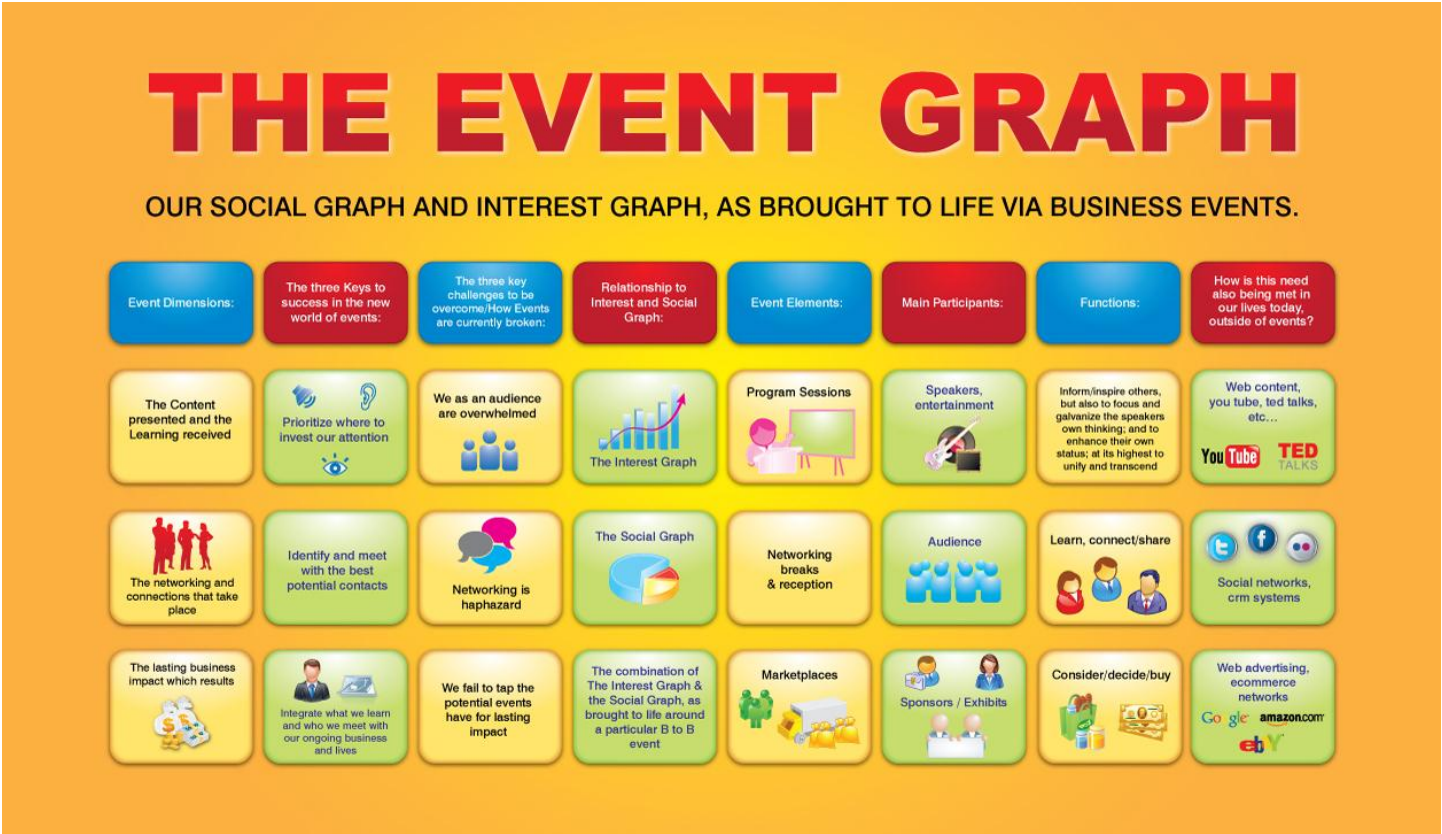


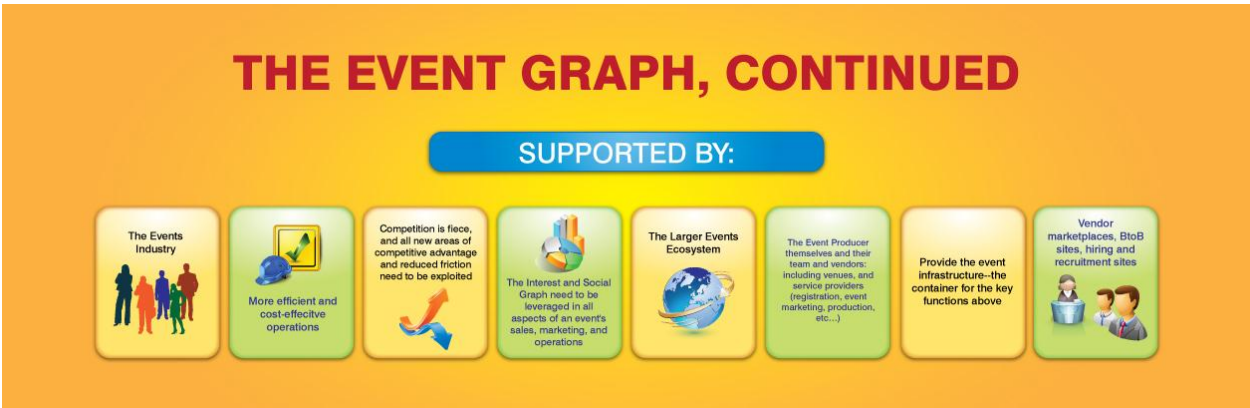
I think this is a good first starting point. One question we have is about making ongoing changes to the text and graphics. Is this set up in such a way that we can do that on our end? What format will we get the doc in, and can you confirm we will get all rights to edit and adjust over time. Thanks.



One change that I think will make things easier all around would be to switch the columns and rows around to give us more room to work and expand. So, we would flip the orientation and have the following at the top:



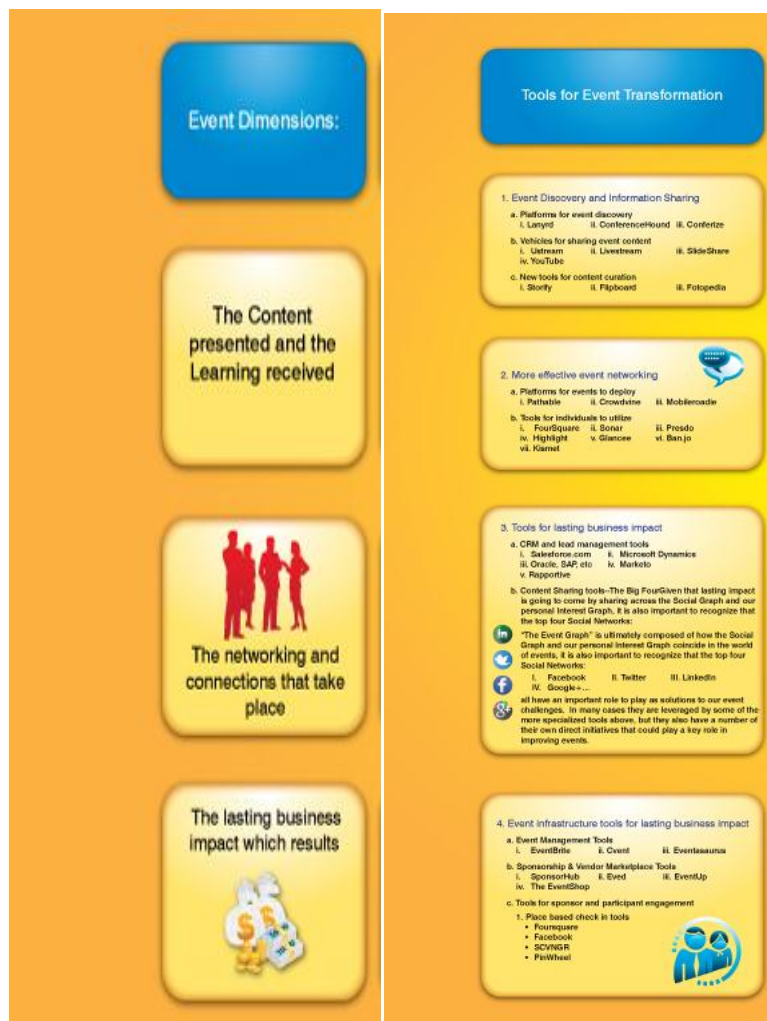
This section I would then get added into the mix as a fourth column, as an add on to the main graphic, in a “second edition” I would publish soon after the first:



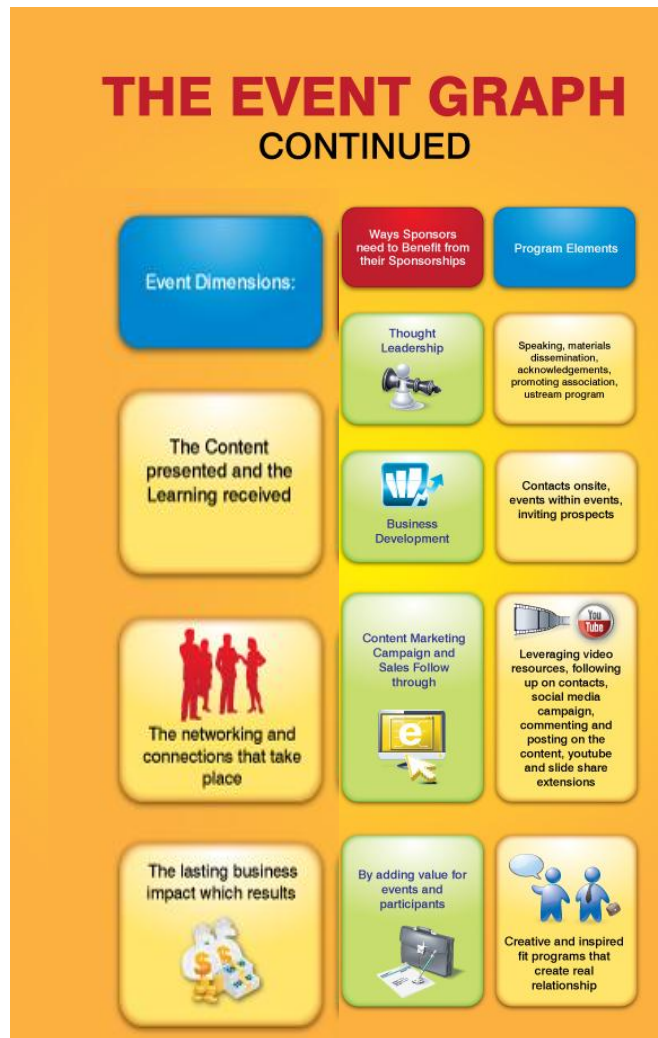
The third version would build on that one, with the same four columns, but with additional rows for the tools at the bottom. Basically the info below turned on its side and added at the bottom:

1. Also the a,b, and c section could be spread out into their own rows if that makes it more readable.

And if more icons or graphics can be included for the various tools, that might be ideal.



2. Finally, a 4th version will add the columns below, only as the final rows at the bottom of the chart.



Does that all makes sense? We basically have a longer vertical infographic, that builds over time to include the various elements, but can hopefully also be manipulated by us to include just the rows we want for different purposes.