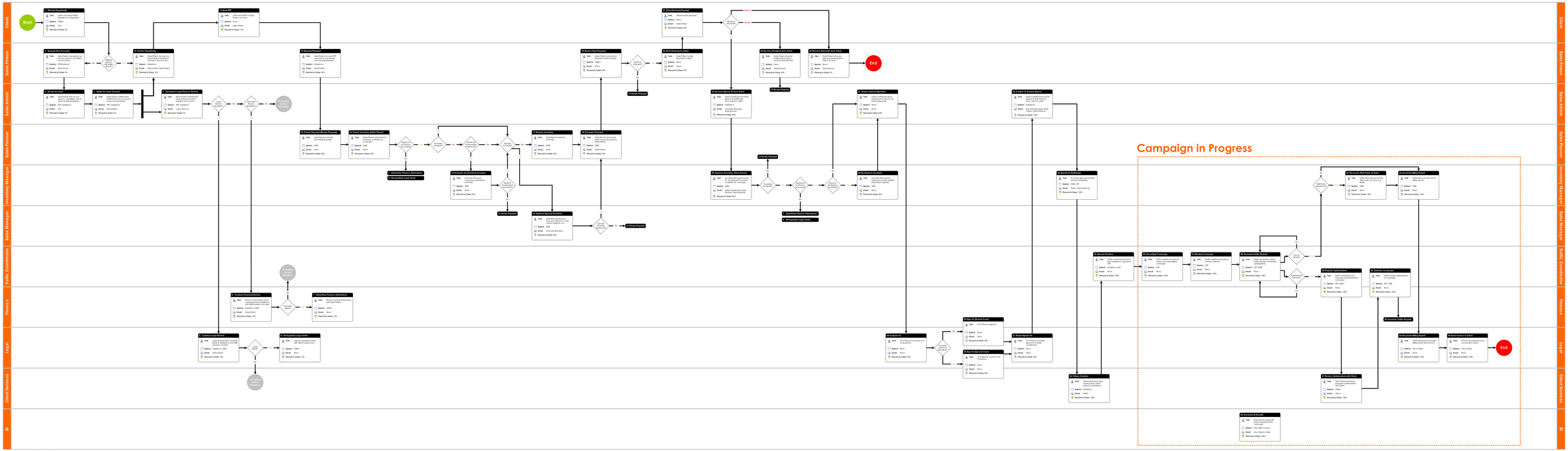Waterfront Media™ Sales Workflow