

From: MacLean, Alex
Sent: Wednesday, February 23, 2011 6:46 AM
To: Ross, Chuck; Roberta MacDonald; Miller, Lawrence; Allen, Susan
CC: Spaulding, Jeb; Bothfeld, Diane
Subject: RE: Jeb Spaulding

I agree.

From: Ross, Chuck
Sent: Tuesday, February 22, 2011 10:27 PM
To: Roberta MacDonald; Miller, Lawrence; Allen, Susan
Cc: Spaulding, Jeb; MacLean, Alex; Bothfeld, Diane
Subject: RE: Jeb Spaulding

Jeb mentioned this too me today but i have no information on what Bill is driving at with this and why now. Seems hitting the pause button is the right thing to do here and have a collective conversation before anyone does anything.

chuck

From: Roberta MacDonald [mailto:rmacdonald@cabotcheese.com]
Sent: Tuesday, February 22, 2011 3:52 PM
To: Miller, Lawrence; Allen, Susan
Cc: Ross, Chuck; Spaulding, Jeb; MacLean, Alex
Subject: RE: Jeb Spaulding

Thanks; Jed called – indicated he was on his way somewhere and that he'd call back. In the meantime, Tim Meehan was on-sight and has examples and could summarize issue for Jeb faster; I texted Jeb to that end.

We'll see. Thanks for the call, Lawrence and the pass through from Sue.

John Kessler's reach out on Vermont Origins technicality NOT really the issue – not sure who asked that to happen.

R
802-839-0529
24/7

From: Miller, Lawrence [mailto:Lawrence.Miller@state.vt.us]
Sent: Tuesday, February 22, 2011 2:02 PM
To: Roberta MacDonald; Allen, Susan
Cc: Ross, Chuck; Spaulding, Jeb; MacLean, Alex
Subject: RE: Jeb Spaulding

I talked to Jeb, he will be calling.
Lawrence

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Lawrence Miller, Secretary
Agency of Commerce and Community Development
State of Vermont
National Life Building, Drawer 20
Montpelier, VT 05620-0501
(802) 828-5204
lawrence.miller@state.vt.us

The mission of the Agency of Commerce and Community Development is to help Vermonters improve their quality of life and build strong communities.

From: Roberta MacDonald [mailto:rmacdonald@cabotcheese.com]
Sent: Tuesday, February 22, 2011 12:34 PM
To: Allen, Susan
Cc: Ross, Chuck; Miller, Lawrence
Subject: Jeb Spaulding

Sue –

Trying to reach you about pending issue with assistant AG. Seeking advice. Been told to reach out to Jeb. Tried leaving voice mail at his home; nobody at office yesterday.

AG's (supposedly Burg has Sorrell's blessing to proceed) leverages fines and contention about our logo and butter box is pushing us to consider standing down from our Vermont positioning or risking one huge awful – nobody wins court battle.

I want someone there to know what's at risk regarding our 20 year commitment to promoting the Vermont brand. This is not just a Commerce or Ag issue. This is a serious reality check for brand builders who grow.

What to do? Traveling to Methuen tomorrow to spell out options to Richie. Who is the moderator – the voice of reason? Do we make this decision without the Governor's knowledge – ending 22 years of collaborative brand building?

Berta

802-839-0529

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