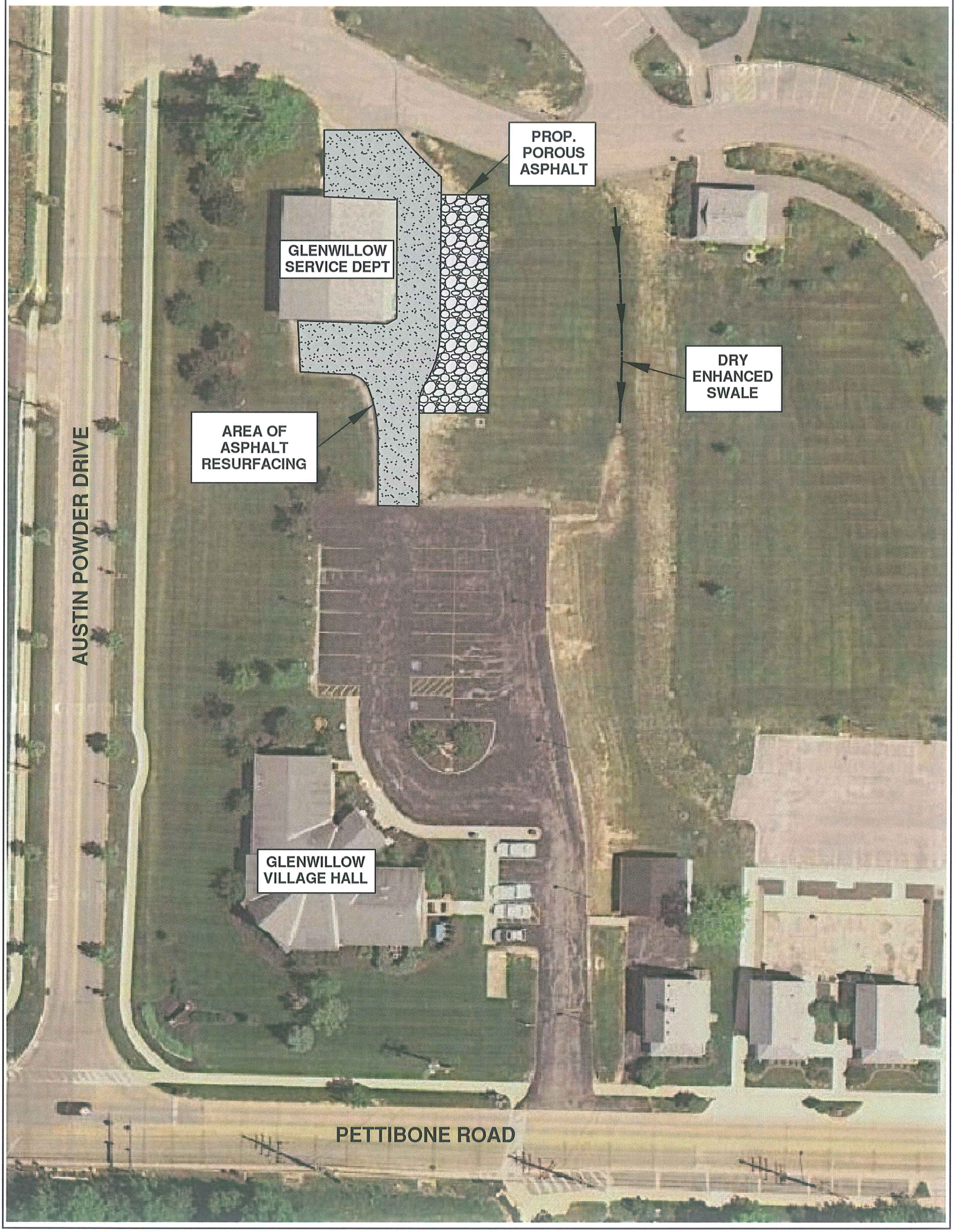APPENDIX C - CONCEPTUAL PLAN