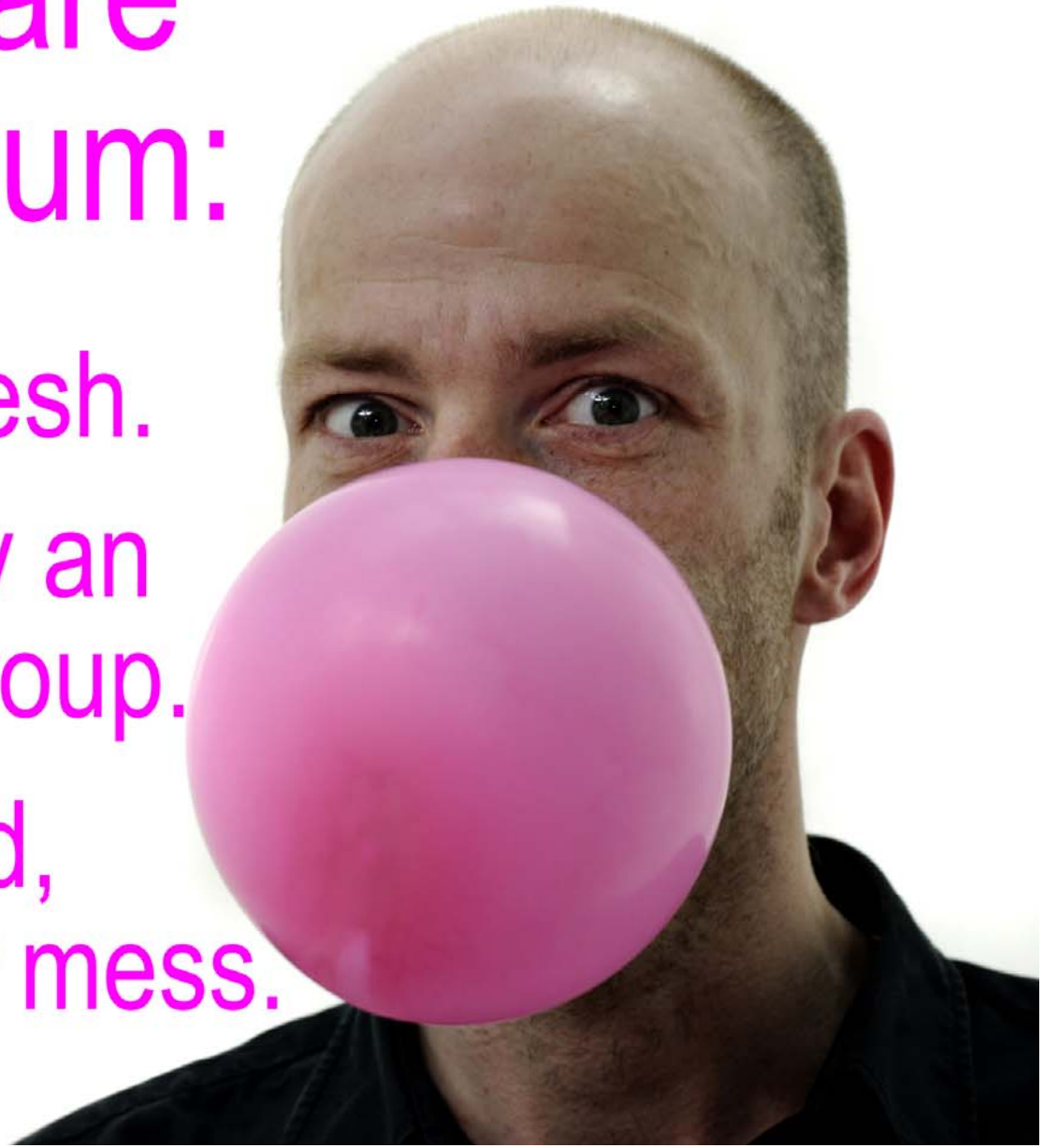
Passwords are like bubble gum:

Strongest when fresh.

Should be used by an individual, not a group.

If left laying around, will create a sticky mess.