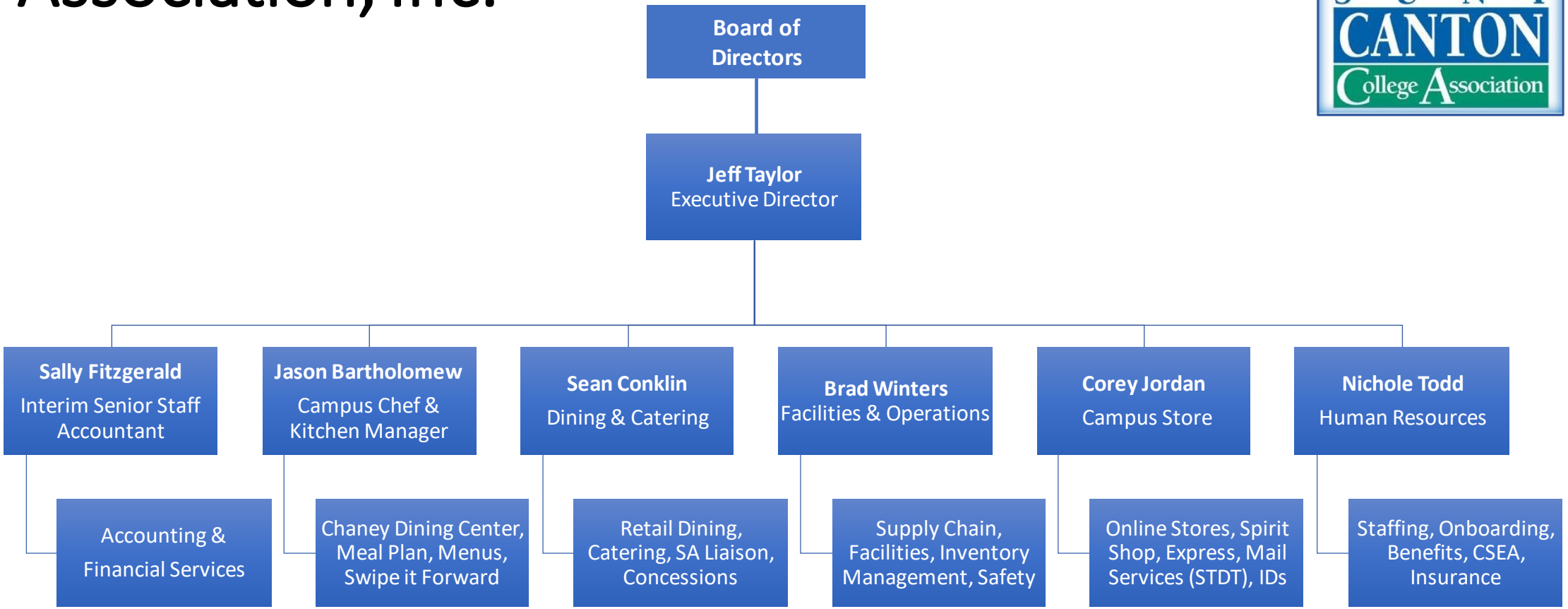The College Association, Inc.