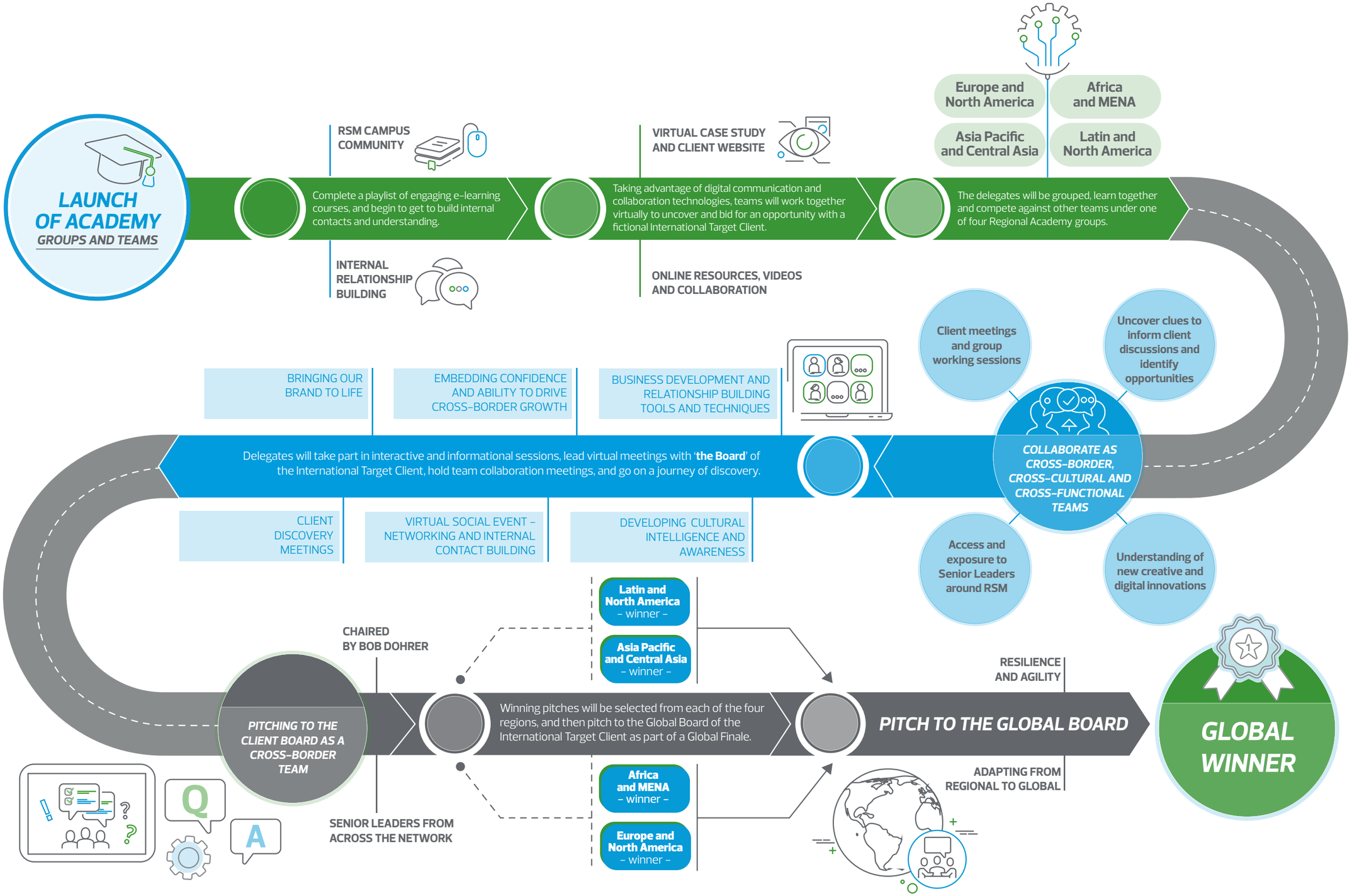The RSM Academy experience