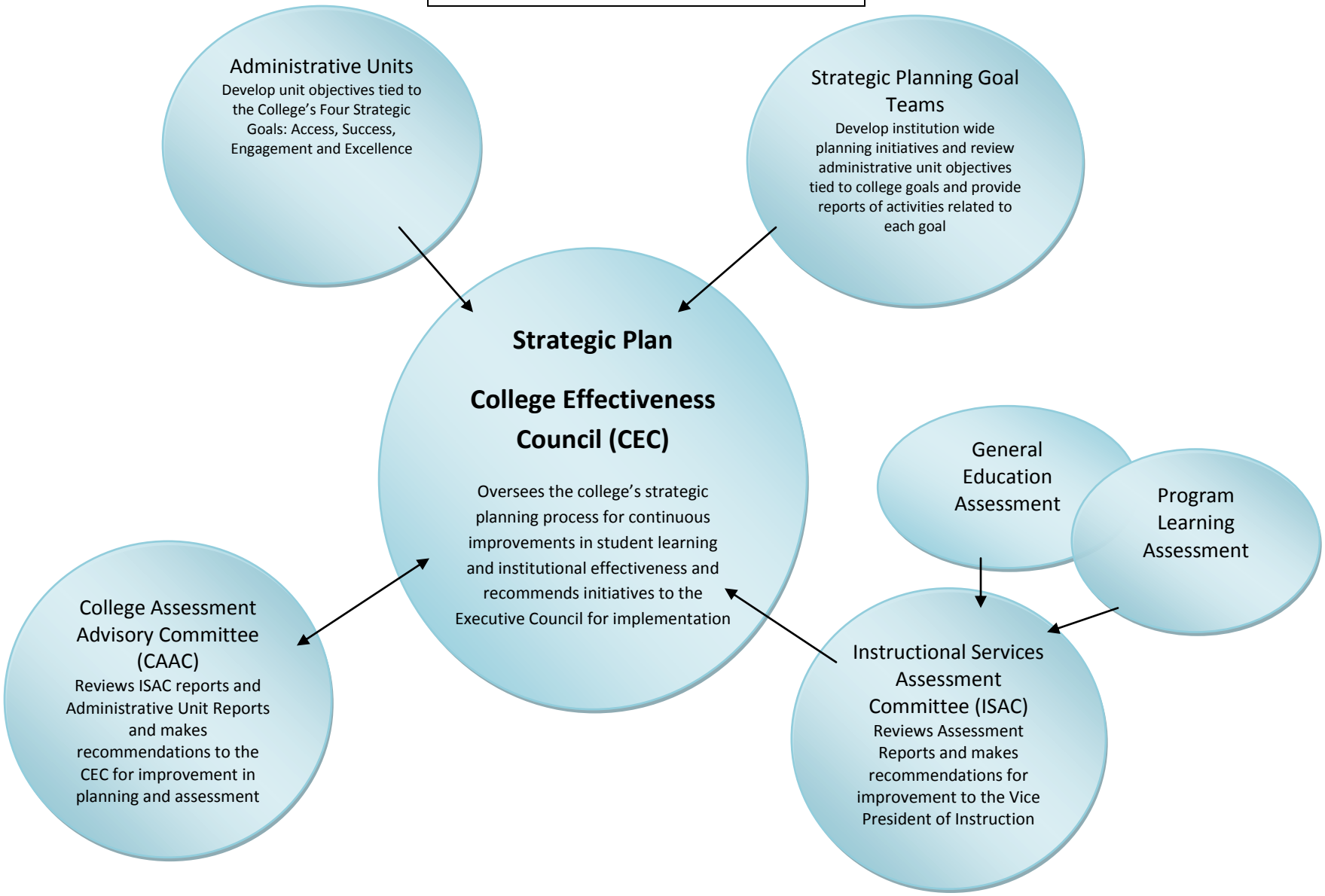Grayson 2016 Strategic Plan