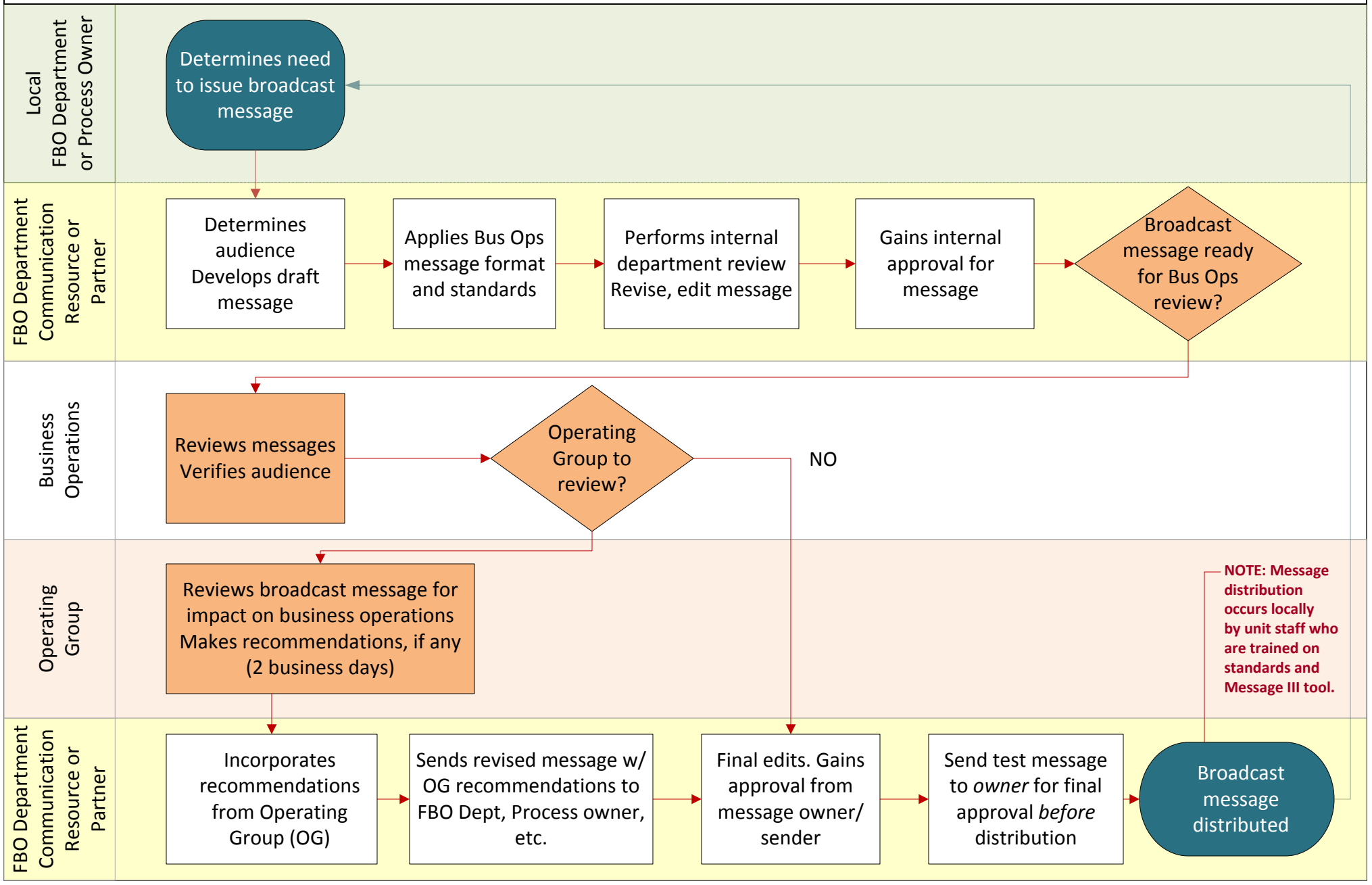Process for Sending Broadcast Email Messages to Business Operations