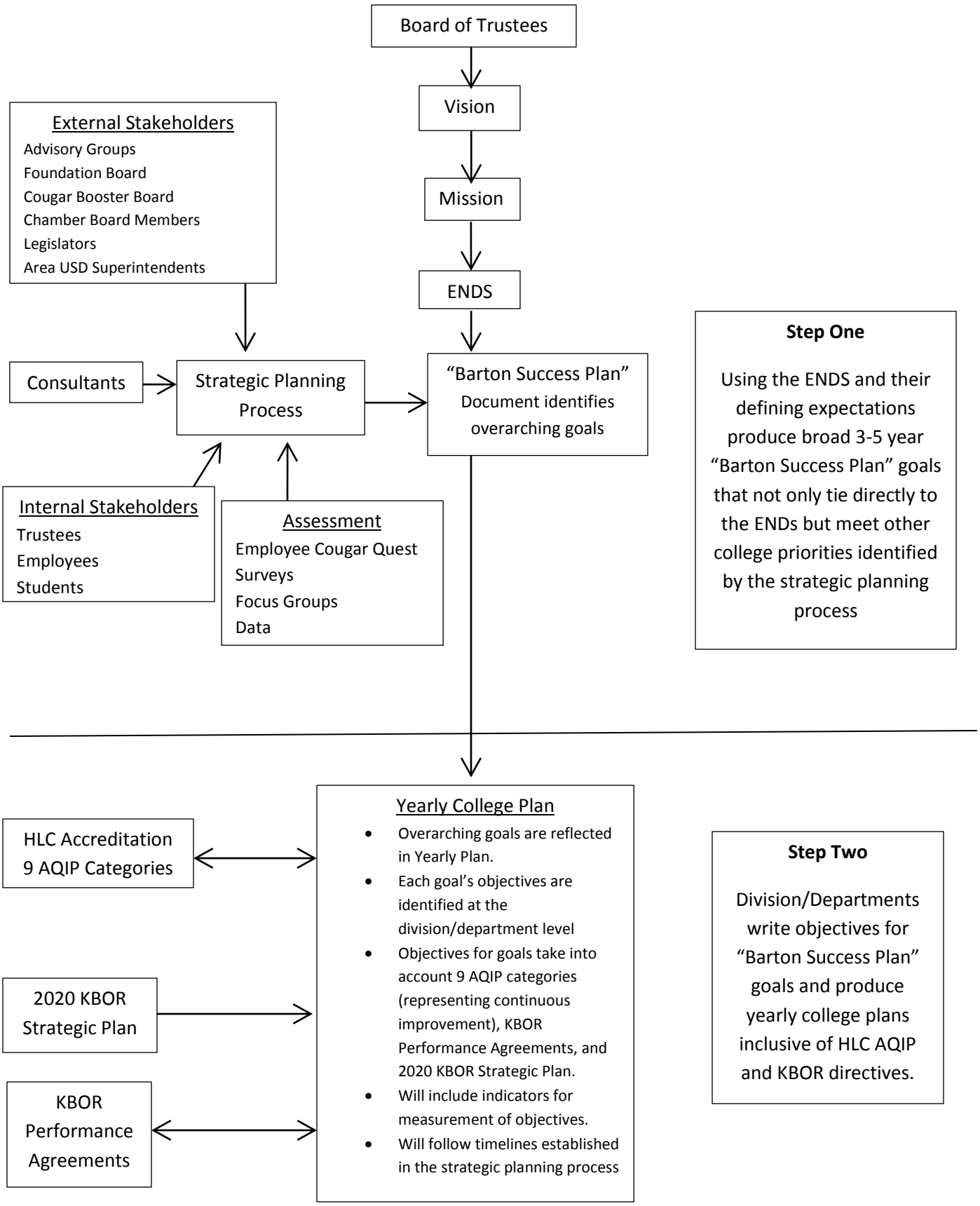STRATEGIC PLANNING UMBRELLA FORMAT - 2010