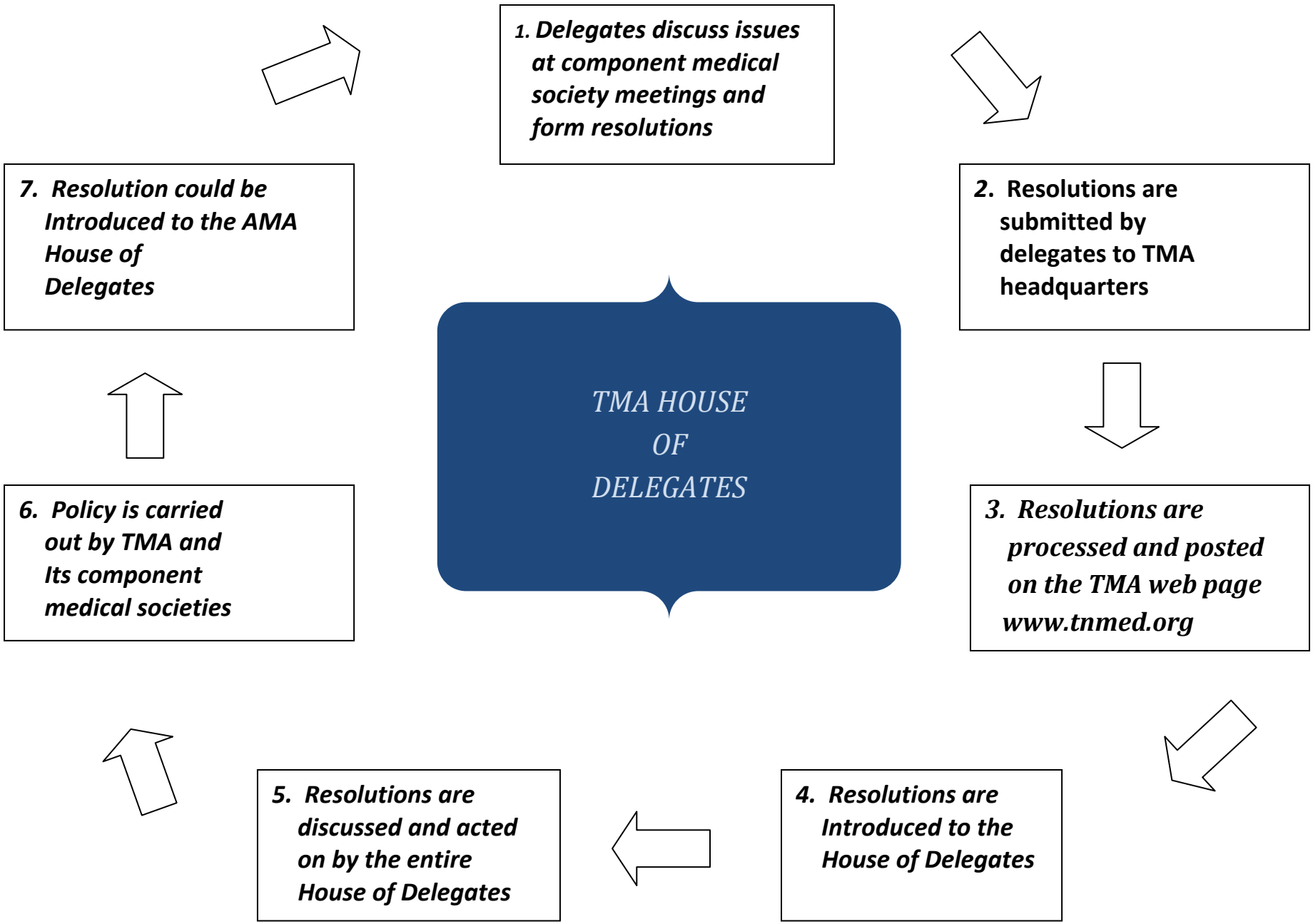How an Idea Becomes Official TMA Policy