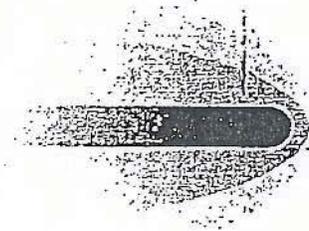


Emotion



- We deal with people that live in the moment and for the moment.
- Their decision to start, stay in school or quit school is based more on emotion than logic.
- Pain is the greater motivator in the short term.