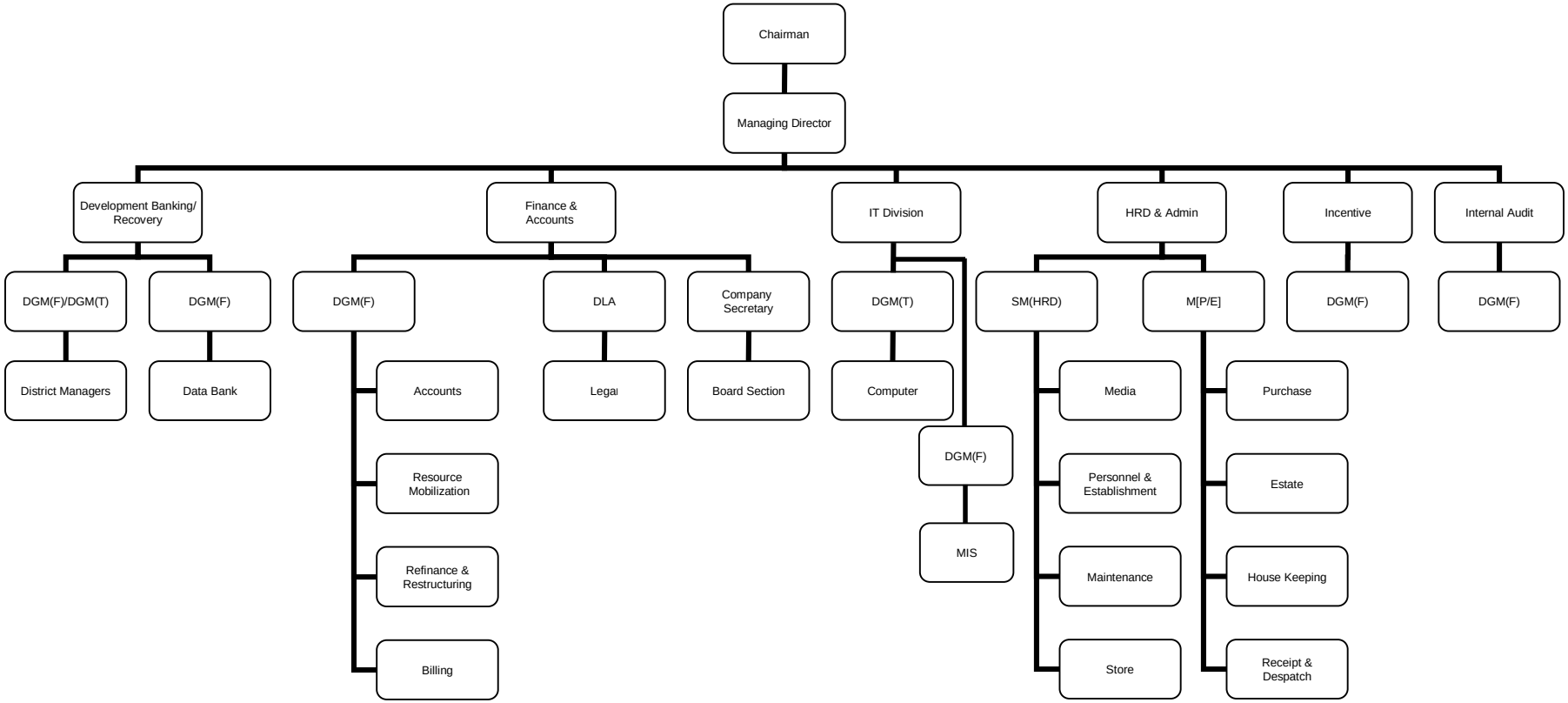PICUP ORGANIZATIONAL STRUCTURE