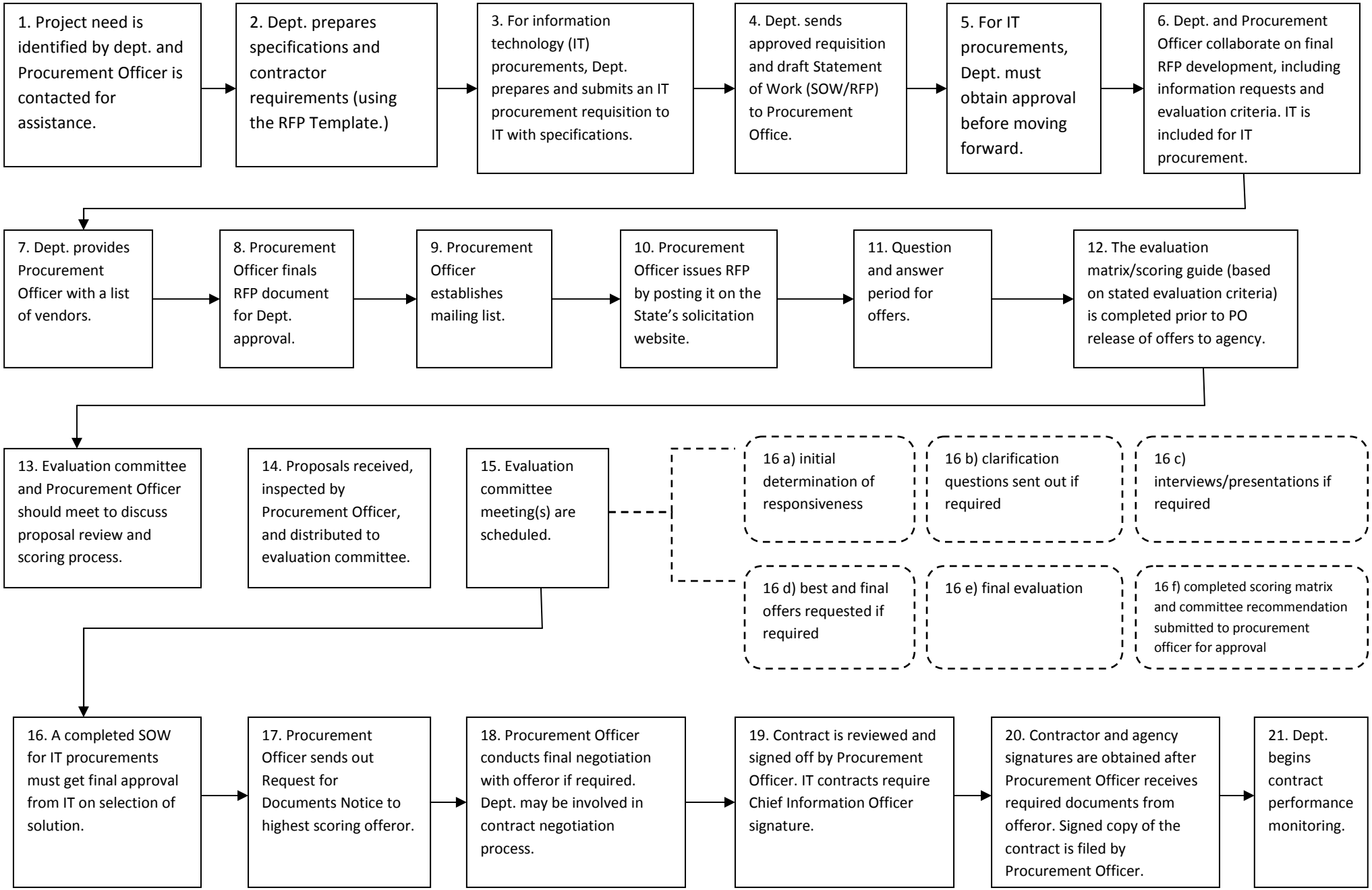THE REQUEST FOR PROPOSAL (RFP) PROCESS