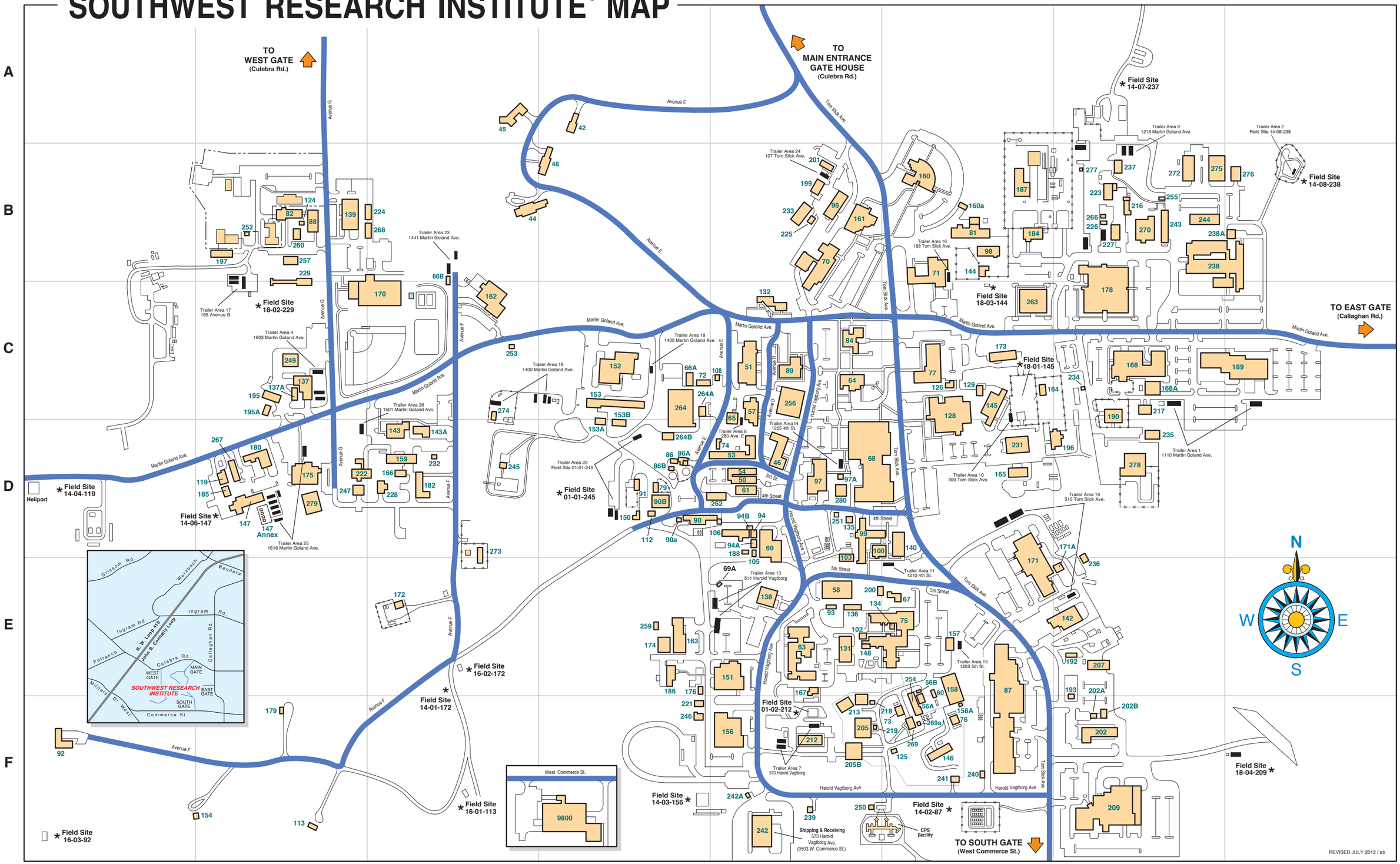SOUTHWEST RESEARCH INSTITUTE® MAP