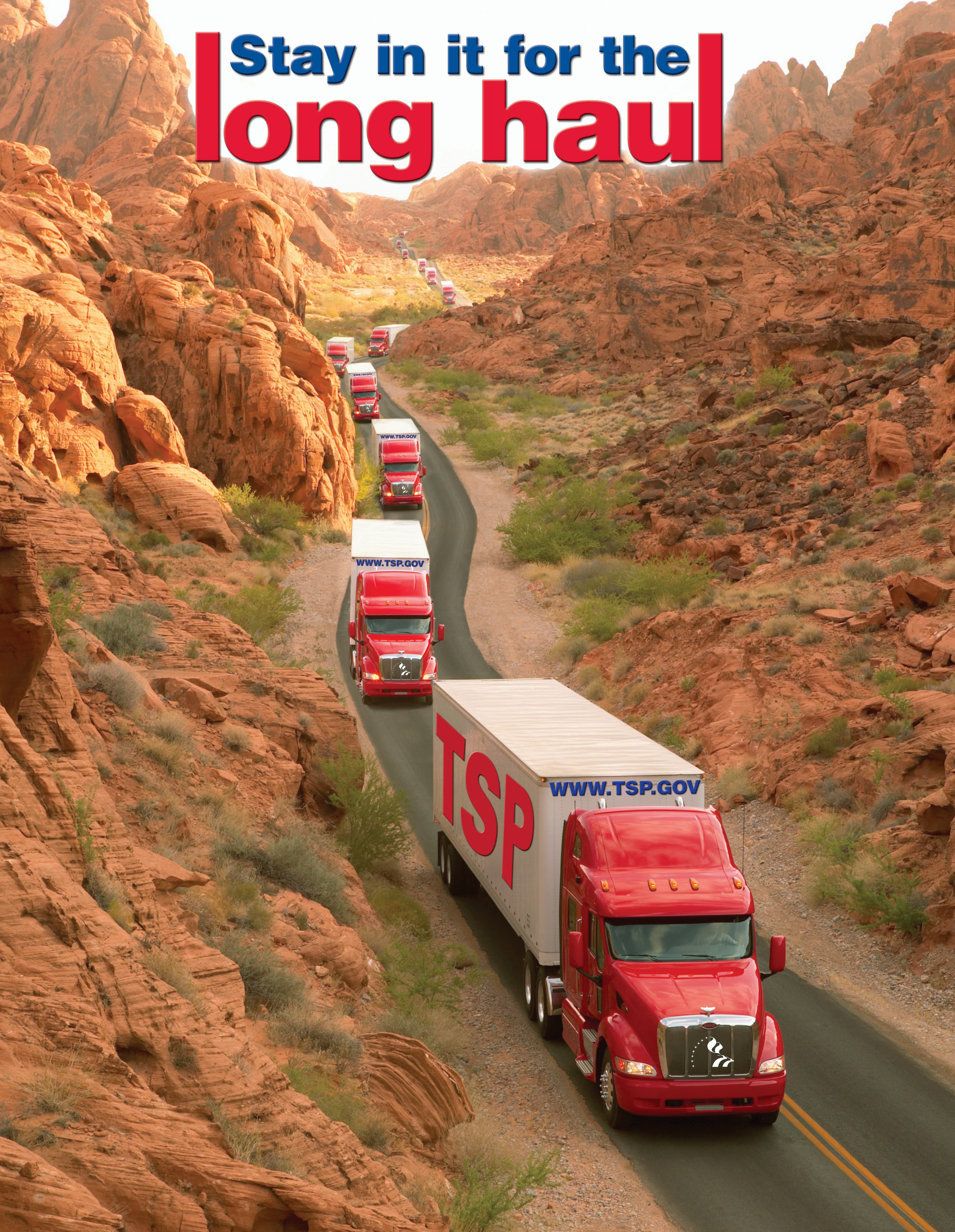Stay in it for the long haul