

CURRICULUM VITAE

John R. Brock

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Education

Ph.D. (Economics), Cornell University, 1988
Fields: Industrial organization, public finance, international economics
M.B.A., University of Southern California, 1974.
Concentration: finance and accounting
B.S. (Economics), United States Air Force Academy, 1971

Courses Taught

Economics in practice	Behavioral economics
Personal economics	Economics of business
Introductory microeconomics	Introductory macroeconomics
Intermediate microeconomics	Intermediate macroeconomics
International economics	International business
Industrial organization	Managerial economics
Law and economics	Advanced microeconomics
Public finance	Economics of social issues

Employment

Senior Instructor and Director, Center for Economic Education, University of Colorado, Colorado Springs, January 2001 to present.
Vice President, J.V. Bruni & Company, Colorado Springs, 2004 to present.
Executive Director, Bruni Foundation, 2004 to present.
Visiting Associate Professor, University of Colorado, Colorado Springs, August 1995 - December 2000.
Visiting Professor of Economics, Cornell University, June - August 1994 and May - June 1991; and U. S. Air Force Academy, August 1994 - June 1995.
Professor and Deputy Department Head, Department of Economics, U.S. Air Force Academy, July 1985 - August 1994.
Associate Professor and Director of Economics Curriculum, Department of Economics, U.S. Air Force Academy, July 1982 - June 1985.
Instructor of Economics, Department of Economics, U.S. Air Force Academy, 1977 - 1979.
Financial Analyst and Contract Negotiator, U.S. Air Force Systems Command, Los Angeles (July 1971 - June 1975) and Boston (July 1975 - June 1977)

Awards and Teaching Performance

Recipient, Honorary Professor, Peruvian University of Applied Sciences. Lima, Peru, August 2016.

Recipient, National Association of Economic Educators and the Council for Economic Education
Patricia K. Elder International Award, October 2013.

Recipient, University of Colorado, Colorado Springs, campus-wide *Outstanding Instructor Award*, 2001- 2002 academic year.

Recipient, University of Colorado, Colorado Springs, College of Letters, Arts, and Sciences
Outstanding Teacher Award, 2001-2002 academic year.

Recipient, United States Air Force Academy *Outstanding Educator Award*, 1985.

Publications and Completed Works

Free Enterprise: Our Legacy, Our Freedom, Our Wealth, with Dale DeBoer, 6th edition,
Economic Literacy Colorado, 2021.

“Financial Literacy in Indonesia,” with Dwi Sulistyorini Amidjono and Ebi Junaidi,
chapter in the International Handbook of Financial Literacy. published by Springer, 2016.

“A Note on Teaching about Fair Trade,” with Jane Lopus, *The American Economist*, vol. 59, no. 1,
Spring 2015.

“Annotated Outline for Curriculum/Syllabus for the Ukraine Deposit Guaranty Fund Financial
Literacy Project,” with Jane Lopus, consultant project for USAID Financial Sector
Development Program (FINREP II), Kyiv, Ukraine, December 31, 2014.

Financial Literacy Training Modules, with Jane Lopus, consultant project for the USAID
Financial Sector Development Program (FINREP II), Kyiv, Ukraine, August 31, 2014.

Book Review of Thinking, Fast and Slow, by Daniel Kahneman. *The American Economist*, vol.
57, no. 2, Fall 2012.

Co-Editor, *Economic Insights*, a periodic economic ideas publication of the Colorado Council for
Economic Education.

Book Review of The Myth of the Rational Market, by Justin Fox. *International Review of
Economics Education*, UK. Volume 10, Issue 1, 2011.

Selected “*Commentaries*” on Personal Financial Literacy and Investment Principles, online at
<http://www.jvbruni.com>.

“Incorporating Financial Literacy Standards into the Existing Colorado Mathematics and
Economics Content Standards,” A Report Commissioned by the Colorado Department of
Education, March 9, 2009.

“Using Activities to Teach Economics: Lessons from the Experimentalists,” with Jane Lopus,
The Journal of Private Enterprise, Spring 2006.

“20th Century History, Politics, and Economics,” with Jay Grenawalt and Christine Burt.
Colorado Springs Business Journal, July 4, 2003.

“Demand Auction, Data, and Lines,” *Colorado Math Teacher*, with Ann Brock, Summer 2002.

Experiments for Economics, a handbook for instructors, included in *Instructor’s Resources*, by
Virginia Owen, Worth Publishers, 2000.

“Folding Our Way to Productivity,” in *Roosters to Robots*, with Daira Baranova, Latvia; Natalia Shappo, Belarus; and Alice Bottomly, USA. Published by CEE, May 2000.

Study Guide. Microeconomics, with Dale DeBoer, Worth Publishers, 2000.

Study Guide: Macroeconomics, with Dale DeBoer, Worth Publishers, 2000.

“An Experimental Derivation of a Market Demand Curve,” and “A Public Goods Experiment,” both published in *Classroom Experiments: A User’s Guide* by Greg Delemeester and John Neral, Houghton Muffin, 1995.

The Cadet Financial Planning Guide with Steve Slate, text on financial markets and investment principles used by all introductory students at the Air Force Academy, New York: McGraw Hill, 1994.

“Experimental Derivation of a Demand Curve,” *Classroom Experiments* experimental economics newsletter, Fall 1992.

“A Public Goods Experiment for the Classroom,” *Economic Inquiry* April 1991.

“Economics and Legal Studies,” *USAF Journal of Legal Studies* September 1991.

“Department of Defense Subsidization of Research and Development: Stimulus or Substitute?” U.S. Air Force Academy Technical Report, no. 90-12, November 1990.

Principles of Microeconomics Readings/Workbook (1st edition, with D. Nelson and J.M. Norris), workbook used by all introductory students at the Air Force Academy, USAF Academy Publication, 1987.

Selected Presentations

“Free Market Principles in Action.” Presentation to the Leadership Program of the Rockies, Aurora, CO. November 12, 2021.

“Experimental Economics in the Classroom.” Presentation to the Charter Oaks Leadership Program, Norwalk, CT. October 6, 2021.

“Free Market Principles in Action.” Remote presentation to the Leadership Program of the Rockies, November 13, 2020.

“Homo Economicus vs. Homo Sapiens: Are We Always Rational?” Presentation to the (Virtual) International Conference Series. Peruvian University of Applied Sciences. Department of Economics, Lima, Peru. June 18, 2020.

“Mission and Programs of the Global Economic Education Alliance.” Presentation at the National Association of Economic Educators Conference, Jacksonville, FL. February 28, 2020.

“Free Market Principles in Action.” Presentation to the Leadership Program of the Rockies, Aurora, CO. November 8, 2019.

“Experimental Economics in the Classroom.” Presentation to the Charter Oaks Leadership Program, Norwalk, CT. October 18, 2019.

“Experiential Learning in Economics.” Lecture to the School of Education, Peruvian University of Applied Sciences. Lima, Peru. June 18, 2019.

“Global Economic Education Alliance Teacher Study Tours.” national Council for Economic Education Annual Conference, Atlanta, GA. October 5, 2018.

- “Productivity and Economic Growth,” Lecture to the School of Education, Peruvian University of Applied Sciences, Lima, Peru. June 19, 2018.
- “Methods for Teaching Financial Literacy,” Adam Smith Award Dinner, Economic Literacy Colorado. October 19, 2017, Hyatt Regency, Denver.
- “Economic Principles Framework for Financial Decision Making: Activity-Based Instruction for Behavioral Change.” Keynote address to the International Financial Literacy Conference, National Institute of Education, Singapore, March 10, 2017.
- “Economic Principles Framework for Financial Decision Making,” Academy of Economic Studies Conference, Bucharest, Romania. May 18, 2017.
- “Get Rich ... Slowly: Lasting Principles of Personal Financial Management, Daniels Fund Scholars Program, University of Denver, June 15, 2016.
- “The European Debt Crisis: A Greek Tragedy,” a presentation to the Southern Colorado Economic Partnership, Cheyenne Mountain Resort, Colorado Springs, Colorado, November 13, 2015.
- “Free Market Principles in Action: a Demonstration of Activity-Based Teaching Methods,” a presentation to the Leadership Program of the Rockies, Denver, Colorado, November 13, 2015.
- “The Economic Way of Thinking: Stimulating Student Interest Beyond the Classroom with Activity-Based Pedagogy,” presentation to faculty of University of Indonesia, Jakarta, Indonesia, October 28, 2015.
- “European Sovereign Debt Crisis,” presentation to students and faculty at the Peruvian University of Applied Sciences, Lima, Peru, August 18, 2015.
- “Financial Crisis & Recovery,” a presentation to students and faculty at Pärnu College, University of Tartu, Parnu, Estonia, October 28, 2014.
- “Economics & Personal Finance Education in Colorado & in Emerging Economies Around the World,” presentation to the Town Hall of Denver, April 14, 2015.
- “Big Ideas of Financial Literacy,” presentation to personnel at the U.S. Embassy, Kyiv, Ukraine, December 18, 2014.
- “The Economic Way of Thinking: A Demonstration of Activity-based Methods for Teaching,” Campus-wide faculty presentation at the Peruvian University of Applied Sciences, May 22, 2014.
- “The Financial Crisis and Active-Learning Pedagogy,” presentations to the economics faculty at the Catholic University of Uruguay and the University of Uruguay, Montevideo, March 26 and 27, 2014.
- “The Economics of Credit and Debt,” presentation for the *Fiscal Fitness Workshop*, JumpStart Coalition, Federal Reserve Bank of Kansas City, Denver Branch, January 24, 2014.
- “The Role of Economic and Financial Education for Indonesian Youngsters Future Success,” presentation at the Plenary Session of the Smart Money Conference, University of Indonesia, Jakarta, Indonesia, June 20, 2013.
- “Connecting Personal Financial Literacy to Fundamental Economics Concepts,” Keynote presentation to Jefferson County School District Teacher In-service, Denver, September 18, 2013.

“The Economics of Cross-Border Criminality: Cartels, Coyotes and Cash,” presentation with Dr. Jaime Velazquez to the Colorado Council for Economic Education Donor Luncheon, Cherry Hills Country Club, Denver, April 4, 2013,.

“Should We Teach About Fair Trade,” with Jane Lopus. Paper presented at the *American Economic Association* Annual Meetings, San Diego, January 4, 2013.

Public Lectures on economics funded by Batumi Shota Rustaveli State University and conducted at the University in Batumi, Republic of Georgia, September 24 – 28, 2012.

“The Financial Crisis, Great Recession and Jobless Recovery,” A presentation to the Faculty of International Economics, L’viv National University, L’viv, Ukraine, October 26, 2012.

University of Colorado, Campus-wide Lecture: “*Searching for Economic Progress and Happiness: Perspectives on 20 Years of Transition from Marx to Markets,*” April 11, 2011, with 12 visiting economic educators from 7 countries of the post-Soviet region.

Organized, chaired and presented sessions at the October 2010 CEE/National Association of Economic Educators (NAEE) Annual Conference: (i) “Islamic Institutions and Economic Development: Teaching Market Economics in Indonesia,” with Ebi Junaidi, University of Indonesia; and (ii) “Economic Curriculum Reform in Jordan,” with Nilhan Siam, *Creative Associates International*, Amman, Jordan.

Organized, chaired and presented a session at the CEE/NAEE Annual Conference on “Teaching Market Based Economics in Latin America” featuring economist colleagues from Mexico, Argentina and Paraguay, October 2009.

University of Colorado, Campus-wide Lecture: “*South Africa – Almost Two Decades after the Demise of Apartheid,*” March 10, 2008, with 4 visiting South African economic educators.

Chaired and presented two sessions at the CEE/NAEE Annual Conference – one on “The Economics of Disasters” and the other was on the Powell Center for Economic Literacy “Infusing Economics Across the Curriculum” model, October 2008.

Presented a session at the CEE/NAEE Annual Conference on the benefits of cooperative efforts with *EconomicsInternational* for the educational mission of a Center for Economic Education, October 2007.

“The Dollar and the Deficit,” presentation to the Colorado Association of Mortgage Lenders, luncheon keynote speaker, November 15, 2005.

“Fed Policy, Alan Greenspan, and Succession to the Chairmanship,” Adams Bank and Trust Quarterly Breakfast, keynote speaker, Colorado Springs, April 14, 2005.

Conducted two “Your Credit Counts” seminars for residents of Step 13 “halfway house” (Denver). May 19 – 20, 2004 and October 20- 21, 2004. Grant award by *Household International* and CEE.

Conducted session “*Fluffernutters and Mathematics: Applying Polynomials to Economics*” with Ann Brock. *Colorado Council of Teachers of Mathematics* Annual Conference, Denver, September 24, 2004. Grant funded by NCEE.

Presentation to the Colorado State University Annual Development Institute, “The Economic Way of Thinking,” June 12, 2004, Greeley, Colorado.

“*Writing and Conducting Activity-based Lessons: Guidance from Experimental Economics,*” session presented at the CEE/NAEE Annual Conference, Little Rock, October 1, 2004.

“Activity-Based Economics as Experimental Science,” with Jane Lopus. Presentation at the *American Economic Association* Annual Meetings, San Diego, January 3, 2004.

- “Free Market Principles.” Presentations to the *Leadership Program of the Rockies*, November 2003 – 2006, Parkside Mansion, Denver, Colorado.
- “Classroom Partnerships with Teachers in St. Petersburg, Russia.” Presentation at the CEE/NAEE Annual Meetings, October 9 – 12, 2002, San Diego, CA.
- “Mathematics and Economics: Connections for Life.” Session at the Colorado Mathematics Teachers Annual Conference, Denver Auditorium, October 4, 2002.
- “The Economic Perspective and the Importance of Economic Education in Our Schools.” Dinner address to the Retired CEO Club of Denver, Cherry Hills Country Club, August 28, 2002.
- “Economic Growth, Terrorism, and the Role of Education.” Luncheon address to the Colorado Council on Economic Education *Fall Luncheon*, Denver Country Club, Nov. 28, 2001.
- “Common Property Resources and the Economic Perspective.” Lecture delivered at Sumy State University, Sumy, Ukraine, August 2001.
- “The Economic Perspective and the Role of Government.” Address to the Colorado Council on Economic Education Annual Dinner, December 13, 2000.
- “Market Failure and a Role for Government.” Address to interns at the New Life Church of Colorado Springs, November 17, 2000.
- “Property Rights and Development.” Lecture at Sumy State University, Sumy, Ukraine, May 1999.
- “Hyperinflation in Transition Economies,” Lecture at Sumy State University, Sumy, Ukraine, June 1998.
- Seminar Series on Experimental Economics in the Classroom, United States Air Force Academy, January - April 1994.
- “An Empirical Analysis of Student Performance Factors in Principles of Economics,” Guest presentation at the CEE/NAEE Annual Meetings, October 4 - 7, 1992, St. Petersburg, FL.
- “Japan-America Trade Symposium,” Panel Chairman for 44th Annual Japan-American Student Conference, Colorado College, August 18, 1992.
- “Treatment of Complementarity in Introductory Economics Texts,” Presentation at Western Economic Association Meetings, July 9 - 13, 1992, San Francisco.
- “Complementarity: A Review for Microeconomics Instruction,” Presentation at Western Social Science Association Meetings, April 22-25, 1992, Denver.
- “An Empirical Investigation of Student Performance Factors in Principles of Macroeconomics: The Issue of Gender,” Presented at the McGraw Hill-Robert Morris College conference, Teaching Economics, February 13 - 15, 1992, Pittsburgh.
- “Experimental Economics in the Microeconomics Classroom,” Workshop on experimental methods presented at McGraw Hill-Robert Morris College co-sponsored conference, Teaching Economics: Instruction and Classroom-Based Research, February 7 - 9, 1991.
- “An Economic Analysis of the Decriminalization of Drugs,” Presentation to the National Defense Colloquium, U.S. Air Force Academy, April 12, 1990.
- “Economic Issues Associated with U.S. Government Subsidization of Research and Development,” At invitation of the U.S. State Department, presented to NATO Joint Economic Committee Conference on Defense R&D Issues, Brussels, Belgium, February 2 - 3, 1989.

“Department of Defense Subsidization of Research and Development: Stimulus or Substitute?”
Presented at the American Economic Association Annual Meetings, December 29, 1988,
New York.

_____, Presented at the Conference of the Results of the Economics in
Acquisition Research Project, August 4 - 5, 1988, RAND Corporation, Los Angeles; and
August 27 - 29, 1988, USAF Academy.

“The Economics of Open Network Architecture,” Panel Chairman at the US West
Communications Conference on The Economics of Regulation in the
Telecommunications Industry, Keystone, Colorado, August 3, 1988.

“Trading with Western Europe,” Presentation at the Colorado Association for International
Education Conference on Western Europe, the United States and the Future, USAF
Academy, November 11, 1983.

Selected Grants, Fellowships and Other Professional Activities

Economics for Leaders. Taught two one-week courses to 40 high school seniors from
throughout the U.S. and multiple countries. Sponsored by the Foundation for Teaching
Economics. Cornell University (July 1 – 23, 2022) & UCLA (August 1 – 6, 2022).

Economics for Teachers. University of Colorado, Boulder, Colorado. One week economics
course focused on methods for teaching at the secondary level. July 12 – 16, 2021.

Teacher Economics Training Workshop, Junior Achievement – Latvia. Riga, Latvia, June 4,
2019.

Teacher Economics Training Workshop, Junior Achievement – Estonia. Tallinn, Estonia, June
6, 2019.

“Youth Win with Economic Participation” Training-of-Trainers Workshop, Funded by USAID,
December 17 – 21, 2018, Jakarta, Indonesia.

Economics and Financial Literacy Workshop for Bankers at Central Bank of Chile, Santiago.
April 9 – 11, 2018

Workshop for Teachers of Economics, sponsored by Junior Achievement Estonia and the
Estonian Association of Teachers of Economics, funded by the Baltic American Freedom
Foundation, October 25 – 27, 2017, Tallinn, Estonia.

Workshop for Teachers of Economics, sponsored by California Council for Economic Education
and funded by the Bay Area Financial Education Foundation, Schwab Auditorium, San
Francisco, June 16 – 17, 2016.

Personal Finance Teacher Workshop, sponsored by Global Economic Education Alliance, May
19 – 21, 2017, Cluj, Romania.

Series of Economics and Financial Literacy Workshops for Colorado Springs School District 11
Elementary and Middle School Teachers, 13-session workshop conducted September 15
– December 3, 2015.

Workshop on Teaching Economics with Activities/Experiments for Indonesian High School
Teachers, University of Indonesia, Depok, Indonesia, October 29 – 30, 2015.

Financial Literacy consultant to USAID-Ukraine, FINREP II program, June 2014 through
October 2015.

Conducted Secondary Teacher Economics Study Tour to Peru, 12 U.S. teachers from 9 different states participate in study tour jointly conducted by the Center for Economic Education and the Global Economic Education Alliance, March 20 – 29, 2015.

Personal Financial Literacy Workshop for NGO Trainers, conducted in Kyiv, Ukraine, December 15 - 17, 2014. USAID-FINREP II program.

Activity-Based Economics Workshop for Teachers, Paide, Estonia, October 30 – November 1, 2014.

Personal Financial Literacy Workshop Series for Teachers in Denver Public Schools, January 24, April 12, October 4 and December 6, 2014. Denver, Colorado.

Investing for the Teacher Seminars, with Colorado Council for Economic Education, Pikes Peak Community College, Colorado Springs (June 30, 2014); and Young Americans Financial Center, Denver (October 18, 2014).

Personal Financial Literacy Workshop for Teachers, conducted in Kyiv, Ukraine, September 22 – 24, 2014. USAID-FINREP II program.

Economics Workshop for Teachers, presented at the Central Bank of Uruguay, Montevideo, Uruguay, July 21 – 25, 2014.

Personal Financial Literacy Demonstration Workshop for NGO Trainers, conducted in Kyiv, Ukraine, June 11, 2014. USAID-FINREP II program.

International Economics Workshop for Teachers, with Claudia Sicoli, Peruvian University of Applied Sciences, May 21 – 23, 2014. Lima, Peru.

Grant recipient, *Woodford Foundation* and *Bruni Foundation* for four Colorado high school teachers to participate in Economic Study Tour to South Africa. Conducted July 26 – August 5, 2013. Purpose: examine economic challenges in post-Apartheid South Africa.

Chairman of the Founding Board of Directors, *Global Economic Education Alliance*, established in 2012 to train educators in developing countries in the principles of market-based economics and financial literacy.

Economics Workshop for Secondary-Level South African Teachers, funded by the *South African Foundation for Economic and Financial Education*, December 15 - 18, 2012, Nelspruit, South Africa.

Economics Workshop for Secondary-Level Peruvian Teachers, funded by the Peruvian University of Applied Sciences, May 14 – 18, 2012, Lima, Peru.

Economics Workshop for Secondary Level Mexican Teachers, funded by the Mexican Council for Economic and Financial Education, March 9 - 11, 2012, Torreon, Mexico.

EconomicsInternational Faculty Member and Team Leader, *Training of Trainers* program. Taught week-long seminars to economic educators in Indonesia, South Africa, and Paraguay, 2005 - 2011.

Treasurer, National Association of Economic Educators, 2011 – 2013.

Elected by the National Association of Economic Educators (NAEE) to serve as the Center representative to the NAEE Executive Committee for CY 2010 – 11.

Chairman of the International Committee of the National Association of Economic Educators, 2007 – 2010.

Faculty Leader of Study Tour to South Africa for 12 U.S. school teachers, July 27 – August 10, 2009. Funded through Cooperative Education and Exchange Program of U.S. Congress, administered through the U.S. Department of Education.

Consultant to Colorado Department of Education, January – May, 2009, on the development of economics and personal financial literacy standards, grades K – 12.

Annual grant recipient (2001 – 2011), *EconomicsInternational Host Study Tour*, Spring of each year, have hosted economic educators from Russia, Ukraine, Uzbekistan, Lithuania, Estonia, Georgia, Romania, Croatia, Armenia, Uruguay, Mexico, South Africa, and Indonesia. Purpose: Interact with faculty and students at my university and with K-12 teachers-students throughout the state.

Served as member of the *Curriculum Foundation Project* to develop recommendations to the Mathematical Association of America for mathematical needs of undergraduate economics programs in the U.S., Spring 2008.

Partnered with USAID on two consulting projects for the Ministries of Education in Cairo, Egypt, and Amman, Jordan. Provided advice on developing Economics Content Standards for school curricula, Spring 2007.

Served on the CEE *EconomicsInternational* Introductory Workshop faculty, teaching week-long economics workshops in Guadalajara, Mexico (August 2010); Amman, Jordan (December 2010); Durban, South Africa, and Cairo, Egypt, in Spring and Summer 2007, and Pécs, Hungary, October 2002.

Exam Reader for the Advanced Placement Examination in Economics, University of Nebraska, June 2004 and June 2005.

Grant recipient, *EconomicsInternational* and U.S. Department of Education, *Classroom Partnership Study Tour* to Vilnius, Lithuania, for four Colorado high school teachers. Conducted March 4 - March 14, 2004. Purpose: establish classroom partnerships between Lithuanian and Colorado teachers/schools.

Grant recipient, *Your Credit Counts* grants funded by *Household International* for workshops with residents of *Step 13*, Denver-based organization helping men recovering from substance abuse with personal finance skills. Denver, Colorado, August 19 and 21, 2003.

Faculty, *Foundation for Teaching Economics*, summer “Economics for Leaders” workshops; U.C. Davis, CA; College of Wooster, OH; U.C. Boulder, CO; Cornell University; University of Washington, Babson College; 2001 – present.

Grant recipient, *EconomicsInternational*, for *Showcase International Dinner and Program*, held at Kissing Camels Country Club, May 2, 2002.

Grant recipient, *EconomicsInternational* and U.S. Department of Education, *Workshop Study Tour* to St. Petersburg, Russia, for four Colorado secondary teachers March 22 - March 31, 2002. Purpose: Conduct activity-based economics workshop for Russian teachers and establish classroom partnerships between Russian and Colorado schools.

Invited Participant, Department of Education and National Council on Economic Education sponsored Educational Study Tour to Kiev and Lviv, Ukraine, December 2001.

Participant, Department of Education and Council for Economic Education sponsored *Training of Writers* program, Prague, Czech Republic, September 1999.

Referee, *Journal of Economic Education*, 1993 – 1998 and 2009 - 2014.

Mini-grant recipient for NSF-University of Arizona sponsored Seminar on Laboratory Experiments for Undergraduate Instruction in Economics, May 1989.

Consultant to US West Communications through Annual Conference on Regulation and the Telecommunications Industry, 1985 - 1989; and member of the US West Graduate and Undergraduate Fellowship Steering Committee, 1988-89.

Membership in the American Economic Association and National Association of Economic Educators. Member of NAAE International Committee.

Academic and Professional References

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1528 North Tejon Street
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