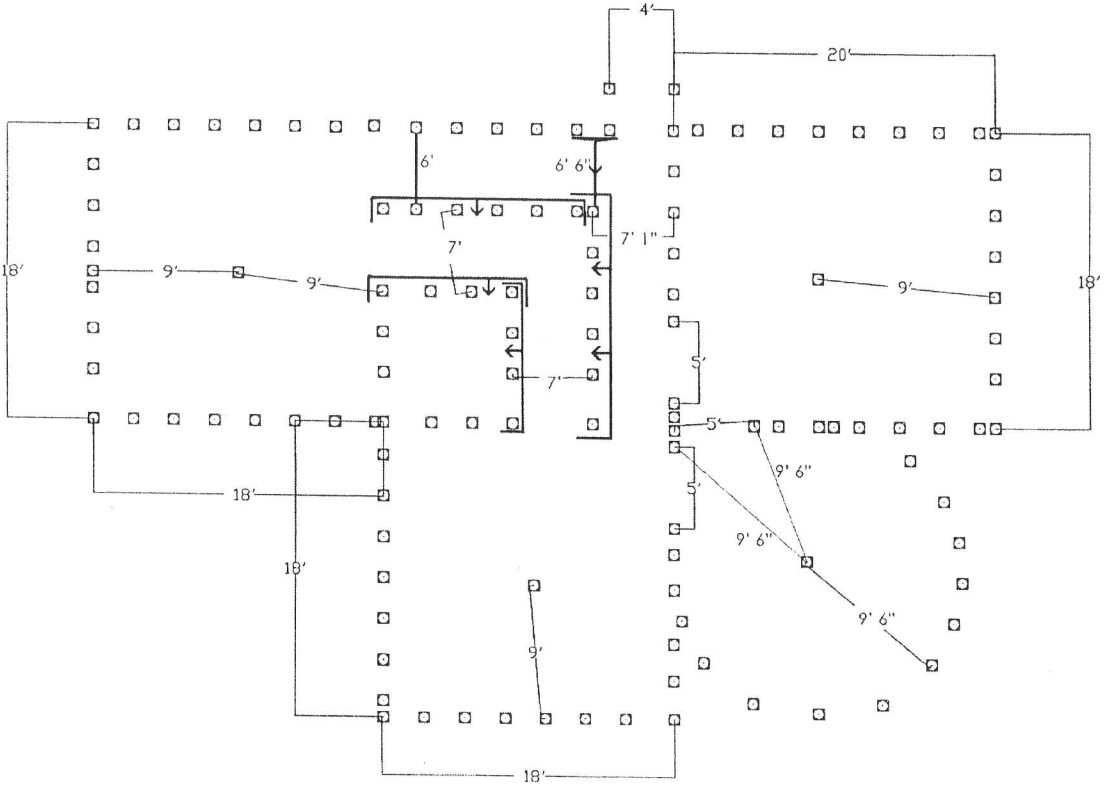Santa Rosa