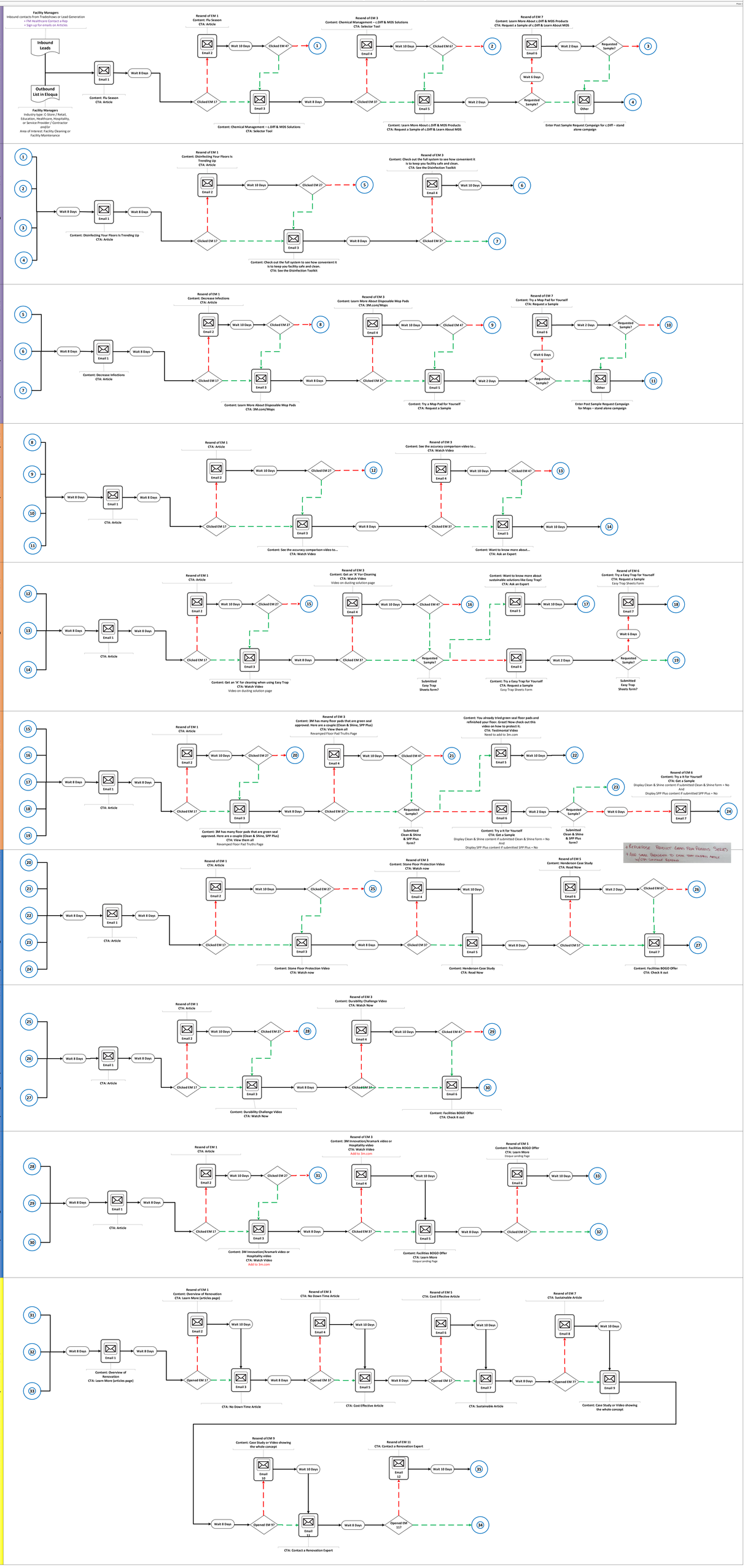CWS Nurture Campaign for Facility Managers