

Allen, Susan

From: Ide, Robert
Sent: Friday, March 30, 2012 9:27 AM
To: Allen, Susan
Cc: betsyide@gmail.com
Subject: RE: Any chance we could sell the 25,000 license plate on Thursday?

Can we talk on Tuesday? I am leaving from home for our Maine island property later this morning to open up for the summer season. Or, I can chat now at 802-592-3995.

How about a person from the National Guard or Joe Flynn as our purchaser?

The Grocers Association and Jim Harrison do deserve to be recognized. Price Chopper took 1,750 and is the biggest purchaser; Shaw's, Maplefields and Hannaford's also have made large purchases.

The Ski Areas have been good partners but trail the grocers.

I have spoken to Betsy this morning and added her to this trail. She suggests including a report on the activity of the money from the VT Disaster Relief Fund. Real expenditures for real needs. Doug Bishop is the Fund's Allocations Committee Chair and should be included.

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

From: Allen, Susan
Sent: Friday, March 30, 2012 8:46 AM
To: Ide, Robert
Subject: RE: Any chance we could sell the 25,000 license plate on Thursday?

11 a.m. Rob, if that works for you.

Yes, let's talk. Phil should be there (I'll shoot Nancy an e-mail today so they can add it to his schedule if he wants to come) ... maybe see if we can get David Coates back? Let's brainstorm who buys the half-way plate, Lola is an interesting idea, but maybe she'll get over-covered today, we'll see. Or maybe a National Guard soldier who helped? Or a biz exec with a company that has been really generous (although that's our presser on April 10 with Ernie Boch Jr. from Suburu)?

Betsy, let's also talk about perhaps including some "thank yous" in the press conference and the release: name companies, big private donors, repeat volunteers, student groups, etc., who have stepped forward and continue to step forward. Welcome other thoughts, too!

Sue

From: Ide, Robert
Sent: Thursday, March 29, 2012 6:58 PM
To: Allen, Susan
Cc: Betsy Ide
Subject: Re: Any chance we could sell the 25,000 license plate on Thursday?

You know, I was looking at our numbers and thinking that Tuesday would be too soon. Thursday would also fit my schedule better, in fact you pick the time and I can be there.

I don't know who you were thinking should be the buyer, but I was thinking perhaps of an older, more prominent Vermonter. Maybe Mrs. Aiken ?

Betsy thinks it needs to be someone more closely tied to a flood victim. At one point the Governor mentioned having Phil Scott involved. So, more email chatter between we 3 may be necessary.

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

On Mar 29, 2012, at 5:29 PM, "Allen, Susan" <Susan.Allen@state.vt.us> wrote:

We have a time-limited event that HAS to happen on Wednesday. So I'm hoping we can move our event to 11 a.m. on Thursday. And if we've just sold too many, then we can do a "celebration" of crossing the half-way mark rather than actually selling the half-way plate. Thoughts?

Sue

Susan Allen
Special Assistant to the Governor
802-828-3333

Allen, Susan

From: Allen, Susan
Sent: Thursday, March 29, 2012 5:30 PM
To: Ide, Robert; Betsy Ide
Subject: Any chance we could sell the 25,000 license plate on Thursday?

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Sue

Susan Allen
Special Assistant to the Governor
802-828-3333

Allen, Susan

From: Ide, Robert
Sent: Friday, March 23, 2012 10:09 AM
To: Searles, Brian
Cc: Allen, Susan
Subject: Re: A possible press conference on April 4 at DMV. Just FYI at this point; will keep you looped in. Sue

I further predict the 25,000th plate will be about 11:18 AM that day.

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

Sent from my iPad

On Mar 23, 2012, at 9:56 AM, "Searles, Brian" <Brian.Searles@state.vt.us> wrote:

> I have great faith in Rob "Karnak" Ide, and will hold that date.

>

> -----Original Message-----

> From: Allen, Susan

> Sent: Friday, March 23, 2012 9:30 AM

> To: Searles, Brian

> Subject: A possible press conference on April 4 at DMV. Just FYI at this point; will keep you looped in. Sue

>

>

>

> -----Original Message-----

> From: Allen, Susan

> Sent: Friday, March 23, 2012 9:27 AM

> To: Ide, Robert

> Subject: RE: Today's gig

>

> Tentatively Wed., April 4 at 11 a.m. I'll just stay in touch with you, oh great swami predictor!

>

> -----Original Message-----

> From: Ide, Robert

> Sent: Friday, March 23, 2012 9:23 AM

> To: Allen, Susan

> Subject: Re: Today's gig

>

> Pick a day the week after next that looks good for you. Using my amazing powers of prediction, I think that will be the day.

>

> Robert Ide, Commissioner

> Vermont Department of Motor Vehicles

> 120State Street

> Montpelier, Vermont 05604

> 802-828-2011

> Robert.ide@state.vt.us

>

> Sent from my iPad

>

> On Mar 23, 2012, at 8:57 AM, "Allen, Susan" <Susan.Allen@state.vt.us> wrote:

>

>> Yea! I'm really starting to see these plates on lots of cars, which is cool. I had an idea about the 25,000th plate (recall the Gov wants a big press event around the half-way sales mark). Maybe when we get really close we can hold one plate and earmark it for the 25,000th (not quite sure how, but we can discuss) and do a symbolic sale of that plate to someone special at the DMV office or a store. Anyway, just keep me posted on sales so we don't accidentally miss the half-way mark and I'm summarily fired. :)

>>

>> Sue

>>

>> -----Original Message-----

>> From: Ide, Robert

>> Sent: Friday, March 23, 2012 8:41 AM

>> To: Searles, Brian; Minter, Sue; Allen, Susan

>> Subject: Today's gig

>>

>> Selling plates at the Vt Bar Association.

>>

Subject: DRAFT press release for tomorrow. Send corrections and improvements! Sue

Date: Wednesday, April 4, 2012 5:04:06 PM ET

From: Allen, Susan

To: Lofy, Bill, Graff, Chris, 'Betsy Ide', Ide, Robert

For Immediate Release

April 5, 2012

Contact: Susan Allen

802-279-8493

Gov. Shumlin presents 25,000th 'I Am Vermont Strong' license plate to 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 to the eventual sale of 50,000 of the plates. 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 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.

To date, the relief fund has raised \$XXX,XXX, and distributed \$XXXXXX to XX families across the state (see attachment for an example of some of the individual stories – Betsy, I'm going to attach your vignettes). In addition, \$XXXXX is expected to go to the Vermont Foodbank.

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.

Susan Allen
Special Assistant to the Governor
802-828-3333

Subject: Re: DRAFT press release for tomorrow. Send corrections and improvements! Sue
Date: Wednesday, April 4, 2012 5:13:31 PM ET
From: Betsy Ide
To: Allen, Susan
CC: Lofy, Bill, Graff, Chris, Ide, Robert

Sue,

I will get the numbers for you and also want to craft a sentence about the fund seeing an accelerated level of cases/requests coming forward as local resources are expended and the time for the statewide group to fill the gaps emerges. We will get you something ASAP.

Thanks for arranging such an exciting event for tomorrow, it is sure to capture some attention!

-Betsy

On Apr 4, 2012, at 5:04 PM, Allen, Susan wrote:

**For Immediate Release
April 5, 2012**

Contact: Susan Allen
802-279-8493

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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.

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Susan Allen
Special Assistant to the Governor
802-828-3333

Subject: Re: DRAFT press release for tomorrow. Send corrections and improvements! Sue
Date: Thursday, April 5, 2012 8:33:52 AM ET
From: Ide, Robert
To: Betsy Ide
CC: Allen, Susan, Lofy, Bill, Graff, Chris

We will produce the FoodBank number.

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

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Sue,

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For Immediate Release
April 5, 2012

Contact: Susan Allen
802-279-8493

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emergency responders**

Urges Vermonters to buy the plates; funds to help Vermonters impacted by

flooding

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Susan Allen
Special Assistant to the Governor
802-828-3333

Subject: Gov. Shumlin presents 25,000th VTStrong license plate to Vermont's emergency responders
Date: Thursday, April 5, 2012 12:08:50 PM ET
From: Allen, Susan
To: Allen, Susan

Note: Video of the event is available if requested.

For Immediate Release
April 5, 2012

Contact: Susan Allen
802-279-8493

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Allen, Susan

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Sent: Thursday, March 29, 2012 6:58 PM
To: Allen, Susan
Cc: Betsy Ide
Subject: Re: Any chance we could sell the 25,000 license plate on Thursday?

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Sue

Susan Allen
Special Assistant to the Governor
802-828-3333

Wengroff, Ariel

From: Matthew Vinci [mattvinci@comcast.net]
Sent: Thursday, April 05, 2012 12:21 PM
To: Wengroff, Ariel
Subject: Fwd: Gov. Shumlin presents 25,000th VTStrong license plate to Vermont's emergency responders

Wish I knew about this.

Matthew Vinci
President
Professional Fire Fighters of Vermont
20 Kimball Avenue - Suite 108
South Burlington, VT 05403
802-652-0085

Begin forwarded message:

From: "Allen, Susan" <Susan.Allen@state.vt.us>
Date: April 5, 2012 12:08:50 PM EDT
To: "Allen, Susan" <Susan.Allen@state.vt.us>
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

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Wengroff, Ariel

From: Murphy, Kathy
Sent: Thursday, April 05, 2012 2:40 PM
To: Allen, Susan
Cc: Wengroff, Ariel
Subject: RE: 25000 IAVS license plate media event

Wonderful; thank you!

Kathleen A. Murphy

Chief Marketing Officer
State of Vermont
National Life North Building
One National Life Drive - 6th Floor
Montpelier, VT 05620-0501
(802) 828-2999

From: Allen, Susan
Sent: Thursday, April 05, 2012 2:40 PM
To: Murphy, Kathy
Cc: Wengroff, Ariel
Subject: RE: 25000 IAVS license plate media event

YES! You should have been on the list ... my bad. I'll send release, Ari will send pics!

From: Murphy, Kathy
Sent: Thursday, April 05, 2012 2:39 PM
To: Allen, Susan; Wengroff, Ariel
Subject: 25000 IAVS license plate media event

Heard today's media event was huge success; kudos! If possible, would you please share media release and any photos that we could post on vtstrong.vermont.gov?

Thank you!

Kathleen A. Murphy

Chief Marketing Officer
State of Vermont
National Life North Building
One National Life Drive - 6th Floor
Montpelier, VT 05620-0501
(802) 828-2999

Wengroff, Ariel

From: Lofy, Bill
Sent: Thursday, April 05, 2012 10:15 AM
To: Wengroff, Ariel
Cc: MacLean, Alex; Allen, Susan
Subject: Re: media plan

good

On Apr 5, 2012, at 10:06 AM, "Wengroff, Ariel" <Ariel.Wengroff@state.vt.us> wrote:

10:15 AM Join Governor Shumlin and Senator Bernie Sanders on Monday, April 9th for the Vermont Clean Energy Investment Summit! (sharing an event on the page that Jeff and I created on Facebook yesterday)

12:00 PM Photo: Today, Governor Shumlin and others celebrated the sale of the 25,000th 'I Am Vermont Strong' license plate! This marks the half-way point in an effort to sell enough plates to raise \$1 million for the Vermont Disaster Relief Fund.

3:00 PM Video from the press conference

6:00 PM TBD based on how the video trends

Ariel Wengroff
Special Assistant to the Governor
109 State Street
Montpelier, VT 05609

Office: 802-828-3333
Cell: 802-279-6825

Wengroff, Ariel

From: Graff, Chris [CGraff@nationallife.com]
Sent: Thursday, April 05, 2012 1:08 PM
To: Allen, Susan; Betsy Ide; Ide, Robert; Wengroff, Ariel
Subject: RE: We should be all set for 11!

Nice job everyone!

Thanks for your efforts to pull together this event to trumpet the milestone and motivate the next 25,000 sales!

From: Allen, Susan [<mailto:Susan.Allen@state.vt.us>]
Sent: Thursday, April 05, 2012 10:28 AM
To: Graff, Chris; 'Betsy Ide'; Ide, Robert; Wengroff, Ariel
Subject: We should be all set for 11!

Podium has been delivered to DMV (they were told to leave it in the lobby). If it's beautiful, let's be outside with the fire truck and Statehouse in the background. If it's snowy or too cold, inside. Chris and Betsy, will you guys make the call on that since I'll probably be arriving with the Gov?

Barre Fire Department truck will be parked out front; Montpelier might also send a fire truck. Barre checked and the plate is LEGAL on their fire truck (we were a little concerned about the weight limit issue).

I have press releases with me, and the vignettes are attached. I'll add the stores-carrying-plates list from Jim Harrison when I send the electronic version out to everyone.

As agreed, we'll leave the financial info off the release and let Doug handle that so he can go into a little more depth if need be.

Gov has the money for the plate! ☺

So if the first one there (might be Ari, who will film the press conference and send out videos) just help folks set up and keep everyone there until we show up close to 11? My cell: 802-279-8493.

Susan Allen
Special Assistant to the Governor
802-828-3333

CONFIDENTIALITY NOTICE: This e-mail and any attachments are intended only for the individual or company to which it is addressed and may contain information which is privileged, confidential or prohibited from disclosure. If you are not the intended recipient, you are hereby notified that any use, dissemination, or copying of this e-mail or attachments is strictly prohibited. If you have received this transmission in error, please return the material received to the sender and delete all copies from your system. Thank you.

Text Message Correspondence – April 5, 2012

Ariel Wengroff to Susan Allen

10:54 AM: No video press yet – they might be outside waiting for GPS

WPTZ and wcax!

Wesley, Carolyn

From: Wesley, Carolyn
Sent: Wednesday, April 04, 2012 2:02 PM
To: 'Betsy Ide'
Subject: RE: Julie-Ann Graves - Food Bank

Yeah I gave her Jo Ann's name as well. That would be super great, much greater than someone asking the Gov why you haven't gotten the money yet (which I don't think will happen, but I wanted Sue to be on top of it)

From: Betsy Ide [<mailto:betsyide@gmail.com>]
Sent: Wednesday, April 04, 2012 1:57 PM
To: Wesley, Carolyn
Subject: Re: Julie-Ann Graves - Food Bank

She is welcome to call me, but I really don't have any info other than we haven't gotten any funds yet. Her call might be more informative if she calls the DMV to ask about the status. How great would it be if the DMV presented us with checks tomorrow?

On Apr 4, 2012, at 1:53 PM, Wesley, Carolyn wrote:

FYI, I just ran this situation by Sue Allen since we're doing a presser on the plates tomorrow so she might be calling you for more information

From: Betsy Ide [<mailto:betsyide@gmail.com>]
Sent: Wednesday, April 04, 2012 1:52 PM
To: Wesley, Carolyn
Subject: Re: Julie-Ann Graves - Food Bank

I said to someone the other day, the only time Rob Ide regrets raising me under the 'always get to yes' philosophy is when he even THINKS about saying no to me :)

On Apr 4, 2012, at 1:50 PM, Wesley, Carolyn wrote:

I love the idea of you "mentioning something to the commissioner". Keep that guy in line!

From: Betsy Ide [<mailto:betsyide@gmail.com>]
Sent: Wednesday, April 04, 2012 1:49 PM
To: Wesley, Carolyn
Subject: Re: Julie-Ann Graves - Food Bank

You are 100% correct in directing her to JoAnn Stevens. I mentioned the same thing to the Commissioner the other day, VDRF hasn't seen any funds yet either. I know they are some place safe, but I am hoping to see them soon!

On Apr 4, 2012, at 1:45 PM, Wesley, Carolyn wrote:

Julie-Ann called looking for Jo Ann Steven's contact in DMV. The Foodbank still has not received funds from the VT Strong plates and they haven't heard from anyone in awhile. She had heard that Jo Ann was the person to contact so I gave her Jo Anns number, but said I would run it by you as well .

Julie-Ann can be reached at 802 477 4104

Thanks

Carolyn Wesley
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802-828-3333

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Trombley, Shana

From: Allen, Susan
Sent: Friday, March 23, 2012 9:26 AM
To: Trombley, Shana
Subject: I should know this ...

Do we have anything special scheduled for Gov's April 4 weekly press conference? I don't think we do, but sometimes you know things I don't. If not, we're going to sell the 25,000th VTStrong license plate over at DMV (Gov wants to celebrate the half-way mark).

Sue

Susan Allen
Special Assistant to the Governor
802-828-3333