

Allen, Susan

From: Graff, Chris <CGraff@nationallifegroup.com>
Sent: Wednesday, May 16, 2012 10:28 AM
To: Allen, Susan
Subject: FW: VDRF - license plates

Fyi, this is the email string.

-----Original Message-----

From: Peter.Hirschfeld@timesargus.com
[\[mailto:Peter.Hirschfeld@timesargus.com\]](mailto:Peter.Hirschfeld@timesargus.com)
Sent: Tuesday, May 15, 2012 4:46 PM
To: Graff, Chris
Subject: RE: VDRF - license plates

Okay - thanks again. Rob Ide is tracking down some numbers for me. I just want to make sure they've SOLD at least 25,000 plates, not just pumped them off the assembly line.

-----Original Message-----

From: Graff, Chris
To: Peter.Hirschfeld@timesargus.com
Sent: 5/15/12 4:08 PM
Subject: RE: VDRF - license plates

There is nothing wrong with your logic. But the process works more slowly.

In the process it is possible that it can be two months between the time of the sale by DMV and when we actually get the money.

We are expecting that the payment we receive in the next week or so will be a big one.

Chris

-----Original Message-----

From: Peter.Hirschfeld@timesargus.com
[\[mailto:Peter.Hirschfeld@timesargus.com\]](mailto:Peter.Hirschfeld@timesargus.com)
Sent: Tuesday, May 15, 2012 3:07 PM
To: Graff, Chris
Subject: RE: VDRF - license plates

Hey Chris,

Thanks for the numbers. My confusion is around the mathematical disconnect between the dollar value of the proceeds and the number of plates sold. The event at which we celebrated the 25,000th sale occurred on April 5. But, at \$18 a pop, you'd only need to sell about 4,500 plates to raise the \$91,000 the fund received in February and March. Does that mean they sold 20,500 plates between April 1 and April 5? I'm sure these are questions better addressed by the DMV, but is there something obviously wrong with my logic here?

-----Original Message-----

From: Graff, Chris
To: peter.hirschfeld@timesargus.com
Sent: 5/15/12 10:09 AM
Subject: VDRF - license plates

Pete - Here is the answer I got back on the DMV license plate payments. Let me know if you need more or have any other questions. Chris

The legislation (S. 249) stipulates that the DMV transfer funds from the sales of the plates to us and the Foodbank every month. By the numbers, funds from February (\$39,114.00) and March (\$52,488.00) plate sales have been deposited into the VDRF. I imagine the funds from April sales will be coming any day now. The perceived lag might be due to the 30 day net sales agreement the State has with bulk purchasers of the plates. So plates are actually in the marketplace, but the bulk purchaser has 30 days to pay the DMV for the quantity.

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Allen, Susan

From: Allen, Susan
Sent: Wednesday, May 16, 2012 5:09 PM
To: Ide, Robert
Subject: RE: Channel 3

I spoke with her (and Hirschfeld). I said we made a mistake that we assume was based on a miscommunication. That the Governor wanted to – and thought he was – buying the 25,000th plate SOLD, but in fact it was the 25,000th plate MADE. I said we apologized for the mistake, but that didn't change our mission one bit, which is to raise \$1 million to help Vermonters impacted by Irene. There are lots of plates out there, being sold all the time, you see them on cars all over this state – even areas not impacted by the storm. Yes, we are disappointed that sales aren't as high as we thought, but that's all the more reason for folks to go out and buy the VT Strong plate and help their neighbors in recovery.

Sue

From: Ide, Robert
Sent: Wednesday, May 16, 2012 5:02 PM
To: Button, Glen
Cc: Mullins, Jeri; Allen, Susan
Subject: Re: Channel 3

Refer her to Sue Allen.

Robert Ide, Commissioner
Vermont DMV
120 State Street
Montpelier, VT 05603
robert.ide@state.vt.us

Sent from my iPhone

On May 16, 2012, at 12:47 PM, "Button, Glen" <Glen.Button@state.vt.us> wrote:

Jeri,

Susie Stemile of Channel 3 called me regarding the sale of I Am Vermont Strong Plates. As she put it, "In the interest of full disclosure, the reason I am checking on this is someone told us only about 8,000 plates have been sold and we were at a press conference in which the Governor claimed 25,000 have been sold." I know you are working the numbers on this. Is there a count we are providing to the media?

Rob,

How do you want to handle the response to Susie. I said I needed to talk with the Operations folks that were distributing the plates to get an exact count and then we would get back to her. Susie's cell # is 269-744-1803.

Thanks.

GB

Allen, Susan

From: Allen, Susan
Sent: Wednesday, May 16, 2012 11:26 AM
To: Ide, Robert
Subject: RE: media inquiry

Yes, to calling me. I'll be here.

From: Ide, Robert
Sent: Wednesday, May 16, 2012 11:21 AM
To: Allen, Susan
Subject: Fwd: media inquiry

Just arrived in Newark, not in a quiet place at the moment but will be in 20 minutes. May I call you? And, will you respond to Peter?

Robert Ide, Commissioner
Vermont Department of Motor Vehicles
120 State Street
Montpelier, Vermont 05604
802-828-2011
Robert.ide@state.vt.us

Sent from my iPad

Begin forwarded message:

From: "Peter.Hirschfeld@timesargus.com" <Peter.Hirschfeld@timesargus.com>
Date: May 16, 2012 9:51:23 AM EDT
To: "Ide, Robert" <Robert.Ide@state.vt.us>, "Peter.Hirschfeld@timesargus.com" <Peter.Hirschfeld@timesargus.com>
Cc: "Mullins, Jeri" <Jeri.Mullins@state.vt.us>
Subject: RE: media inquiry

Thank you Rob. I have a number of questions regarding the disconnect between the number of plates actually sold and the press conference I attended April 5 at which the governor celebrated the sale of the 25,000th plate. I've got to have the story filed by 5, so if someone from the DMV can contact me before then, I'd appreciate it.

Thanks again,
Peter

-----Original Message-----

From: Ide, Robert
To: Peter.Hirschfeld@timesargus.com
Cc: Mullins, Jeri
Sent: 5/15/12 8:14 PM
Subject: RE: media inquiry

1. How many plates have come off the assembly line? 28,035
2. Total cost the state has incurred to produce those plates?
\$136,250.10 (\$4.86 per plate)
3. Number of plates sold? 7832
4. Plate-generated revenue taken in by the DMV? \$195,800
5. Plate-generated revenue sent by the DMV to the Vermont Disaster Relief Fund?
VT Disaster Relief = \$140,976 Food Bank = \$15,664 (as of May 15, 2012. April money transfers are in process and included in this amount.)
6. Number of plates being held on consignment at retail outlets across the state?

Here is a breakdown of stock –

Total Plates Ordered = 28,035
-9990 (Bulk orders to vendors)
-3800 (currently residing at VCI)
-4000 (For VT Life Sales)
-2413 (At DMV Locations)
-7832 (Plates Sold and monies collected)
Total = 28,035

In addition, I'm hoping you can help me better understand the process by which money flows from the DMV to the relief fund.

The money from VTStrong plates is processed by DMV as it is received. Once a month we transfer money to VT Disaster Relief and VT Foodbank for money collected the prior. Transfers for the month of April are in process.

I understand there's some sort of 30-day window between when the check is cashed and when it goes to the fund.

No, the 30 day window relates to the window that retail vendors have to pay DMV for the VTStrong plates they receive. The money is processed through our system as it is received, but we make one transfer to each organization once a month.

Robert Ide, Commissioner
Vermont Department of Motor Vehicles
120 State Street
Montpelier, Vermont
802-828-2011
robert.ide@state.vt.us

From: Peter.Hirschfeld@timesargus.com [Peter.Hirschfeld@timesargus.com]
Sent: Tuesday, May 15, 2012 4:43 PM
To: Ide, Robert
Subject: RE: media inquiry

That's fine Rob. I'll look forward to hearing from someone tomorrow, and then seeing what we can do about hooking up by phone later tomorrow evening.

Thanks again,
Peter

-----Original Message-----

From: Ide, Robert
To: Peter.Hirschfeld@timesargus.com
Sent: 5/15/12 3:53 PM
Subject: RE: media inquiry

Hi Peter;

As I had said earlier, we had a day that was pretty well scripted before the doors opened. I do have 2 people who just ended a meeting with a potential vendor who are now working your questions. They may not have a response until tomorrow.

I will be traveling to New Orleans tomorrow for a conference and we may find it hard to make connections until the evening. If the message does not come from me, it will be from Jeri Mullins.

Rob

Robert D. Ide, Commissioner
Vermont Dept. of Motor Vehicles
120 State Street
Montpelier, VT 05603
802-828-2011
robert.ide@state.vt.us

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Sent: Tuesday, May 15, 2012 3:47 PM
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Hi Rob,

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In any event, if you can't get things together until tomorrow, then I understand. It would be great to have the info by mid-day Wednesday if possible, and then also to have a follow-up conversation with you by phone, if needed.

Ultimately, I'm trying to understand the disconnect between the number of plates sold - 25,000, as of April 5 - and the amount of money that has been given to the the Vermont Disaster Relief Fund, which, as I understand it, amounts to only about \$91,000 as of today.

Thanks again,
Peter

Allen, Susan

From: Allen, Susan
Sent: Wednesday, May 16, 2012 10:46 AM
To: Ide, Robert
Subject: RE: media inquiry

Can I call you on your cell? If so, what's a good time and what number?

-----Original Message-----

From: Ide, Robert
Sent: Tuesday, May 15, 2012 8:17 PM
To: Allen, Susan; Searles, Brian
Subject: FW: media inquiry

FYI, we have a reporter sniffing around the VT Strong plate activity. I suspect the issue of our 25,000 plate press conference may come into play.

His questions and the DMV responses.

Robert Ide, Commissioner
Vermont Department of Motor Vehicles
120 State Street
Montpelier, Vermont
802-828-2011
robert.ide@state.vt.us

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Cc: Mullins, Jeri
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Vermont Dept. of Motor Vehicles
120 State Street
Montpelier, VT 05603
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Thanks again,

Peter

Allen, Susan

From: Minter, Sue
Sent: Thursday, April 05, 2012 1:54 PM
To: Allen, Susan
Subject: RE: Gov. Shumlin presents 25,000th VTStrong license plate to Vermont's emergency responders

Nice! Thank you!!
S

From: Allen, Susan
Sent: Thursday, April 05, 2012 12:09 PM
To: Allen, Susan
Subject: Gov. Shumlin presents 25,000th VTStrong license plate to Vermont's emergency responders

Note: Video of the event is available if requested.

For Immediate Release
April 5, 2012

Contact: Susan Allen
802-279-8493

Gov. Shumlin presents 25,000th VTStrong license plate to Vermont's emergency responders
Urges Vermonters to buy the plates; funds to help Vermonters impacted by flooding

MONTPELIER – Gov. Peter Shumlin was joined today by firefighters, store owners, ski area representatives and others in celebrating the sale of the 25,000th ‘I Am Vermont Strong’ license plate, marking the half-way mark in a campaign to sell enough plates to raise \$1 million for the Vermont Disaster Relief Fund. Money from the license plate sales is earmarked for Vermont families impacted by flooding in 2011, as well as the Vermont Foodbank. The Governor reminded Vermonters that the need for assistance following the devastating spring floods and Tropical Storm Irene remains strong.

“I am urging people to continue to support their neighbors who suffered damage to their homes during last year’s storms by buying a VTStrong license plate,” Gov. Shumlin said. “These plates reflect the spirit that makes Vermont strong and the funds are critical in helping Vermonters recover from the devastation of the May and August flooding.”

The \$25 plate can be affixed to the front of most vehicles or bought as souvenirs. The goal is to sell 50,000 plates to raise \$1 million for the Disaster Relief Fund, and the Governor bought the first plate in February to present to the Corliss family of Berlin, whose mobile home was destroyed by flood waters. Today the Governor bought the 25,000th plate, presenting it to Barre Fire Department Capt. Keith Cushman and thanking all emergency responders across the state for their help during the 2011 storms.

“Vermont’s firefighters, emergency responders, police officers, National Guard troops and others stepped forward to save lives and property during both storms,” Gov. Shumlin said, presenting the plate to Capt. Cushman. The historic plate will remain on a Barre fire truck for a period of time before being shared with other departments across the state, and eventually donated to the Vermont Fire Academy for display. Firefighters from Montpelier and other local units were on hand today for the event. The Governor noted that the St.

Johnsbury Fire Department has purchased 'I Am Vermont Strong' plates for its fire trucks, and the Barre firefighters plan to do the same.

Gov. Shumlin also thanked the organizations and individuals who have been selling the plates, including member of the Vermont Ski Areas Association and the Vermont Grocers Association (Price Chopper took 1,750 plates and is the biggest purchaser; Shaw's, Maplefields and Hannaford's also have made large purchases). In addition, he thanked businesses like National Life and others that have stepped forward to help with Irene and flood recovery in other ways.

The Vermont Disaster Relief Fund was created following the spring flooding a year ago. When Irene struck Vermont in August, Gov. Shumlin formalized and established a governing body for the fund, which is chaired by David Coates of Colchester. The fund is the primary vehicle for providing disaster assistance to individuals.

Allen, Susan

From: Allen, Susan
Sent: Wednesday, April 04, 2012 4:00 PM
To: Bombardier, Tim
Subject: RE: VERMONT STRONG PLATE # 25,000

Great idea!

From: Bombardier, Tim
Sent: Wednesday, April 04, 2012 3:59 PM
To: Allen, Susan
Subject: RE: VERMONT STRONG PLATE # 25,000

Susan ,I am checking with DMV enforcement and legal on this . worst case scenario is that we put it on the front and leave both plates visible.

From: Allen, Susan
Sent: Wednesday, April 04, 2012 3:50 PM
To: Bombardier, Tim
Subject: RE: VERMONT STRONG PLATE # 25,000

Yes, 26,000 pounds (I heard you just as I hung up)

From: Bombardier, Tim
Sent: Wednesday, April 04, 2012 3:18 PM
To: Steven Locke; 'bffire'; 'Bob Schlachter'; Bruce Bourgeois; Herrick, Christopher; 'Don Turner'; 'Doug Brent'; 'Gene Perkins'; Litevich, James; James Quinn; Aldsworth, Joseph; Wood, John; Ken March; 'Ken Morton'; 'Mark Kirko'; O'Neil, Michael E; 'Mike Bucossi'; 'Mike Collins'; 'Peter Lynch'; 'ROBERT GOWANS'; 'Russell Thompson'; Seth Lasker; 'Steve Leinoff'; Steve Nelson; 'Troy Ruggles'
Cc: Allen, Susan; Steven E. Mackenzie, P.E.; Thomas J Lauzon (tlauzon@charter.net)
Subject: VERMONT STRONG PLATE # 25,000

Folks, I just received a phone call from Governor Shumlin's office regarding Vermont Strong license plate # 25,000 and that the governor wanted to give the plate to a fire department, hence the call. Although the presentation of the plate will be to Cpt. Cushman and representatives from BCFD and MFD it is truly a symbolic gesture to the emergency services throughout the state and I feel that the plate should find its way to the fire academy where it can be put on display. I would be more than happy to take care of getting it mounted etc. if folks think it is appropriate. Your thoughts

Allen, Susan

From: Allen, Susan
Sent: Wednesday, April 04, 2012 3:26 PM
To: 'Betsy Ide'; Graff, Chris
Cc: Ide, Robert
Subject: Update for plate sale

Just FYI, Barre Fire Department plans to buy plates for all their trucks, so TOMORROW the Gov will buy the 25,000 plate, officially present it to Capt. Keith Cushing from Barre, and they will put the plate on a new truck parked in front of DMV (spaces already reserved by Montpelier Police Dept). Also attending will be Montpelier Fire Department, and the Governor will use this presentation as a symbolic thanks to all the Fire, Police and EMT (and any other emergency responders) who helped during the spring flooding and Irene.

Barre was most active during spring flooding, but donated equipment to Northfield and other nearby communities during Irene.

In addition, Barre Chief Tim Bombardier will announced that his truck will use the plate for a while, but share it with Montpelier and other smaller departments before eventually donating it framed and engraved to the Fire Academy for permanent display.

Gov will note that St. Johnsbury Fire Department has already outfitted their fire trucks with Strong plates.

Hope this sounds good to everyone: Mayor Lauzon will come; Tim Bombardier will come (he is fire and police chief for Barre); probably should invite Mary Hooper (she's still mayor, right?) and/or John Hollar ...

Thoughts?

Sue