

Summer/Fall 2022

INN

TOUCH

The Management Magazine of Wisconsin's Lodging Professionals

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The Ultimate Risk
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RESILIENCE &

REINVENTION

2022 Wisconsin Lodging Conference & Trade Show

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Volume 45, Issue 3

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InnTouch is published quarterly by the Wisconsin Hotel & Lodging Association (WHLA). Through InnTouch and other programs, WHLA provides materials designed to improve members' professionalism. WHLA caters to the educational and professional needs of lodging professionals. A scholarship fund for students pursuing a career in the hospitality industry is sponsored by WHLA. For more information, or to make a donation to WHLA or its scholarship fund, email whla@wisconsinlodging.org.

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A CHAT WITH THE CHAIR



It is one of the most treasured times here across the state, the majestic transition from a bustling summer playground, into one of the most beautiful fall destinations anywhere in the country.

Throughout Wisconsin, students are returning to school, professional sports teams are gearing up for championship runs in both Green Bay and Milwaukee, and tourism continues full speed ahead across all corners of the state. Attending fall festivals, holding on to the waning days along the shore of one of our beautiful waterways and of course preparation for the winter season ahead are the prevalent items in our lives during this time as a Wisconsinite.

Here at WHLA it is also preparation time. The upcoming fourth quarter is not only a chance to plan for and set priorities for the next year, but to celebrate with our members at the upcoming annual Wisconsin Lodging Conference in November, this year being hosted by the amazing Osthoff Resort on picturesque Elkhart Lake.

There is much to celebrate this year and I thank our Education & Conference Committee for their efforts and diligence to put together a conference based on a review of attendee feedback and requests that have come in throughout the year. One of the pieces of this year's conference that I am most looking forward to, is the sharing of findings and tangible action plans as it relates to our strategic planning process. You can find more information about our progress to date a little later within this issue of InnTouch.

I wish to raise a toast to all of you on making it through the true return of summer post pandemic with your best old fashioned, Spotted Cow or Sprecher Root Beer and wish you all a safe and prosperous end to your year and look forward to reconnecting in person at the conference in November!

Respectfully,

Brandon M. McConnell

Arbor Lodging
2022 WHLA Chair of the Board



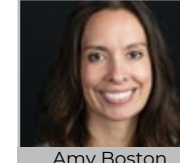
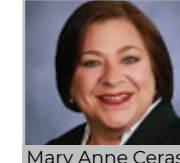
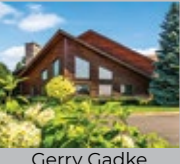
Brandon McConnell serves as the Executive Vice President for Arbor Lodging Management. He currently serves as the Chair of the Board for WHLA. Brandon has been recognized by InBusiness magazine as a member of the "40 Under 40" group in 2022, Corporate Champion of the Year by WHLA in 2021, Hotel Management's "30 Under 30" group in 2013 and was a finalist for both the IHIF Young Leader Award and the Stevan Porter Emerging Hospitality Leader Award.

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PRESIDENT'S CORNER

As the summer months draw to a close I've been reflecting on the resilience of our industry through some very trying times. While acknowledging that many properties are still seeking a clear path to recovery, I'm glad to see a much more optimistic picture for our industry today than we have over the past several summers. Certainly we have our challenges, but they are very different than they were two short years ago.

Understanding the "now" is very important as WHLA embarks on our new Strategic Plan. It's been many years since we've put a formal strategic plan in place, and to kick off the journey we recently asked all members (and many non-members) to participate in a survey to understand how lodging operators and owners across the state value and view WHLA. We thank all of you who participated in these surveys, focus groups, and other related meetings.

Right around the time this article goes to press our strategic planning task force will be meeting for a day and a half to help develop recommendations for our long term goals and strategy over the course of the next several years. The group is made up of a mix of all property types, sizes, and locations, and it includes some board members, some non-board members and associate members. It's our hope that by making sure we have this diverse representation, our plan will unite properties of all sizes and structures for a clear vision for the future of our organization and the larger lodging industry.

During the month of October I'll be working with several of our key elected leaders as we draft the plan that comes out of these strategic meetings and prepare to present it to the Board of Directors for approval. Once complete, we'll be sharing more exciting information on the roadmap to WHLA's future.

As always, thank you for your support of WHLA!

Kind regards,

Bill Elliott, CAE
WHLA President & CEO

The graphic is a promotional email newsletter for Wisconsin Inn Getaways. It features a background image of a person kayaking on a lake at sunset. The text is overlaid on this image. At the top left, the logo "Wisconsin Inn getaways" is displayed. Below it, the text "EMAIL NEWSLETTER" is shown. The main headline reads "Feature your property today!". Below that, it states "Over 10,000 subscribers". At the bottom left, the email address "Email matt@wisconsinlodging.org" is provided. On the right side, there is a preview of the newsletter content, showing a "GET AWAY WITH A GREAT DEAL!" section with two featured properties: "The Oshkosh Resort" and "Steinplatte Resort".

Wisconsin Inn getaways

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Steinplatte Resort
Steinplatte, WI
Experience the beauty of Lake Michigan with a stay at the Steinplatte Resort. Enjoy the view, the food, and the service. Book your stay today!

MEET OUR TEAM

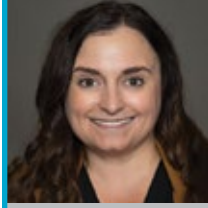
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How to Fast-Track Your Talent Pool with a College Hotel, Restaurant, and Tourism Education

By Jay Jones, UW–Stout

As more hotel, hospitality, and tourism programs spring up at more colleges, employers still see an unmet need for well-educated employees. Hotel management employers are actively recruiting. Nothing stressed this more for me than our conversation at the Wisconsin Hotel & Lodging Association (WHLA) meeting this spring. Companies are searching for new employees and are actively seeking knowledgeable, quality talent to add to their management teams.

Members of WHLA are aware of hospitality programs at colleges and universities in Wisconsin. The meeting raised my curiosity about how visible these programs are to WHLA members.

Programs within Wisconsin include:

- Fox Valley Technical College
- Gateway Technical College
- Lakeshore Technical College
- Madison College/Madison Area Technical College
- MATC – Milwaukee Campus
- Mid-State Technical College
- Northcentral Technical College
- Waukesha County Technical College
- University Wisconsin-Stout

So, I wanted to tell you more about the University Wisconsin – Stout Hospitality program.

UW Stout's Program Overview:

The University of Wisconsin Stout's Bachelor of Science in Hotel, Restaurant and Tourism Management (HRTM) de-

livers real-world experiences to build the knowledge and skills needed to launch a successful hospitality career. We prepare you to be a creative and responsible manager ready to adapt to a wide variety of situations in today's rapidly changing society.

Our industry-experienced faculty will provide you with specialized hands-on instruction in the hospitality business. You'll learn the financial and operations management skills required to operate hotels, restaurants, amusement parks, clubs, resorts, and tourist destinations in the U.S. and around the world. uwstout.edu/programs/bs-hotel-restaurant-and-tourism-management

Studies in the Hospitality Industry offer coursework that covers financing, accounting, marketing, leasing, investment analysis, development, appraisal, and real estate law. A student finishes with a Property Management Seminar course which includes a case study project that produces a written management plan and a critical document analyzing the study.

The University of Wisconsin – Stout is Wisconsin's only Polytechnic University that offers broad knowledge. Polytechnic institutions are career-focused and combine applied learning with a liberal arts education. The Polytechnic blend emphasizes "real world" and "hands-on" learning experiences, that introduce students to a variety of academic careers. With the development of critical thinking, communication, and leadership skills.

Students of the program are required to take a paid internship with our partners in the industry that will offer them hands-on experience in the management of residential, commercial, and hospitality properties.

How does the UW-Stout Hospitality program's Mission Statement help you by partnering with us?

Mission Statement:

The primary mission of the Hotel, Restaurant, and Tourism Management program is to remain a leading educational provider of hospitality management candidates. This will be achieved by strategically planning and implementing educational resources that generate graduates who are exposed to a diverse curriculum that encompasses general studies, fundamentals of business administration, and professional courses in hotel administration, restaurant operations, and tourism management.

Hotel, Restaurant, and Tourism Management Program Brand/Leading Statement

"To educate individuals for careers and life-long learning in global hospitality and tourism by combining theory, applied management, and experiential learning."

UW–Stout's School of Hotel, Restaurant, and Tourism Management provides an educational experience to develop the leadership and management skills needed by industry leaders of tomorrow.

With a mission statement to “Developing Hospitality World Leader”

UW Stout's Career Services, The Discover Center offers our partners an extensive level of outreach services. Career Services is Stout's primary outreach and engagement organization, featuring skilled problem solvers, gifted learners, and action-oriented colleagues who work together with our partners to overcome hurdles in process improvement, product development, business growth, continuing education, culture development, applied research, and much more.

“Connections” a recent publication by our Career Services department, covers the topic “Let us Connect You” and talks about the high level of collaboration through our extensive network of external partnerships. This is arguably UW-Stout Hotel, Restaurant, and Tourism Management's most valued

concept. Partnerships are essential to hands-on education and the high employment rates within the industry. While every university strives to build and maintain partnerships at some level, UW Stout's expansive level of focus on this tenet is why students are so highly desired by employers as both interns and full-time employees. Stout graduates are uniquely ready to meet the needs of employers in many of the most in-demand fields because the curriculum is guided by advisory committees consisting of external partners.

Written by Jay Jones who is an Assistant Professor, School of Hospitality Leadership, UW-Stout, and a member of the WHLA Board of Directors and the 2021 WHLA Associate of the Year Award winner.



For more information on the HRTM online or on campus Program please contact:

JOHN SOBOTA, MS

- Program Director-B.S. Hotel, Restaurant and Tourism Management
 - Recruiter & Coordinator-B.S. Real Estate Property Management
 - Lecturer/ Hospitality & Technology Innovation Department
- 715-232-2336 office
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-Alissa S. Horan, Owner Sawmill Saloon & Restaurant

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2022 WISCONSIN LODGING CONFERENCE & TRADE SHOW



2022 Wisconsin Lodging Conference & Trade Show: Resilience & Reinvention



The Wisconsin Lodging Conference & Trade Show has grown to be the premier educational and networking event for Wisconsin lodging professionals, where hotel and lodging property owners and operators and industry supporters from across the state gather to learn from experts, network with industry peers, connect with suppliers, and celebrate the stars of the industry.

The Wisconsin Hotel & Lodging Association (WHLA) is pleased to announce Resilience and Reinvention as the theme for the 2022 Wisconsin Lodging Conference & Trade Show. The theme acknowledges the resilience WHLA members have shown while navigating through a period of unprecedented change and disruptions, and the opportunity to evolve practices to address changing guest expectations, workplace dynamics, & technological advancements.

The 2022 Wisconsin Lodging Conference & Trade Show will be held November 6-8 at The Osthoff Resort in Elkhart Lake, Wisconsin. This annual conference is the largest gathering of Wisconsin lodging professionals in the state with anticipated attendance of 250 in 2022. WHLA members and event attendees also include hospitality vendors, educators, and students. Event programming and activities are planned by WHLA's Education/Conference committee, a volunteer group of Wisconsin lodging professionals.

Learn more at WisconsinLodging.org/conference.



This year's theme, chosen by WHLA's Education/Conference Committee, encourages attendees to reflect on the challenges the industry has faced over the past few years and look forward to new solutions and opportunities as we move forward as an industry and organization.

"We are excited to reconnect lodging owners and operators with each other and with the folks who provide them with the products and services they need to keep their properties running," said WHLA President & CEO Bill Elliott. He continued, "While the problems we are facing as an industry have changed over the last two years, we still have many challenges that we are working through. From employment issues to the supply chain pipeline, we'll spend this time together to learn how we can overcome these post pandemic issues as our industry continues to bounce back."

The thread of resilience and reinvention will weave together the educational sessions on November 7th & 8th. Expert speakers will cover an array of topics in the areas of human resources, industry advocacy, digital marketing, hotel technology, wellness, supply chain management, and more.

WHLA Board Director and 2022 Education/Conference Committee Chair, Cory Latourell (Hotel Marshfield) shared her excitement about this year's educational sessions: "As we weathered a global pandemic, few sectors have been hit as hard as the hospitality industry. The way we conduct business has changed, our bottom line has suffered, and we as an industry have shown a tremendous resilience. This year's Conference and its agenda celebrates that!

Technology has opened up a variety of new opportunities to connect with our guests and provide a more digitized experience. These options are an important part of the travel experience of the future.

And finally, when was the last time you focused on your own self-care? This year's general session will allow you to evaluate and focus on you!"

Along with a rich line-up of speakers, the program will set aside time for networking with colleagues and making new contacts. Focal points of the conference will be an awards luncheon honoring the recipients of educational scholarships, Spirit of Hospitality awards, and new inductees into the Wisconsin

Lodging Hall of Fame, as well as an evening awards ceremony honoring the winners of the Associate of the Year, Corporate Champion and Innkeeper of the Year awards.

View the full schedule and learn more about our sessions for the Wisconsin Lodging Conference & Trade Show at wisconsinlodging.org/conference.

Sunday, November 6

7:00 pm Opening Reception

Monday, November 7

7:30 am Registration
Breakfast

8:30 am Opening Ceremony
Annual Meeting

9:00 am General Session

10:30 am General Session

12:00 pm Awards Luncheon

2:15 pm Breakout Sessions

3:30 pm Trade Show

5:00 pm Chair's Reception

6:30 pm Meet & Greet

7:00 pm Awards Dinner
Live Auction

Tuesday, November 8

8:00 am Breakfast

8:30 am General Session

9:45 am Breakout Sessions

11:00 am Closing Keynote

12:15 pm WWIL Luncheon

The 2022 Wisconsin Lodging Conference, themed Resilience and Reinvention, offers eight educational sessions addressing topics and issues of key concerns to Wisconsin hotel and lodging owners and operators.



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So, what is an

ONLINE BOOKING SYSTEM?

And why even use one?

By **Brian Schmitz & Dave Olson, Resort Forward**

An online booking system is an automated software solution that allows your guests to book and pay for a reservation through your website. In addition, it should give you the best tools to run and scale your resort, all in one place.

If your resort has gotten this far without any such system, you might be thinking to yourself: do I even need one? I'm getting enough reservations already; my calendar is already booked for 2022. Why would I bother taking on that extra expense?

Well, let us ask you this: is your email inbox overwhelming at times? Are you tied to your desk all day? Does your phone ever stop ringing? Are you drowning in post-it notes, waivers, and booking forms? Are your Excel documents getting harder to understand with in-depth formulas and messy mistakes? How much manual work are you putting into the same tasks every day/week/month? Your time is valuable and if you find yourself doing the same task over and over, it might be a good time to look at automating these things with software.

Let's look at just a few of the things an online booking system can do to help make your life a little easier.

1. Always available for reservations.

Having an online booking system means your resort is open **24 hours a day, seven days a week**. Allow your guests to make reservations on their schedule, not yours. Allowing potential guests more flexibility to book on their terms, and with greater ease, results in increased revenue for your resort.

2. Offers more security and flexibility.

A web-based booking system, while it may seem strange, is a far more secure solution as your information is not just confined to a desktop computer. Your business can now follow you! Just like your guests, who can book on the go, you can run your resort on the go. A web-based booking platform enables you to use your mobile phone/tablet to manage reservations and any other resort-based activity you are tracking within your platform.

3. Reduces your workload.

Your time is valuable! Manually entering data takes more time than you anticipate. You should not have to be chained to your desk or tied to your phone as a resort owner. An online reservation system can help you save time by tackling dull, repetitive tasks — whether it's sending emails, creating reports, or updating current availability. Everything is kept up to date in real time allowing your staff to focus on more important things — like your guests and having a healthy work-life balance.

4. Creates a more enjoyable guest experience.

The right reservation software speeds everything up, from booking to check-out. In just a few steps guests can book, pay, and sign any required documents while getting a confirmation email in their inbox right away. All of this being done ahead of time helps create a

smoother overall experience for your guests while they are at your resort. Automated emails allow guests to keep up to date with your latest resort new or deals!

5. Provides important insights into your resort.

Let the program automatically create reports for you, in real time! Since a quality booking software should keep track of every reservation and all the information included in it, you can easily see reports when you would like without having to manually create them. You can see what units and boats are making you the most money. Better understand your total sales and guest details. A quality booking software should be able to create any type of report your resort relies upon to operate effectively.

I already have reservation software; how do I know if I should switch?

There are some clear red-flags and markers to watch for when trying to determine if your current reservation software is right for you.

1. Is it desktop based? – This means, does it live on your computer in any fashion. This is not ideal since if anything happens to your computer, your data is gone. A web-based

solution is reliable, scalable, transferable, and mobile.

2. Is this primarily hotel software?

If so, you will constantly be trying to fit your unique resort needs into their hotel specific product (round hole square peg!). This may even have you starting to change the way you run your resort to fit your software platform (not good!).

3. Does your reservation software company work with you?

Who knows better about what is needed in a resort reservation system than you, the resort owner? Therefore, your opinion on what is needed should matter. Many systems do not take feedback, or even worse, do not have good support.

4. Does it keep you in contact

with your guests? Your platform should have the ability to send out emails or text messages based on certain criteria that you can set up. For example, a deposit is due email sent 20 days before they book with a web link for them to pay with.

5. Is the product scalable? This can be hard to determine. Basically, this means, is the product evolving with the ever-changing technology landscape. A product that seemed great 3 years ago, can quickly become outdated. If your product

seems unchanged and/or they are not taking your feedback, you may find yourself looking for a new product with 1-3 years. Find a product that is focused on the small-to-medium sized resort space that will grow with you!

Of course, any new software is going to take some time to set up and there is always a learning curve involved for you and your staff. But the best software companies should provide you with all of the support you need to make the transition as easy and as smooth as possible. With an estimated 700 million people expected to make an online booking by 2023, and 83% of U.S. adults wanting to book their trips online, the time spent incorporating a reservation software that makes the most sense for your resort will be time well spent.

Resort Forward is a valued Associate Vendor Member of WHLA. Brian Schmitz and Dave Olson are the co-owners of Resort Forward by Banter Software.

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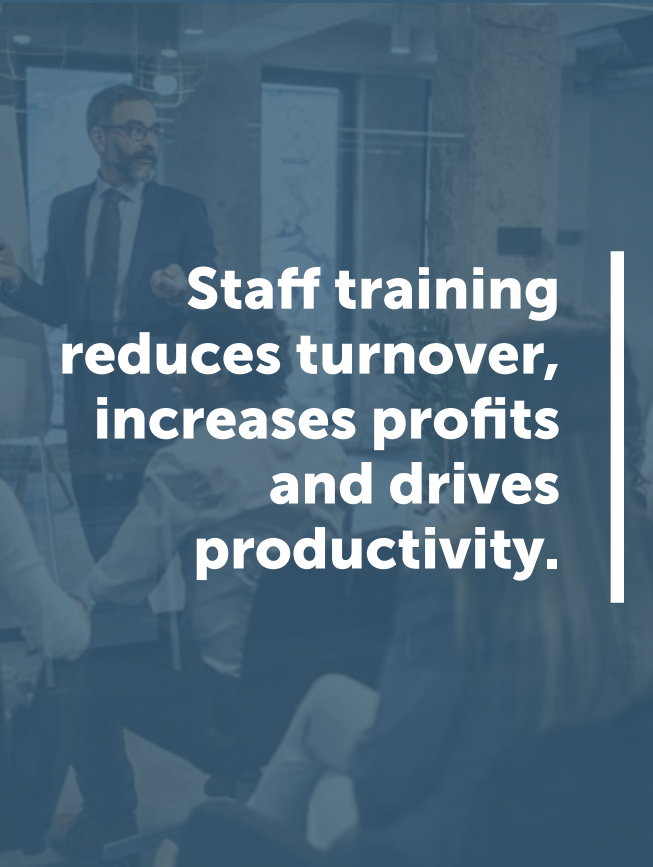
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CAT Modeling:

The Ultimate Risk Management Solution for Portfolio Owners

By Justin Randall, HUB International

With the impact of COVID-19 on the hospitality industry taking center stage since March 2020, it's easy to overlook the more stealthy but growing threat that looms over businesses in today's environment: climate.

Natural disasters have eaten up a significant portion of property insurance capacity country-wide, with **20 separate billion-dollar weather and climate disasters** in 2021 causing owners to consider their real estate risk. Wisconsin alone experienced **41 tornadoes**, the most since 2010. Other severe storms and heavy rains have increased **Wisconsin's** average annual precipitation rate and caused major flooding.

Extreme weather doesn't discriminate. And while these catastrophes are extreme, they are no longer rare. Real estate owners should expect more of the same in 2022.

The insurance industry has trouble factoring in climate change, and reinsurer experts forecast a **30%-63% rise in insured losses** for natural catastrophes in advanced markets by 2040.

For this reason, many reinsurers, the companies that insure property and casualty (P&C) carriers, are pulling out of the market. Property owners and operators therefore have fewer coverage options and higher rates in today's market, particularly in areas where weather catastrophes are more frequent.

For those who can secure coverage, risk management practices and tools are more important than ever. While

old-fashioned, non-tech risk solutions and controls, such as water mitigation and disaster recovery planning, will never go out of style, hotel and lodging owners — especially those with large property portfolios — should consider catastrophe (CAT) modeling technology to better align with the practices of insurance companies.

CAT modeling has been around for decades, used by insurers and risk managers to determine accurate risk management strategies and ensure that the real estate owners they are providing coverage to are resilient enough to withstand a major disaster. It's a crucial tool in their underwriting and pricing processes.

Hotel owners can also use CAT modeling and probable maximum loss (PML) studies to gain insight into the risk profile of stand-alone buildings or chain of locations. Based on geographical location, and relying on data about the properties, CAT modeling can be used to evaluate the risk of catastrophic events in the region both in severity and frequency. Owners can then use this information to ensure they come in at the right insurance coverage amount.

While real estate insurance experts can identify the number of catastrophic events that have taken place in the area, from an average annual loss to a single occurrence perspective, CAT modeling takes this knowledge to another level by extending it across the total geographical spread of total insurable values.

Due to its advanced technology, CAT modeling is not inexpensive. For single location owners, this expense may not

be feasible. However, for large portfolio owners with locations spread across multiple geographies, the cost of being unprepared when a destructive storm hits is much greater. Without the proper coverage, businesses may save on premiums every year but one catastrophic event could greatly exceed the coverage limit and leave the business unrecoverable.

Unfortunately, escalating storms and a tight insurance market are part of the new normal for business and real estate owners in the 2020s. The only way to survive, yet alone succeed will be strict adherence to risk management. But they are not in this alone. Consult an insurance broker for guidance on what tools and systems can help establish a strong and thorough risk management plan for your portfolio.

About the Author:

Justin Randall leads the Hospitality & Real Estate Practice for global insurance brokerage Hub International's WI Region, focusing on leading client strategy in those verticals. Justin's 10 years of experience encompasses leading client engagements, advising clients on all aspects of insurance, risk management and overall enterprise growth. Justin works with several different franchises including clients with more than nearly \$2B in revenues. Justin is an active member of the Wisconsin Restaurant Association as well as a participant in the American Hotel & Lodging Association. Mr. Randall holds a Bachelor's Degree in Business from Edgewood College in Madison, WI.

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WISCONSIN LODGING DATA

AUGUST 2022						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2022	% Chg	2022	% Chg	2022	% Chg
United States	66.5	5.3	151.49	9.6	100.67	15.4
East North Central	66.9	5.0	133.78	10.8	89.47	16.3
Wisconsin	68.9	8.5	140.81	8.6	96.98	17.8
Milwaukee	69.2	12.5	135.42	10.7	93.65	24.6
Madison	75.9	23.9	158.72	29.5	120.50	60.4
Wisconsin North Area	69.3	1.2	133.09	3.6	92.21	4.8
Wisconsin South Area	67.9	4.6	175.57	4.2	119.28	8.9
Green Bay	65.3	8.4	118.92	1.4	77.69	9.9
Appleton/Oshkosh	63.2	11.2	107.83	8.8	68.10	21.0
Wausau/Stevens Point	60.0	12.0	103.81	16.7	62.28	30.7
Eau Claire/Menomonie	66.6	9.2	105.64	5.9	70.32	15.6
Janesville/Racine	69.2	3.7	139.47	4.8	96.53	8.7
La Crosse	72.3	-0.7	113.21	5.9	81.89	5.2

YTD - AUGUST 2022					
Occupancy %		Avg. Daily Rate		RevPAR	
2022	% Chg	2022	% Chg	2022	% Chg
63.2	11.1	148.03	22.7	93.58	36.3
58.0	13.0	122.54	20.9	71.13	36.6
56.2	16.0	125.12	13.2	70.36	31.2
57.7	20.9	122.54	21.3	70.70	46.6
57.6	29.8	123.58	30.9	71.12	69.9
53.2	10.1	115.69	3.2	61.60	13.7
55.2	9.2	158.65	7.8	87.57	17.7
55.9	12.4	115.64	22.7	64.64	38.0
57.2	18.8	109.32	17.1	62.51	39.2
52.2	23.8	100.79	16.7	52.62	44.5
53.6	14.8	102.55	10.9	55.01	27.4
56.4	9.1	123.29	8.7	69.54	18.6
64.0	21.8	102.72	12.1	65.78	36.6

SOURCE: SMITH TRAVEL RESEARCH INC. REPUBLICATIONS OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. Provided by STR. For detailed lodging performance data for your area, contact STR at (615) 824-8664 ext 3504 or info@str.com.

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