



The Places Project: A Guide to Getting on the Map with **Google**

2012 NACDEP Annual Meeting
Park City, Utah
May 20-24

Rebekka Dudensing, PhD
Department of Agricultural Economics
<http://communities.tamu.edu>

The General Idea

How many of you...

- Used Google, MapQuest, or a Garmin to get here?
- Use your smartphone to find a restaurant or business?
- Google friends/businesses/organizations/yourself to see what information exists about them?
—*You should.*

The General Idea

If you can't Google it,
it doesn't exist.

The Agenda

- Adding and updating businesses and organizations to Google Maps using Google Places
- Adding photos to Google Maps using Panoramio


Rural Communities: Extension Agricultural Economics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Rural Communities: Extension Agricultural Ec... +

← ruralcommunities.tamu.edu ☆ Google 🔍

Most Visited Comptroller TAMU Ag Economics Libraries-A&M CRED Rural Communities: Ex... Extension Agricultural ... Dictionary.com SET Rural Communities Blog cwam wiki



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- Community
 - Community and Economic Development
 - Rural Communities**
 - Community Data Resources
 - Texas Tax Publications
 - The Places Project (Youth/Community Group)
 - Community Economic Development Publications
 - International
 - Policy
 - Management
 - Marketing

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Visit the Rural Communities blog at <http://ruralcommunities.tumblr.com/>.

<http://ruralcommunities.tamu.edu/>



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Programs

Community

Community and Economic
Development

► Rural Communities

Community Data Resources

Texas Tax Publications

The Places Project
(Youth/Community Group)

Community Economic
Development Publications

International

Policy

Management

Marketing



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AGRICULTURAL
ECONOMICS

Extension Agricultural Economics

Department of Agricultural Economics

The Places Project

The Places Project Materials

- [A Guide to the Places Project](#)
- [Places Project Postcards](#)
- [Business Information and Authorization Form](#)
- [Google Places Instructions](#)
- [Using Google Maps to showcase assets, Rebekka Dudensing](#)

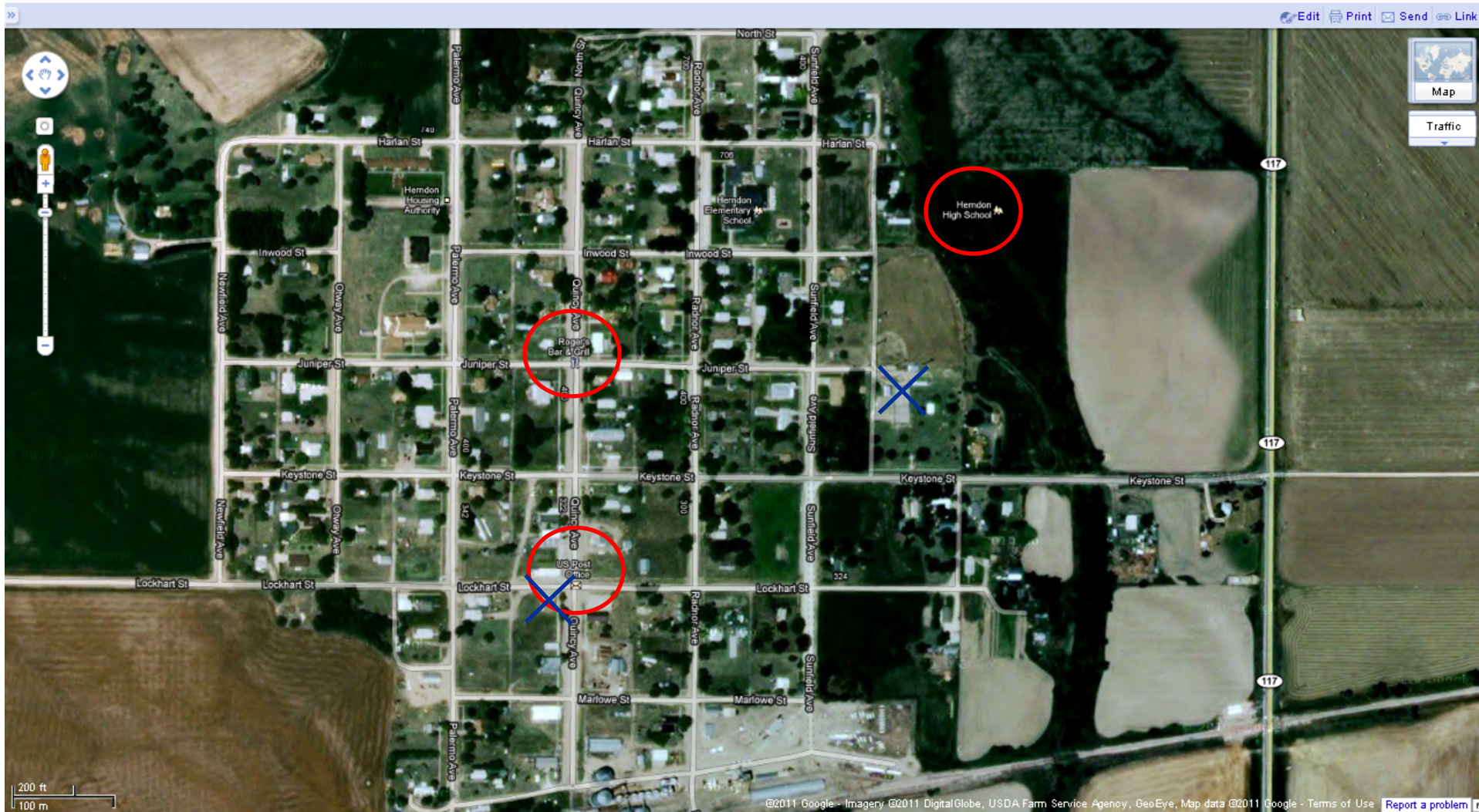
Other Community Transitions Slide Sets

- [Asset mapping, Jamie Rae Walker](#)
- [Using GIS to map assets, Dan Hanselka](#)
- [Mapping routes and locations with the Web and handheld GPS devices, Jamie Rae Walker](#)
- [Asset Mapping White Paper, Jamie Rae Walker](#)



Robert Martin Farm, Herndon, KS

Search Maps



[We Found Robert Martin](#) - www.intelius.com - Current Phone, Address, Age & More. Instant & Accurate Robert Martin

Ad < >

Herndon, KS Community Library - Mozilla Firefox


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Herndon, KS Community Library

http://www.skyways.org/towns/Herndon/library.html

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HERNDON KANSAS



Herndon City Library

Rawlins County

(785) 322-5217 • 239 Quincy • Herndon, KS 67739


- ◆ Hours
 - 2:30 p.m. - 4:30 p.m. Friday
 - 9:30 p.m. - 10:30 p.m. Wednesday is Summer Story Hour for Preschool-2nd Grade
- ◆ Materials
 - Video library (1 week checkout)
 - Large Print (2 weeks checkout)
 - Other Books (2 weeks checkout)
- ◆ Displays
 - 4-H Scrapbooks
 - PRIDE Scrapbooks
 - Collectible books (not for sale)
- ◆ Library Board Members

start | Inbox - RMDudensing... | Herndon, KS Commun... | RealPlayer: Track 14 ... | Microsoft PowerPoint ... | C:\Documents and Se... | 1:27 PM

Updating Google Listings

1. Show businesses how to update their information themselves/help them with the first update.
 - They will need to enter their PIN.
 - If you help, get signed authorization and written data.
2. Default to public editing option.
 - Still get signed authorization when collecting the information.

Get Authorization!!!



Business Information and Approval Form

Required Fields denoted by an asterisk (). Please note that changing your address or business name will require additional verification via mail or phone.*

Company/Organization: _____

Street Address: _____

City/Town, State: _____

ZIP: _____

Main Phone: _____

Additional Phone Numbers: _____

Email address: _____

Website: _____

Hours of Operation (Open):

Monday	_____ - _____	Friday	_____ - _____
Tuesday	_____ - _____	Saturday	_____ - _____
Wednesday	_____ - _____	Sunday	_____ - _____
Thursday	_____ - _____	<input type="checkbox"/> Prefer not to specify Hours	

Does your business provide services, such as delivery or home repair, to locations in a certain area? ☐ Yes ☐ No

Brands carried: _____

Business Category: _____
(up to 5 categories/ NAICS codes)

Do you have ☐ photos (up to 10), ☐ videos (up to 5) to post to the Google Maps site?

Would you like us to take and post a photo of your business? ☐ Yes ☐ No

Business description (200 character max):
Please provide on back of form.

I give permission for my business/ organization information to be added to/updated on Google.

Signed: _____

Printed name: _____
authorized representative

Date: _____

Materials available at
<http://ruralcommunities.tamu.edu>

Other Recommendations

- Use a group e-mail address for communication
- Have an agent/leader maintain log-in control
- Businesses may contact club for future updates/complaints
- Partner with Chamber, EDC, or other business group

Publically Updating Listings

- Find the business
- Click the business name to the right or more info from the bubble
- Make updates
- Upload photo(s)
- Write reviews
- Add unlisted locations



Robert Martin Farm, Herndon, KS

Search Maps

Get Directions My Maps

Edit Print Send Link

Robert Martin Farm, near Herndon, KS 67739

[We Found Robert Martin](#) Ads
Get Phone, Address & More for Robert Martin, Try Free Now!
www.whitepages.com

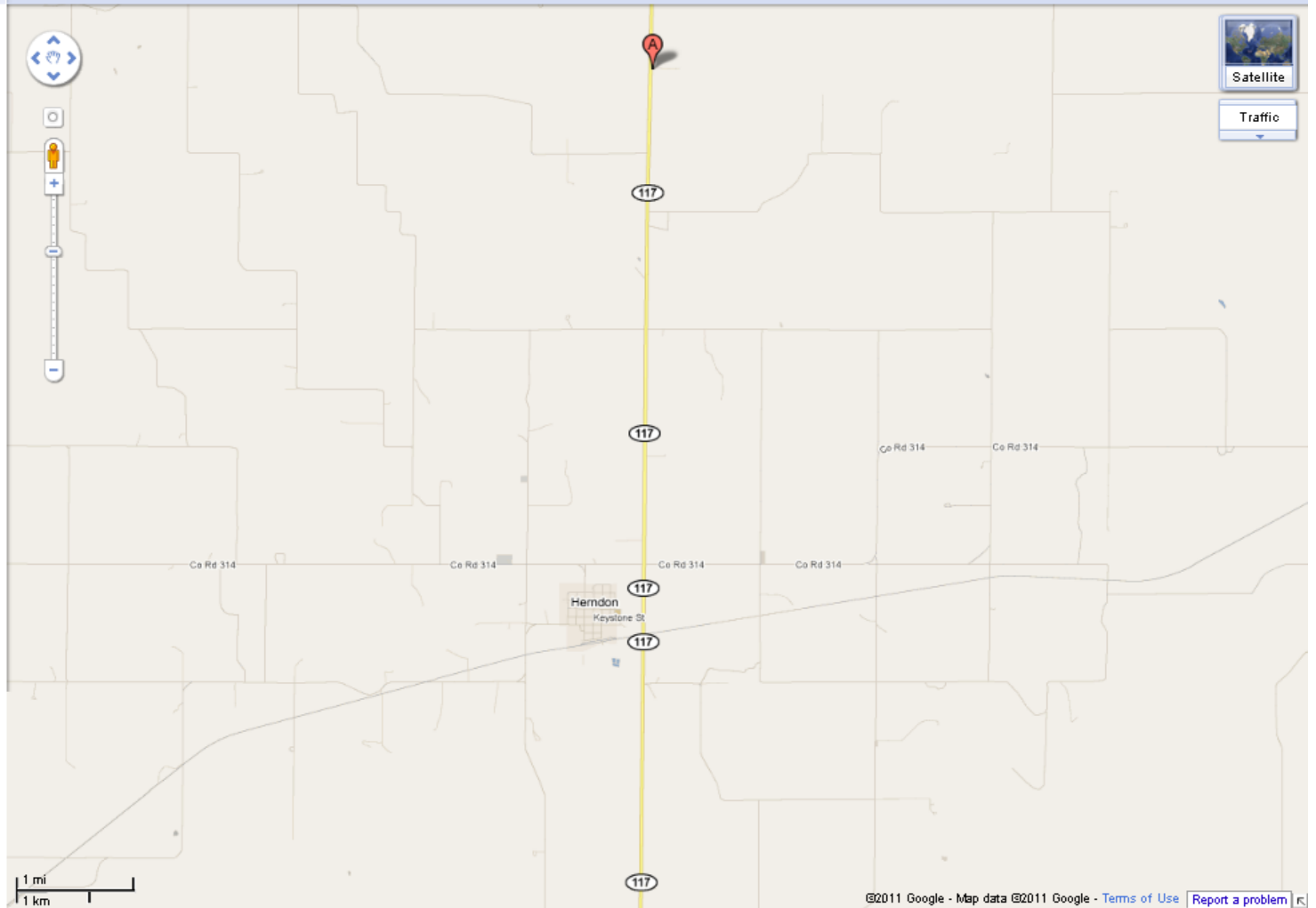
[Robert Martin Farm](#) ☆
RR 2, Herndon, KS
(785) 322-5563
[Directions](#) [Search nearby](#) [Save to map](#) [more ▼](#)

See all 3 results for Robert Martin Farm,

[We Found Robert Martin](#) Ads
Current Phone, Address, Age & More.
Instant & Accurate Robert Martin
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Find Herndon Kansas
www.ask.com

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Robert Martin Farm, Herndon, KS

Search Maps

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Robert Martin Farm, near Herndon, KS 67739

[We Found Robert Martin](#) Ads
Get Phone, Address & More for Robert Martin. Try Free Now!
www.whitepages.com

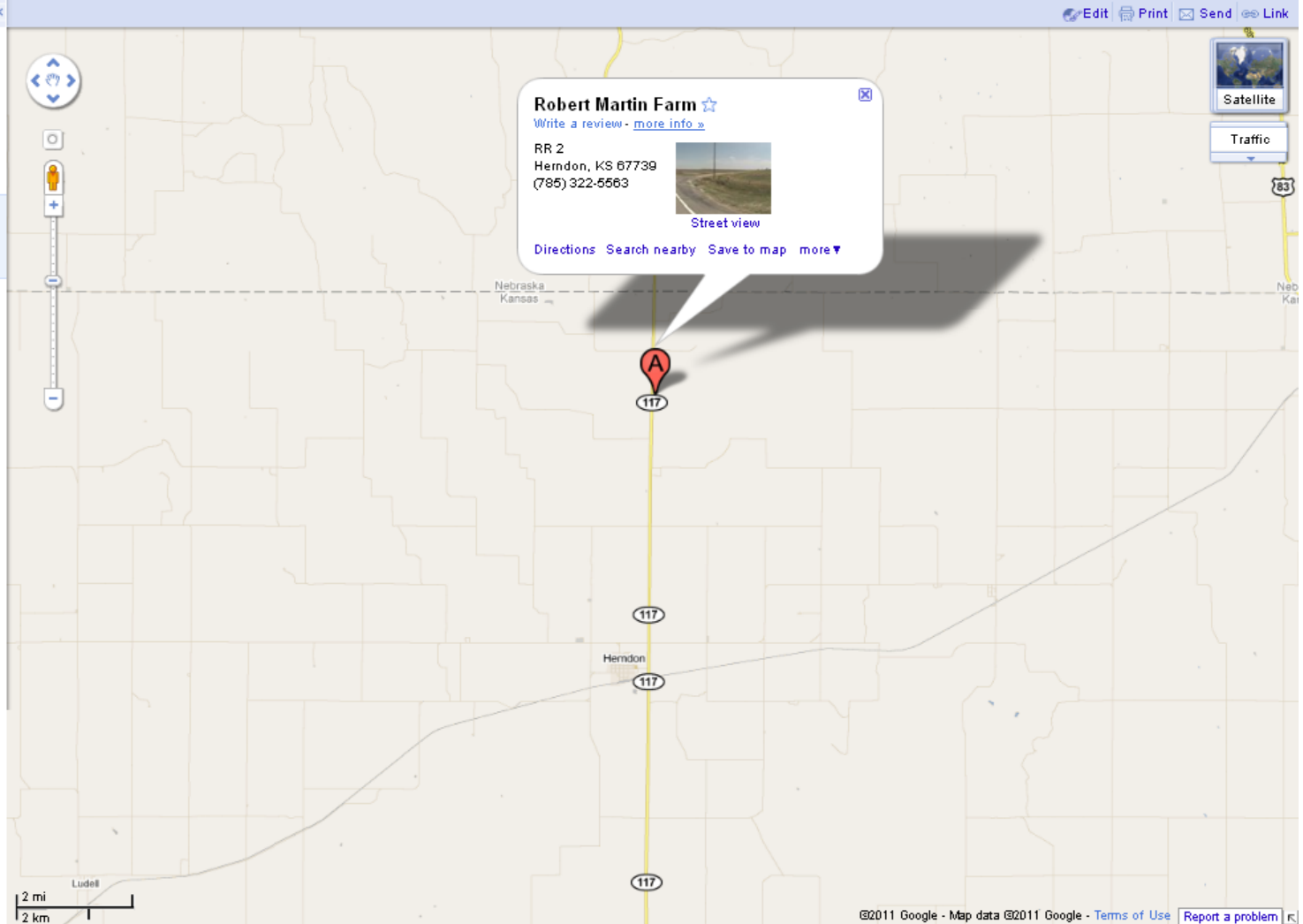
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www.intelius.com

[We Located Robert Martin](#)
Find Email, Phone, Address & More. Fast & Comprehensive People Search.
www.mylife.com

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<http://maps.google.com/maps/place?cid=8348529053546303...cd=1&cad=src:ppiwlink&ei=QhLxTZr6Noj0ygXxwYncAQ&dtab=0> ss, Age & More. Instant & Accurate Robert Martin

Ad



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[Business owner?](#)

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Robert Martin Farm

This place has unverified edits. [Show all edits](#)

RR 2, Herndon, KS 67739

(785) 322-5563

[Directions](#)
[Search nearby](#)
[more](#)

Category: Farm Equipment (whls)

Your rating: ★★★★★

Photos

[Upload a photo](#)

[Be the first to upload a photo](#)

Reviews by Google users

Been here? [Sign in to rate](#)

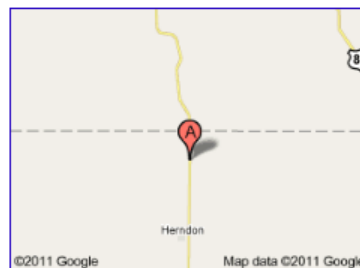
More about this place

[Upcoming Tractor Shows - Farm and Ranch Living](#)

Oct. 7-8, Kan. Mini Sappa Antique Club 26th Annual Thresher & Engine Show. Decatur County Fairgrounds, Oberlin KS.

Contact Robert Martin, 1-785/322-5563.

www.farmandranchliving.com/2006/.../tractorSchedule.asp?



Ads

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Find Cheap Farm Equipment
Today. Purchase At Discounted Rates
Equipment.ClassifiedAds.com/Farm

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Edit Robert Martin Farm

This place has been edited. [Show all edits](#)

Details

Place name *

Phone number

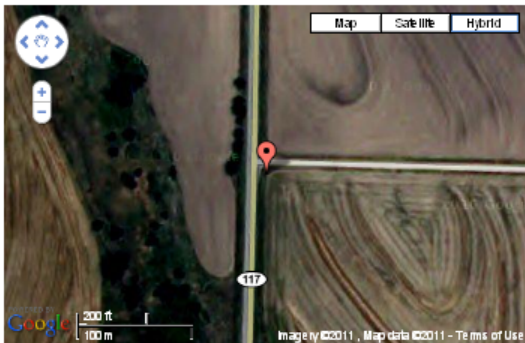
Homepage

Categories *
Examples: Dentist, Orthodontist

Hours ☒ Hours are unknown or should not be shown.
☐ Show business hours:

Location

Address *

Entrance location 

☐ Send email when this edit is reviewed or if more information is needed.

Are you the business owner?

Claim your business and make it easier for customers to find. Update your listing with photos, videos, and more. Learn how many people have viewed your listing.

Additional editing tools

Interact with other editors like yourself in our [discussion forums](#). Uncover more places to edit by [searching for *](#). View the [edit history](#) of this page

Have a problem that can't be edited?

Is this place closed?
Is there incorrect information but you don't know enough to correct it?
For these or other reasons, [report a problem](#).

Click yes here to maintain accountability.



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Robert Martin Farm

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RR 2, Herndon, KS 67739

(785) 322-5563

[Directions](#) [Search nearby](#) [more](#) ▼

Category: Farm Equipment (whls)

Your rating: ★★★★★

Photos

[Upload a photo](#)

[Be the first to upload a photo](#)

Reviews by Google users

Been here? [Sign in to rate](#)

More about this place

[Upcoming Tractor Shows - Farm and Ranch Living](#)

Oct. 7-8, Kan. Mini Sappa Antique Club 26th Annual Thresher & Engine Show. Decatur County Fairgrounds, Oberlin KS.

Contact Robert Martin, 1-785/322-5563.

www.farmandranchliving.com/2006/.../tractorSchedule.asp?...



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Updating Listings in Google Places with Business Owners

ONLY BUSINESS OWNERS AND AUTHORIZED REPS ARE PERMITTED BY GOOGLE TERMS.

1. Show businesses how to update their information themselves/help them with the first update.
 - They will need to enter their PIN.
 - If you help, get signed authorization and written data.
2. Default to public editing option.
 - Still get signed authorization when collecting the information.



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RR 2, Herndon, KS 67739

(785) 322-5563

[Directions](#) [Search nearby](#) [more](#) ▼

Category: Farm Equipment (whls)

Your rating: ★★★★★

Photos

[Upload a photo](#)

[Be the first to upload a photo](#)

Reviews by Google users

Been here? [Sign in to rate](#)

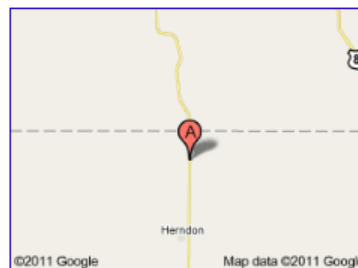
More about this place

[Upcoming Tractor Shows - Farm and Ranch Living](#)

Oct. 7-8, Kan. Mini Sappa Antique Club 26th Annual Thresher & Engine Show. Decatur County Fairgrounds, Oberlin KS.

Contact Robert Martin, 1-785/322-5563.

[www.farmandranchliving.com/2006/.../tractorSchedule.asp?...](http://www.farmandranchliving.com/2006/.../tractorSchedule.asp?)



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Google Places - Mozilla Firefox

File Edit View History Bookmarks Tools Help

herndon, ks - Google Maps Google Places

http://www.google.com/local/add/g?hl=en-US&gl=US#phonelookup/flowtype=os&phone=(785)+322-5563&country=US

Most Visited Comproller TAMU Ag Economics Libraries-A&M CRED Extension Agricultural ... Dictionary.com

Google places

rmdudensing@gmail.com | Settings | Help | Sign Out | English (United States)

Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)

Country: United States

Phone Number: (785) 322-5563
ex: (201) 234-5678

Find business information »

The following business uses this phone number on Google Maps. Edit the listing for your business. You will verify ownership in a later step.

Robert Martin Farm
RR 2 Herndon KS United States

Don't see your business?

Edit

Add a new listing

Map Satellite Hybrid

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start | Inbox - RMDudensing... | Google Places - Mozill... | RealPlayer: Track 12 ... | Microsoft PowerPoint ... | 11:05 AM

Google Places - Mozilla Firefox

File Edit View History Bookmarks Tools Help

herndon, ks - Google Maps

Google Places

http://www.google.com/local/add/details?storeid=4386072260703402029&mode=existing&flowtype=os&hl=en-US&gl=US&lookup=CLAIM

☆

↻

Google

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Comproller

TAMU Ag Economics

Libraries-A&M

CRED

Extension Agricultural ...

Dictionary.com

Google places

rmdudensing@gmail.com

Settings

Help

Sign out

English (United States)

▼ Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

* Required Fields

Country: *

United States

Company/Organization: *

Robert Martin Farm

Street Address: *

RR 2

City/Town: *

Herndon

State: *

Kansas

ZIP: * [?]

67739

Main phone: *

(785) 322-5563

Email address:

Example: (201) 234-5678 [Add more phone numbers](#)

Website:

Example: myname@example.com

Example: http://www.example.com

☐ I don't have a website.

Robert Martin Farm

RR 2

Herndon KS 67739

United States

(785) 322-5563

This address doesn't have a clear marker location

If you can, please update the address. If the address is correct, please [drag the marker to correct location](#). Or is the existing information correct?

☐ Yes, the address and marker location are currently correct.

start


Inbox - RMDudensing...

Google Places - Mozill...

RealPlayer: Track 12 ...

Microsoft PowerPoint ...

11:04 AM

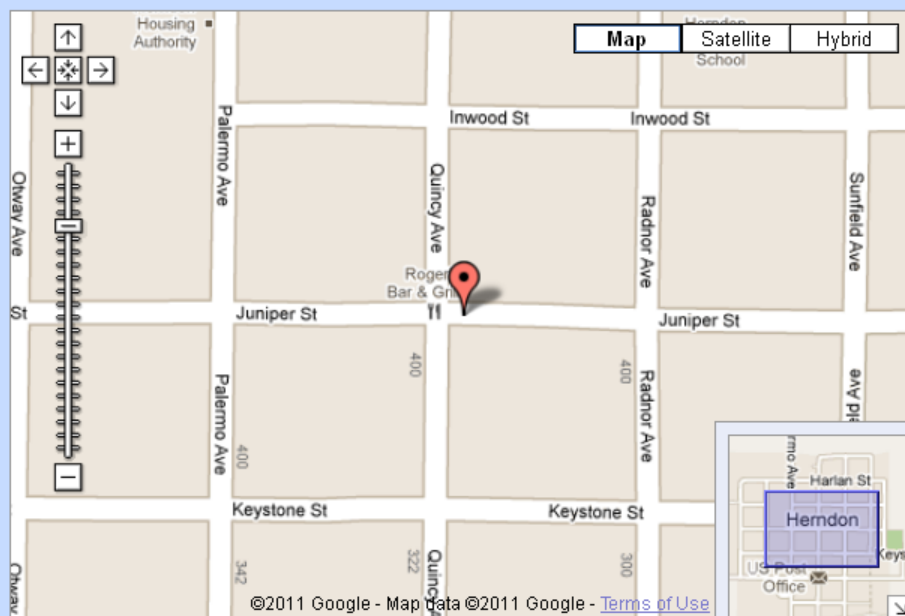

AgriLIFE EXTENSION
 Texas A&M System

Change map marker location

[Cancel](#)



Use the mouse to pick up your marker and drag it to your street address.
Use the tools in the upper left corner of the map to pan and zoom for a better view.



Save Changes

Cancel

Martin Farm

67739

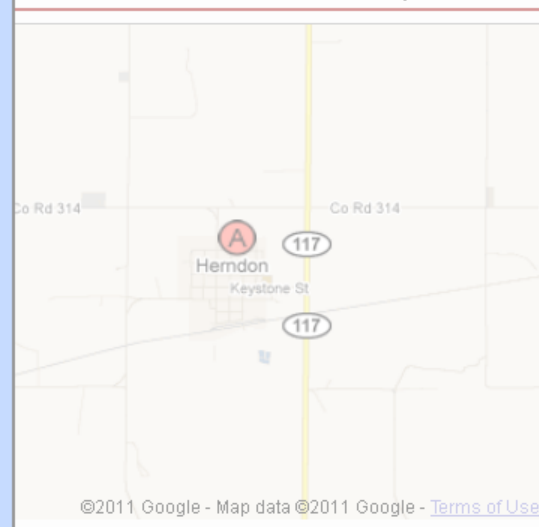
es

63

Address doesn't have a clear marker location

Please update the address. If the address is correct, [click the marker to correct location](#). Or is the existing location correct?

Address and marker location are currently correct.



[Fix incorrect marker location](#)

Ex: Dentist, Wedding Photographer, Thai Restaurant

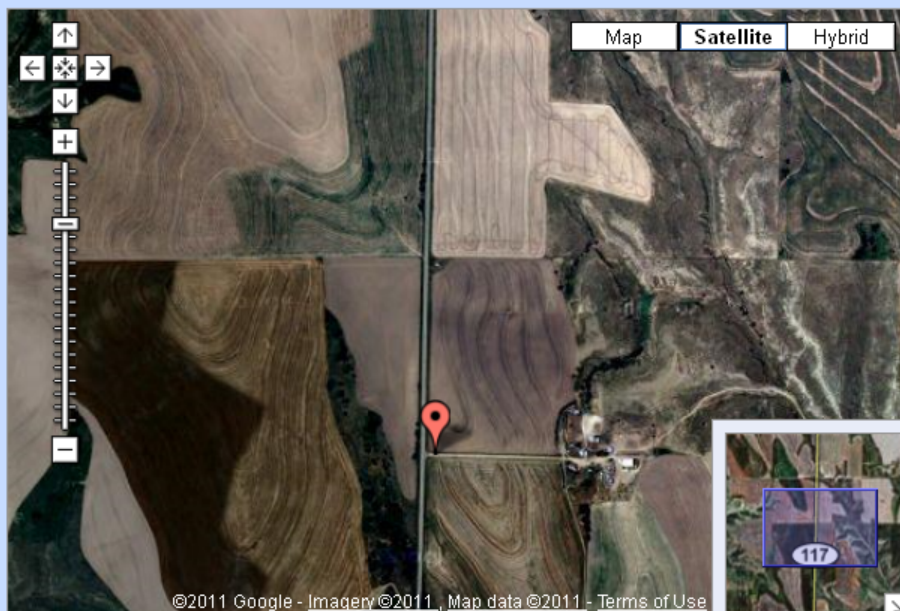
[Add another category](#)

Change map marker location

[Cancel](#)



Use the mouse to pick up your marker and drag it to your street address.
Use the tools in the upper left corner of the map to pan and zoom for a better view.



Save Changes

Cancel

Category:

Ex: Dentist, Wedding Photographer, Thai Restaurant

[Add another category](#)

▼ Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations

Martin Farm

67739

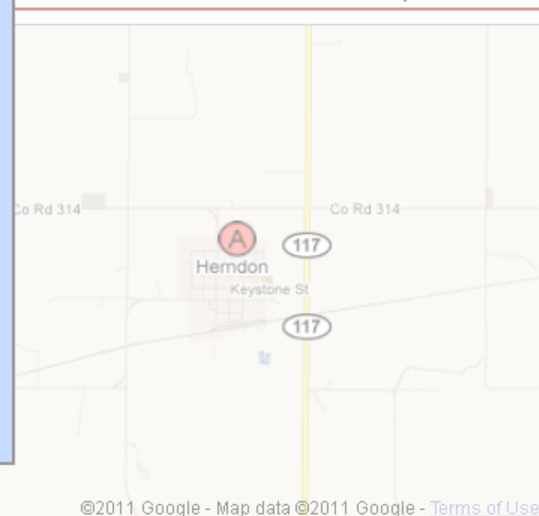
es

63

ss doesn't have a clear marker location

Please update the address. If the address is correct, [the marker to correct location](#). Or is the existing correct?

address and marker location are currently correct.



[Fix incorrect marker location](#)

Description:

Family farm

Categories:

Farm

Google Places - Mozilla Firefox

File Edit View History Bookmarks Tools Help

herndon, ks - Google Maps Google Places

http://www.google.com/local/add/details?storeid=4386072260703402029&mode=existing&flowtype=os&hl=en-US&gl=US&lookup=CLAIM#

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Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).


Photo Added.

☒ Add a photo from your computer

Click "Browse..." to choose a file from your computer.

☐ Add a photo from the web

You have uploaded **1** of up to **10** images for this listing.



[Remove](#)

Videos

Enhance your listing by associating videos about your business. Upload your video on [YouTube](#) and enter the URL below. You can

Example: <http://youtube.com/watch?v=dFtfxv1JdXI>

You have uploaded **0** of up to **5** videos for this listing.

Robert Martin Farm

File Upload

Look in: Herndon pix

Martin Ice.jpg	P1020798.JPG
Ollie.JPG	P1020799.JPG
P1020785.JPG	P1020800.JPG
P1020786.JPG	P1020801.JPG
P1020787.JPG	P1020802.JPG
P1020788.JPG	P1020803.JPG
P1020789.JPG	P1020804.JPG
P1020790.JPG	P1020805.JPG
P1020791.JPG	P1020806.JPG
P1020792.JPG	P1020848.JPG
P1020793.JPG	P1020849.JPG
P1020794.JPG	P1020850.JPG
P1020795.JPG	
P1020796.JPG	
P1020797.JPG	

File name:

Files of type: All Files

correct, listing correct.

How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:



By phone

We'll call you at this phone number (785) 322-5563

By postcard (2-3 weeks)

We'll send you a postcard in the mail to this address

Robert Martin Farm
RR 2
Herndon KS 67739
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

Liane Martin

By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

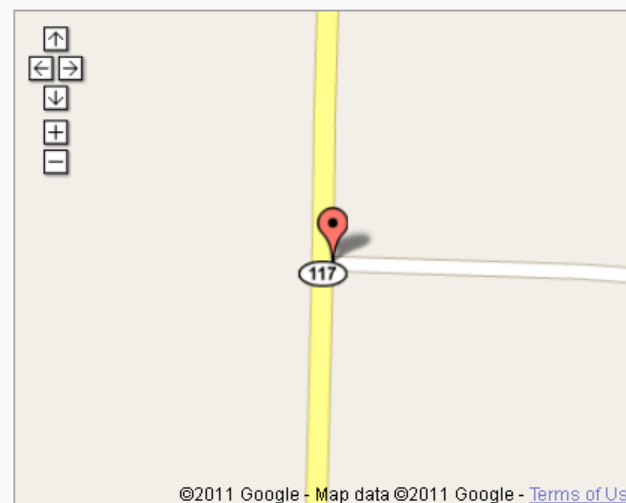
Finish

Previous

Robert Martin Farm

RR 2
Herndon KS 67739
United States

(785) 322-5563

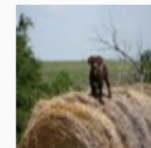


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Categories:

Farm

Photos:






rmduensing@gmail.com | [Settings](#) | [Help](#) | [Sign out](#) | English (United States) ▼

Locations

Offers

 We tried calling, but the call was not successful.

If **(785) 322-5563** is not the correct phone for your business, you may go back and enter another business phone number. If this number is correct, please verify by postcard instead.

- [Try another phone number](#)
- [Verify by postcard](#) ←
- [Return to Business Center](#)



Hello from Google,

You're almost done registering your business with Google.

After you verify your identity, your listing will go live in about a day. Then you can easily:

- Keep your hours, website, and other details up to date.
- Stand out with photos, videos, even coupons.
- View your personalized business dashboard for stats on who's visiting your listing and requesting directions to you.

Your business listing is:

Robert Martin Farm
RR 2
Herndon
KS
67739

Customers like to know what's going on right now. Log in frequently to keep your information current and to check your latest stats on your business dashboard.

To verify your identity:

Step 1:

Go to www.google.com/local/add



Step 2:

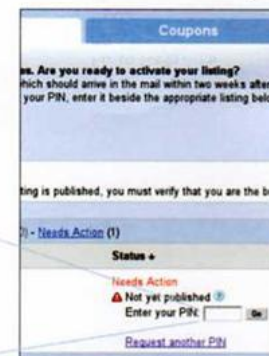
To sign in, use your password and Google Account ID

rmdudensing@gmail.com



Step 3:

Enter your PIN in the field next to your business listing and click Go.



Your Pin is:

For more information, click "Google Places Help" at the bottom of www.google.com/local/add



✓ **Thank you! We've confirmed your PIN and validated your listing.**

Your listing should appear on Google Maps within one day. We appreciate your patience.

- [Go to Google Places](#) (review, edit, and add business listings)
- [Back to Google Maps](#)

Dashboard

Offers

« [Locations](#)

Robert Martin Farm

Sunday, May 22, 2011

Thursday, June 16, 2011

Apply

[last 7 days](#) | [last 30 days](#)

Reach more users with Google Boost. Call 877-546-9956 or [Set up Boost ad](#) »

Easily create automatically-managed AdWords ads for your business on Google search and Google Maps results [Learn more](#)

Your Business

The experts for this product. Top product brands, visit us today!

maps.google.com/places

123 Main Street - (123) 555-5555

★★★★☆ 183 reviews - [Place Page](#)

Sample ad



Sponsored ad placement on Google search and Google Maps

- Set a monthly budget but you only pay when users interact with your ad.
- We figure out what search keywords will show your ad.
- Get valuable reports on ad performance in the Places dashboard.

[More details](#)

Share an update on your place page [View](#)



Share an update about events, specials, and more. Example: "Live music tonight at 7pm!"

Share

Expires in 30 days

160

Your business info

[Edit](#)

66 % complete

RR 2

Herndon, KS 67739

(785) 322-5563

Homepage: *not listed*

Description: Farm and ranch raising wheat, grain sorghum, alfalfa, other feeds, and beef cattle.

Payment: *not listed*

Other Attributes: *not listed*

Email: *not listed*

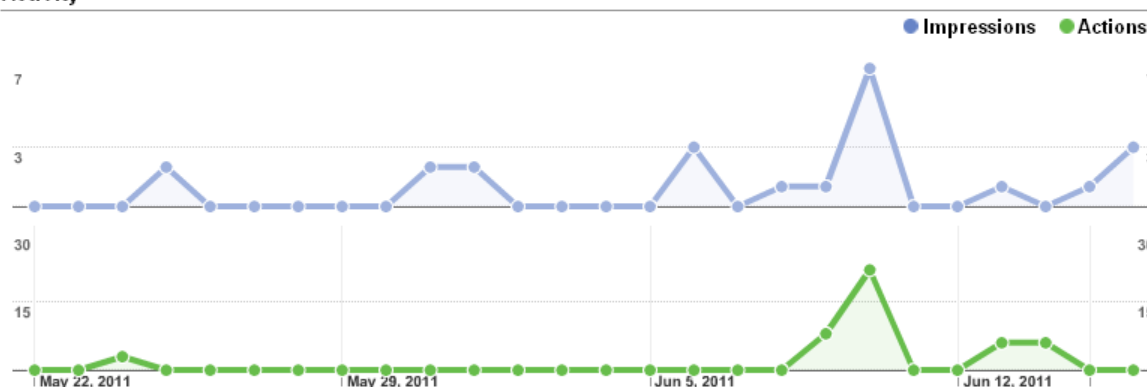
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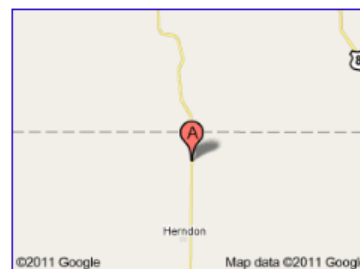
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Oct. 7-8, Kan. Mini Sappa Antique Club 26th Annual Thresher & Engine Show. Decatur County Fairgrounds, Oberlin KS.

Contact Robert Martin, 1-785/322-5563.

www.farmandranchliving.com/2006/.../tractorSchedule.asp?



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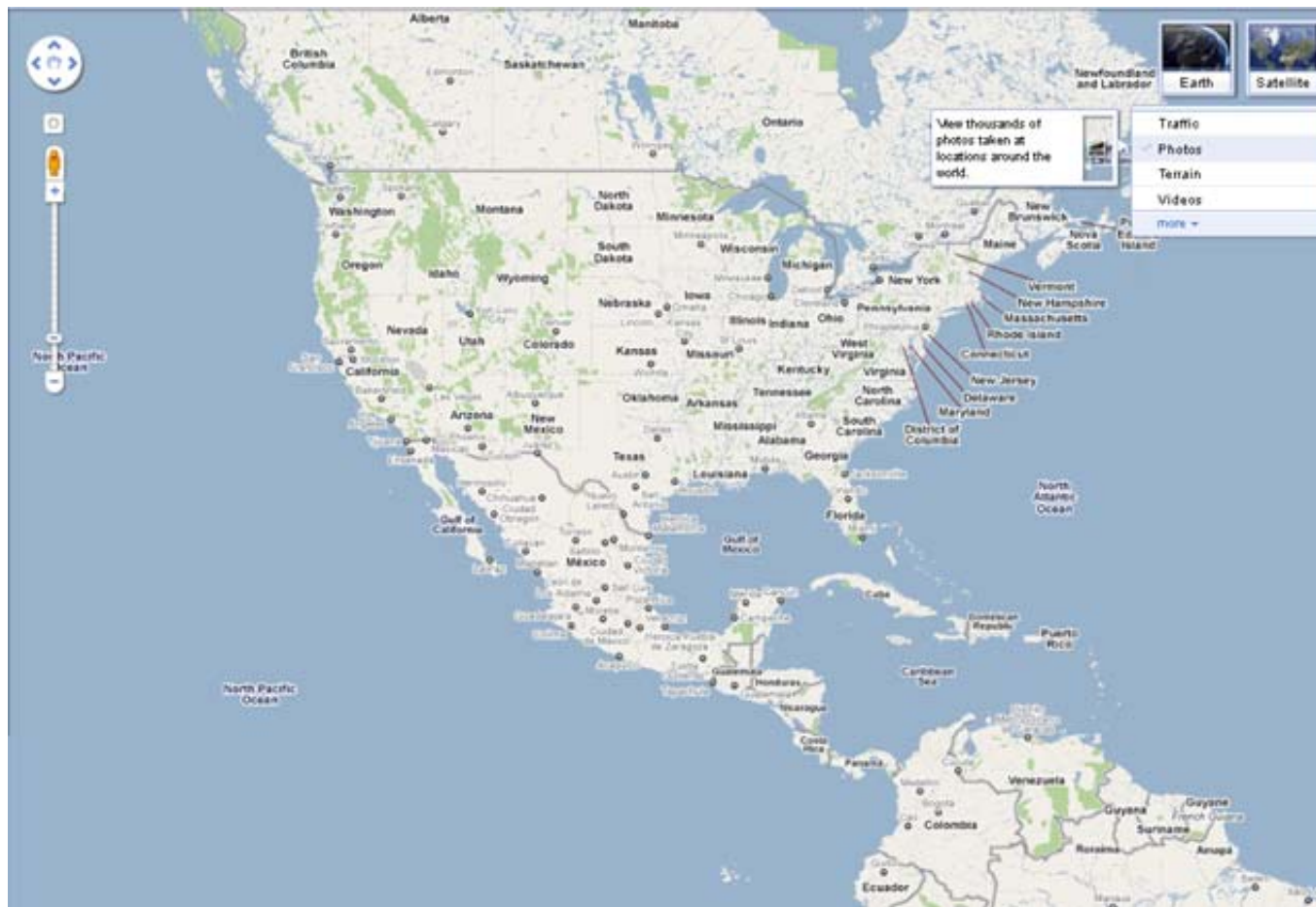
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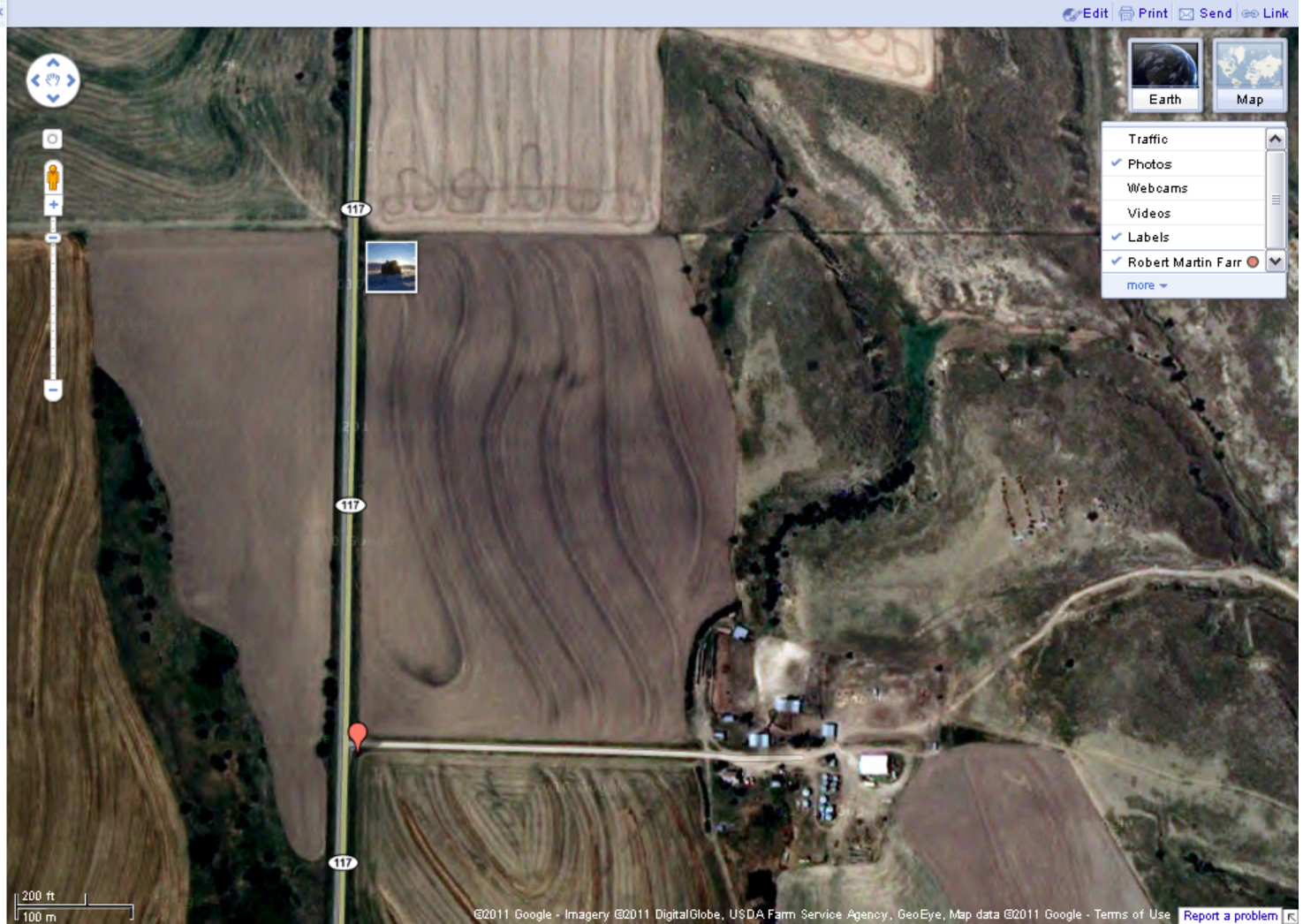
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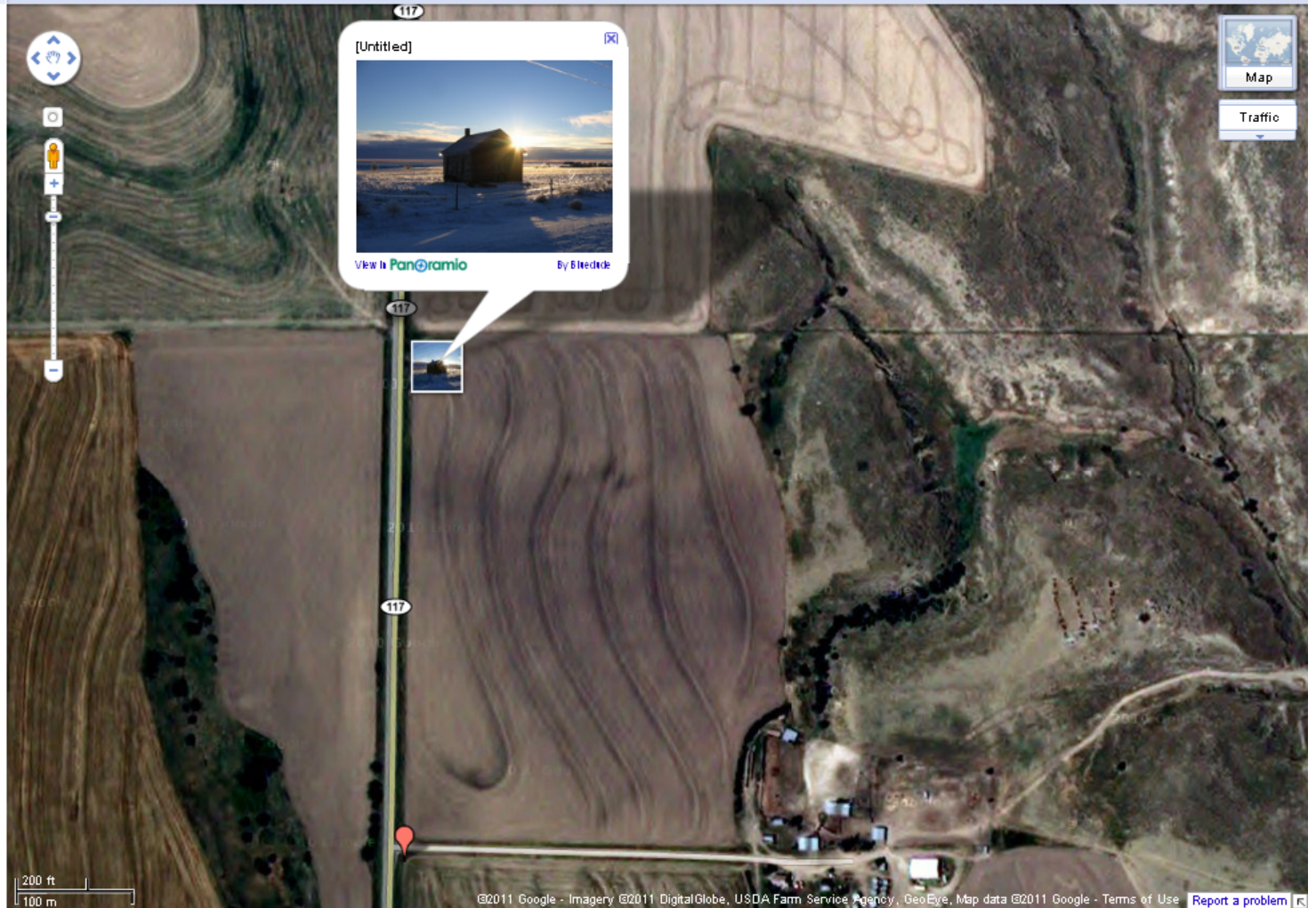
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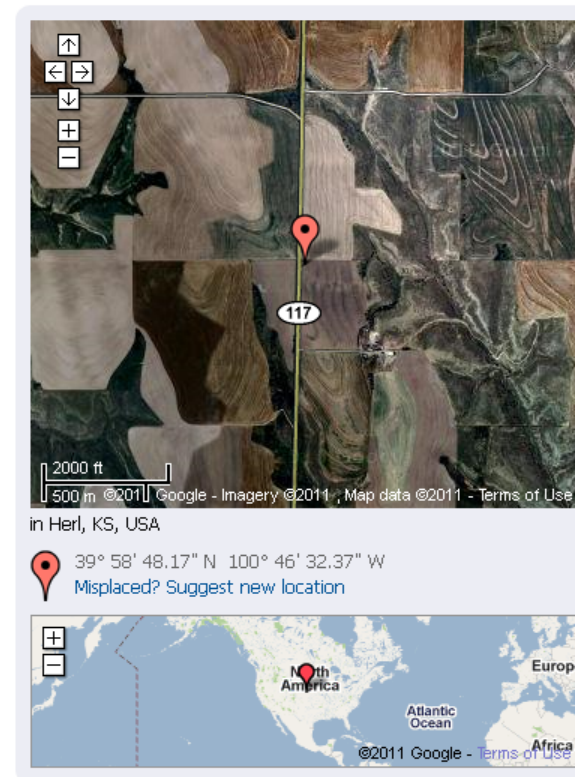
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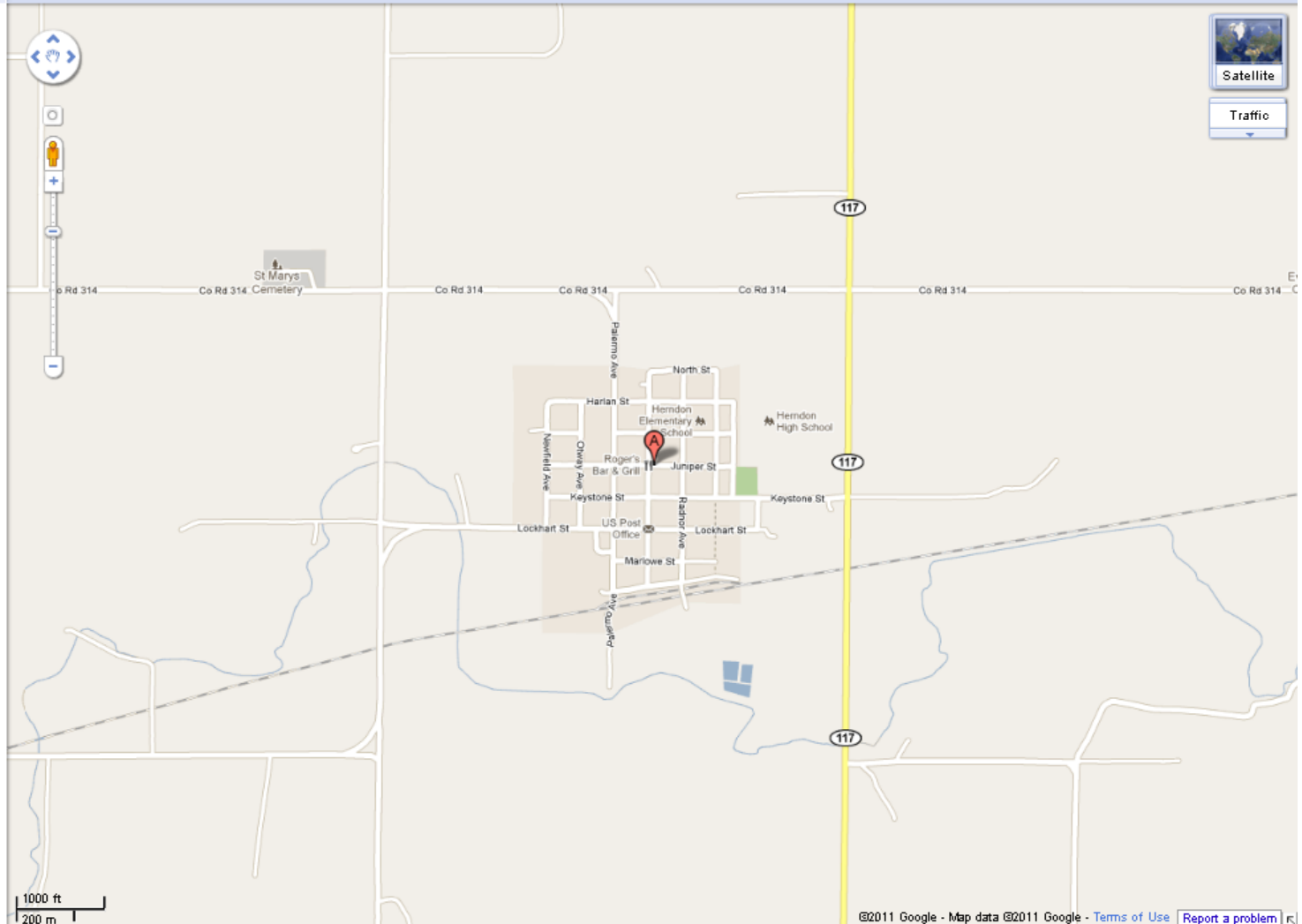
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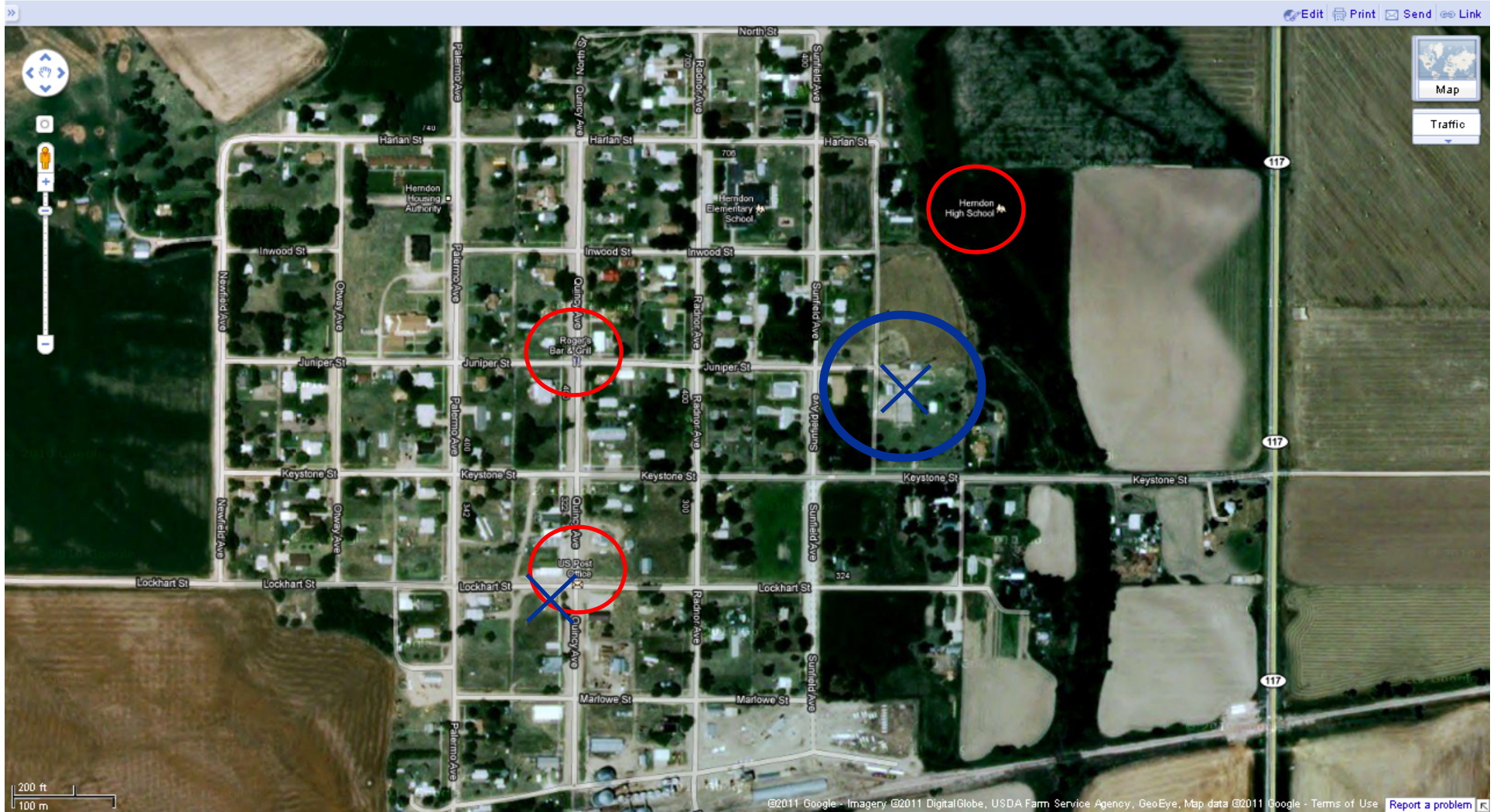
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Subjects that are not approved

The following tables list the types of photos that do not get approved for Google Earth and Google Maps. The first table lists subjects that are not approved because their subjects are unsuitable.

Unsuitable subject	Possible exception
Portraits of people, or photos of people posing	People are an unavoidable part of the place
Car, plane or any machine	The object is an unavoidable part of a place
Pet or animal	Animals in their natural environment showing the background
Flowers and details of plants	Forests, big trees and photos that show the background
Close-ups, details, inscriptions, or signs	
Aerial photos similar to the satellite images from Google Maps	
Events, such as exhibitions, concerts, and parades	
Interiors; anything under a roof	Wide perspectives inside churches, mosques, train stations, and so on
Representations, such as paintings, logos, digital images, collages, and so on, rather than images from life	

Types of photos that are not approved

This second table lists types of photos that are not accepted for Google Earth and Google Maps.

Issue	Possible exception
Text such as large copyright notices, advertising, or large URLs	Very small and discreet copyright notices, if you are the copyright owner
Photos surrounded by frames	Very thin and simple frames are accepted, such as black line or white line
Photos that are smaller than 500 pixels in height and width	
Low quality photos, including blurred photos, photos that are smaller than 100 KB, photos that are too dark, and so on	
Photos taken from the interior of a car	





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Suggestions: [2011](#) +

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The IUCC church in Herndon, KS

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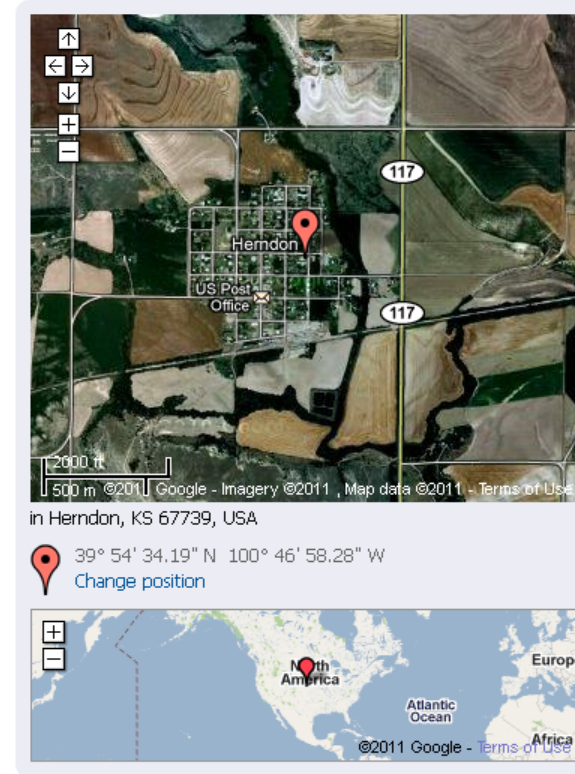
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and
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to your Country and your World.



Represent them well!

Thank you!

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Thank you!

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