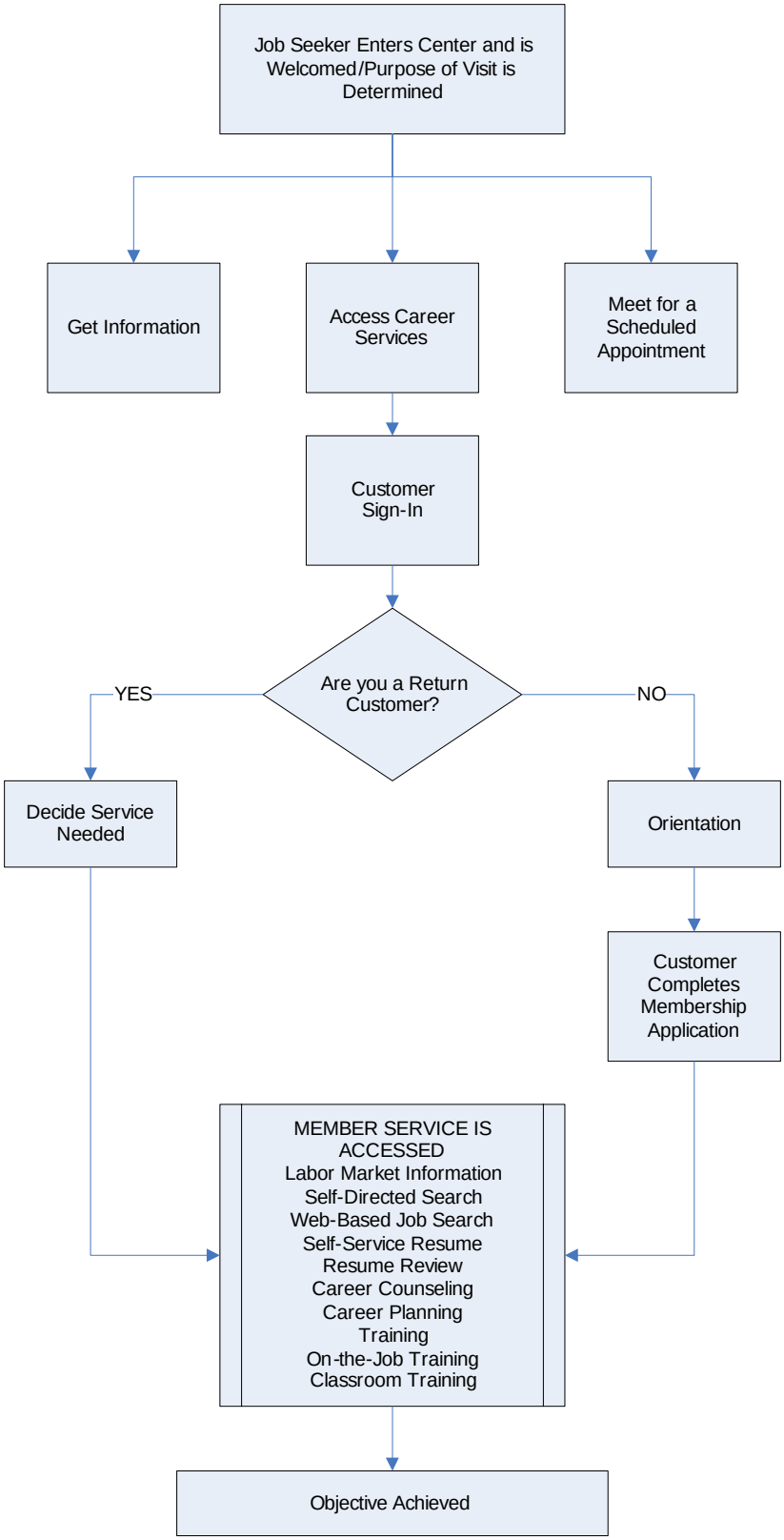SOUTHERN TIER REGION CUSTOMER STEPS