career from



1977-86, spending the first nine of those seasons with the Philadelphia Eagles. He earned second-team All-NFC honors in 1980 and played an instrumental role on a hard-hitting Philadelphia defense that helped boost the Eagles to a berth in Super Bowl XV that season.

Edwards concluded his NFL playing career in 1986 and secured his first job with the Kansas City Chiefs in '89 as the recipient of the club's Minority Coaching Fellowship. Edwards was the first graduate of the fellowship to become the head coach of the franchise for which he served his fellowship.

Beginning his coaching career as defensive backs coach at San Jose State (1987-89), Edwards later returned to Kansas City as the defensive backs coach from 1992-94. After a one-year stint as a pro personnel scout with Kansas City in '95, Edwards moved with Tony Dungy to Tampa Bay in 1996.

In 2001, Edwards departed Tampa Bay to become head coach of the New York Jets. In five seasons as the Jets head coach, Edwards compiled a 39-41 record. He registered 35 victories with the Jets from '01-'04, tying Joe Walton ('83-'86) for the most regular season wins by any coach in his initial four years with the team. Edwards also led the N.Y. Jets to the postseason in his first campaign with the squad.



HARRIS or TRUMP?

The Election's Impact on the Economic Forecast & NORA Members
Presented by Elliot Eisenberg, Ph.D.

The 2024 Presidential Election will occur one week prior to the NORA Conference. A leading economist will provide attendees with an economic forecast for 2025 and beyond based on who wins the election. This session will address the overall economy, how GDP will perform, oil production and prices, the general slowing in the labor market, the behavior of inflation, the thinking of the Fed and the path of interest rates, home prices and much more of interest to NORA members. This will assist members in preparing their budgets and business strategies with the best available information.

Internationally acclaimed economist and public speaker specializing in making the arcana and minutia of economics fun, relevant and educational.



Used Oil Generation, Collection and Disposition in North America: Past, Present and Likely Future Trends

Presented by Ian Moncrieff, VP Kline + Company

Each year, more than a billion gallons of used oil are collected and recycled by NORA members throughout North America. Ian Moncrieff, a Vice President of Kline & Company and a consultant to leading companies in the base oil and lubricants industries, will provide attendees with an overview of the past, present and likely future trends in the market forces that shape the generation, collection and disposition of used oil in North America. The used oil value chain in North America has undergone profound changes in the past ten years, and the future will see further evolution, due to the growing influence of electric vehicles, corporate sustainability actions to mitigate carbon emissions, and the improved quality of re-refined base oils, to name just three contributing forces. Mr. Moncrieff will explore these trends to paint a picture of how the supply, demand and pricing of used oil in North America may evolve in the next decades.



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Hotel Information

MEETING LOCATION

Loews Coronado Bay
4000 Coronado Bay Rd,
Coronado, California, 92118

RESERVATION INFO

Room Rate: \$279/night

Book Your Room Online:

Visit noranews.org/page/2024ConfHotel to reserve your room.

By Phone: 800-815-6397 (mention the NORA Group when booking over the phone, a \$39 daily resort fee has been waived for the NORA room block) Group rates available through October 23 or until rooms are sold out.

Please Note: Reservations booked by individual attendees require a credit card deposit of 1 night's room and tax at time of booking. A deposit is refundable if the Hotel receives notice of individual reservation cancellation 3 days prior to scheduled arrival

A daily mandatory reduced resort charge (normally \$39.00) has been waived for the NORA room block and includes:

- Welcome beverage upon arrival
- Google Chromecast TV streaming
- High speed internet on up to 3 devices
- In-room coffee, tea and bottled water
- 24-hour Fitness Center and Studio Access
- Daily group fitness classes
- Turndown service upon request

- Shoe shine
- Free local and toll-free calls
- Shuttle service to Downtown Coronado Village
- Shuttle service to Silver Strand State Beach
- Use of beach toys, chairs, and umbrellas

AIRPORT / TRAVEL INFO

San Diego International Airport (SAN)

Distance from hotel: 14 miles

Drive time: 25 minutes

Uber from Airport to Hotel:

- Approximately \$35

Parking at Hotel:

- Valet Parking: \$50/Night
- Self Parking: \$47/Night

IMPORTANT - Companies inaccurately representing themselves as our “housing vendor” have contacted individuals in the NORA community, soliciting business. Specifically, they will offer to make hotel reservations within the NORA block on your behalf, or even offer you a discount from the NORA rate. NORA is not utilizing the services of any housing service for the Annual Conference & Trade Show. Reservations for this event should be made directly with the hotel, either by phone or via our web reservation system. If you provide your credit card information to any of these unauthorized vendors, your card may be charged but you may not have a reservation when you arrive.



Coronado, California • November 13 - 16, 2024

2024 NORA Conference Registration Form

Complete one form for each person. Only one form required to include payment information.

EXHIBITORS: Do Not Use This Form - Use Exhibit Agreement Form or Additional Booth Personnel Form.

Contact Information

Name	Badge Name, If Different		
Company			
Address	City	State	Zip
Phone	Email		

Registration Choices

Full Registration (you may assign/change names to the registration at any time) includes all conference sessions, conference materials, opening reception (members only), two continental breakfasts, breaks and Friday Night Closing Party Dinner. Payment must be faxed or postmarked by the dates to be eligible for the discounted prices.

PRICES

Regular

(paid by November 1)

Late

(after November 1)

- NORA Recycler Member: First person \$885 \$915
- NORA Recycler Member: Additional person \$785 \$815
- NORA Non-Exhibiting Supplier/Vendor Member \$1525 \$1555
- Non-Member: First person \$2500 \$2600
- Non-Member: Additional person \$2400 \$2500

EXTRAS

- Spouse/Companion: Full Package \$300*
- Spouse/Companion: Friday Only \$250**
- International Day 2024..... \$150
- Golf \$250
- Golf Club Rental \$110
- Thursday Afternoon Tour \$95
- Friday Fishing \$150
- Friday Non - Fishing \$125

If you selected spouse/companion package, please enter their name here: _____

If you selected golf, please include your average score: _____

If you selected fishing, please include your shirt size: _____

Is this your first time attending a NORA Meeting? Yes No

**This package includes access to the opening reception on Wednesday including food and drinks, the Thursday spouse brunch, a spouse gift and the Friday night Closing Party. This package is for spouses and companions of registered attendees; this may not be used for employees of an attending company.*

***This package includes food and drinks at the Friday night Closing Party Dinner. This package is for spouses and companions of registered attendees; this may not be used for employees of an attending company. All guests must register in advance for the closing party.*

Payment Options

Total Amount Due \$ _____

All payments are in US Dollars, drawn on US Bank.

Name On Card _____ Signature _____

Submit Your Registration

Registration may be scanned and emailed to accounting@noranews.org. Please do not email credit card information.

- Fax to 703-753-2445
- Phone in to Kim Litscher at 703-753-4277
- Mail to 7250 Heritage Village Plaza, #201 Gainesville, VA 20155
- Will pay online: following processing of paperwork, a secure payment link will be emailed to you

Book Your Hotel Room

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4000 CORONADO BAY RD,
CORONADO, CA 92118

NORA Rate \$279/night

To secure your room, call 800-815-6397 and reference the NORA Group or reserve online by October 23, by visiting www.noranews.org/2024ConfHotel to book at a discount rate.



Coronado, California | November 13-16, 2024

2024 NORA Conference Sponsorship Form

Complete form with sponsorship advertising selections.

Contact Info

Name _____	Title _____
Company _____	Email _____

Sponsorship Opportunities

General Sponsorships	Price
<input type="checkbox"/> Closing Party Naming Rights SOLD	\$7500
<input type="checkbox"/> Premier Sponsor* SOLD	\$5000
<input type="checkbox"/> Audio/Visual Sponsor* SOLD	\$3000
<input type="checkbox"/> Charging Station Sponsor* SOLD	\$3000
<input type="checkbox"/> Key Card Sponsor* SOLD	\$3000
<input type="checkbox"/> Lanyard Sponsor* SOLD	\$3000
<input type="checkbox"/> Notebook Sponsor* SOLD	\$3000
<input type="checkbox"/> Registration Sponsor* SOLD	\$3000
<input type="checkbox"/> Water Bottle* SOLD	\$3000
<input type="checkbox"/> Wi-Fi Sponsor* SOLD	\$3000
<input type="checkbox"/> Can Cooler Sponsor (Coozie Style)* SOLD	\$1500
<input type="checkbox"/> Lip Balm Sponsor* SOLD	\$1000
<input type="checkbox"/> Level 1 Closing Party Sponsor	\$5000
<input type="checkbox"/> Level 2 Closing Party Sponsor	\$2000
<input type="checkbox"/> Keynote Speaker Sponsor	\$1000
<input type="checkbox"/> Gold Sponsor Bundle	\$2200
<input type="checkbox"/> Drink Ticket Sponsor	\$1000
<input type="checkbox"/> Level 3 Closing Party Sponsor	\$1000
<input type="checkbox"/> Meeting Room Sponsor	\$850
<input type="checkbox"/> Event Page Logo	\$600
<input type="checkbox"/> Bag Sponsor	\$550
<input type="checkbox"/> Golf Lunch Sponsor	\$500
<input type="checkbox"/> Level 4 Closing Party Sponsor	\$500
<input type="checkbox"/> Grand Opening Exhibit Reception	\$450
<input type="checkbox"/> Bag Insert Sponsor	\$325
<input type="checkbox"/> Friday Morning Break Sponsor	\$300
<input type="checkbox"/> Spouse Brunch Sponsor	\$300

<input type="checkbox"/> Thursday Morning Break Sponsor	\$300
<input type="checkbox"/> Friday Continental Breakfast	\$250
<input type="checkbox"/> Level 5 Closing Party Sponsor	\$250
<input type="checkbox"/> Thursday Continental Breakfast	\$250
<input type="checkbox"/> Golf Hole Sponsor	\$225
<input type="checkbox"/> Candy Bowl Sponsor	\$175

Conference Book Advertisements	Price
<input type="checkbox"/> Back Cover - <i>included with premier sponsorship</i>	
<input type="checkbox"/> Inside Front Cover Ad* SOLD	\$1100
<input type="checkbox"/> Inside Back Cover Ad* SOLD	\$950
<input type="checkbox"/> Full Page Color Ad (7-1/2" x 10")	\$625
<input type="checkbox"/> Full Page B&W Ad (7-1/2" x 10")	\$475
<input type="checkbox"/> Half Page Color Horizontal Ad (7-1/2" x 5")	\$475
<input type="checkbox"/> Half Page B&W Horizontal Ad (7-1/2" x 5")	\$260
<input type="checkbox"/> Third Page Color Ad (7-1/2" x 3-1/2")	\$375
<input type="checkbox"/> Third Page B&W Ad (7-1/2" x 3-1/2")	\$200
<input type="checkbox"/> Fourth Page Horizontal Color Ad (3-3/4" x 5")	\$275
<input type="checkbox"/> Fourth Page Horizontal B&W Ad (3-3/4" x 5")	\$200
<input type="checkbox"/> Color Logo by Exhibitor Index (1/2" high)	\$150
<input type="checkbox"/> Color Logo by Company Index (1/2" high)	\$150

**contact Casey Parker at casey@noranews.org for availability.*

For more information about sponsorships, visit noranews.org/2024Confinfo

Payment Options

All payments are in US Dollars, drawn on US Bank.

Total Amount Due \$ _____ Check (payable to NORA) American Express Visa MasterCard

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Billing Street Number & Zip (if different than above) _____ Email to send receipt (if different than above) _____

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Current Exhibitor List

To reserve a booth at the NORA Conference, contact Casey Parker (casey@noranews.org).



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33rd Annual NORA Dexsil Open Golf Tournament

Sponsored by

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The Coronado Golf Course

2000 Visalia Row
Coronado, CA 92118

Tournament Info:

Join your NORA colleagues at the Coronado Golf Course on the afternoon of Thursday, November 14, 2024 for the annual NORA golf tournament.

The tournament will take place following the conference sessions on Thursday.

Lunch will be waiting for you on your golf cart when you arrive.

A hosted awards reception, sponsored by Dexsil, follows the tournament.

Registration is available online and over the phone.

Golf is an add-on to an existing Conference Registration. Cost to participate is \$250 - this includes golf, transportation, lunch, hosted drink cart, and awards reception. Club rental is available for \$110.

The course is about 10 minutes from the hotel. Transportation will be provided.

Please note that pairings are done by the event sponsor to promote competitive play between teams. Requests for specific golf pairings are unable to be honored.



2024 NORA Fishing Tour

Sponsored by



New Seaforth Sportfishing

1717 Quivira Road
San Diego, CA 92109

Time: 12:00 PM - 6:00 PM

Friday, November 15

Group departure from the Loews Coronado at 12:00 PM, returning to the hotel at approximately 6:00 PM.

Attendees will be back in time to attend the Friday night closing party.

FISHING TOUR INFO

Join your NORA colleagues for a day on the water - the boat is big enough to accommodate fishers and those who just want to enjoy networking while enjoying beautiful scenery.

The New Seaforth is 85 feet long and 24 feet wide, skippered by Captains Brian Castleton, Julio Ortiz and Sean McQuerry. Along with their experienced and helpful crew, Captains Brian, Julio and Sean excel at setting up and assisting large numbers of inexperienced fishermen while giving the service more seasoned anglers need and expect.

The New Seaforth is a custom built aluminum vessel with a huge amount of open deck space including an upper deck for observers. Repowered in late 2006 with John Deere 6125AFM-M2 engines, the New Seaforth is the fastest and quietest boat in it's class. The New Seaforth is also equipped with five large capacity bait tanks; four in the stern and one in the bow. An adequate amount of live bait is a must for fishing in Southern California.

The vessel is outfitted with the latest electronics, including a Wesmar® Side Scanning Sonar, to help the crew put you on the fish.

REGISTER

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Members who want to attend but not fish, Non-Fishing » \$125

Fishing registration includes a California fishing license, rod/reel and tackle.

Fishing **MUST** be booked in advance, it is not possible to book fishing on board.



THURSDAY AFTERNOON TROLLEY TOUR

Event Details:

Time: 2:00 PM - 5:00 PM

Thursday, November 14

Group will meet in the hotel lobby at 1:45pm for a 2:00pm departure. The tour will stop for a Happy Hour and return to Loews Coronado by 5:00pm.

Trolley Tour Info

Join your NORA colleague for a Trolley Tour of San Diego and Coronado Island.

This fully narrated private tour will allow you to see the surrounding areas while sharing some of its rich history and culture.

As a special treat, the tour will include a happy hour stop, allowing you to relax and network with fellow members while enjoying the scenic views.

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International Day is meant for anyone who is currently operating internationally, or anyone interested in learning more about the global landscape of used oil management. This event will be held on November 13, 2024, immediately preceding the NORA Conference and Trade

Show, November 13-16, 2024. To help you coordinate your travel plans, the Conference tentative agenda is located on page 26.

Members can attend International Day by adding it to their registration for **just \$150**.

For questions on how to register, see page 31 or contact NORA Headquarters by emailing accounting@noranews.org.

Special Presentations By:

GLOBAL PERSPECTIVE - Ian Moncrieff, Kline and Company

CANADA - Brian Ahearn

SPAIN - Ainhöa Lizarbe Ortín, SIGAUS

ECUADOR - Valeria Naveda, APEL/RECOIL

FRANCE - Brice Fabre, Cyclevia

COSTA RICA - Bill Abraham, METALUB

TURKEY - Christian Hartmann, TAYRAS

MEXICO - Chance Fortier, Bravo Energy

USA & CANADA - David Lawes, Interchange Recycling

NORA Supplier/ Vendor Directory



NORA Supplier/Vendor Members in good standing as of 7/24/2024 are listed below. Companies in **bold** have an ad in this magazine. Companies with a **\$** are part of the **NORA \$ave** program by offering discounts/value added services to NORA members. Contact NORA to learn more about the NORA \$ave program. Companies in **red** are exhibiting at the 2024 NORA Conference & Trade Show as of 7/24/2024.

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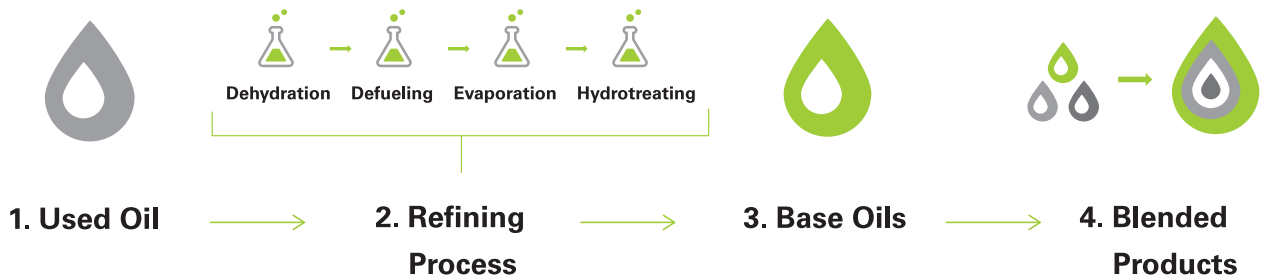




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