

**THE QUEEN'S BENCH
WINNIPEG CENTRE**

BETWEEN:

NICHOLAS TROLLER

Applicant

-and-

MANITOBA PUBLIC INSURANCE CORPORATION

Respondent

AFFIDAVIT OF MICHELLE GUSDAL

SWORN NOVEMBER 26, 2018

NOV 30 2018

Prepared by:

Justice Centre for Constitutional Freedoms
#253, 7620 Elbow Drive SW
Calgary, Alberta T2V 1K2
Phone: (403) 667-8575
Email: jkitchen@jccf.ca
James Kitchen, counsel for the Applicant

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MANITOBA PUBLIC INSURANCE CORPORATION

Respondent

AFFIDAVIT OF MICHELLE GUSDAL

I, MICHELLE GUSDAL, of the City of Calgary, in the Province of Alberta,
MAKE OATH AND SAY:

1. I have personal knowledge of the matters and facts hereinafter deposed to by me, except where same are stated to be based upon information and belief, in which case I believe them to be true.
2. I am the office administrator of the Justice Centre for Constitutional Freedoms, counsel for the Applicant in the above-described matter.
3. Attached to this affidavit as **Exhibit "A"** are the answers to the undertakings of the Respondent from the cross examination of Ward Keith conducted on April 18, 2018.
4. I am informed and do verily believe that in response to undertaking no. 2, an undertaking to provide the personalized licence plate ("PLP")

“approval list” for the week of June 29 – July 3, 2015, the Respondent provided on email dated July 3, 2015 and a spreadsheet listing all the PLP slogans to be approved for that week (attached to this affidavit as **Exhibit “B”**).

5. I am informed and do verily believe that in response to undertaking no. 6, an undertaking to provide a list of all prohibited PLP slogans, the Respondent provided a current list of all prohibited PLP slogans (attached to this affidavit as **Exhibit “C”**).
6. I am informed and do verily believe that in response to undertaking no. 11, an undertaking to provide all interoffice emails regarding the decision to revoke the PLP “ASIMIL8” (read as “assimilate”) between April 24 – April 27, 2017, the Respondent provided 348 pages of emails (attached to this affidavit as **Exhibit “D”**).
7. I am informed and do verily believe that in response to undertaking no. 12, an undertaking to provide the process or procedure for recalling PLPs, the Respondent provided its PLP Surrender Process policy (attached to this affidavit as **Exhibit “E”**).
8. I swear this affidavit bona fide, and for no improper purpose.

SWORN BEFORE ME at Calgary,))
Alberta this 26 of November 2018.))


A Commissioner for Oaths in
and for the Province of Alberta

James Kitchen
Barrister & Solicitor


MICHELLE GUSDAL

**THE QUEEN'S BENCH
WINNIPEG CENTRE**

BETWEEN:

NICHOLAS TROLLER,

applicant,

-and-

MANITOBA PUBLIC INSURANCE CORPORATION,

respondent.

**ANSWERS TO UNDERTAKINGS OF THE RESPONDENT
FROM THE EXAMINATION FOR DISCOVERY OF WARD KEITH**

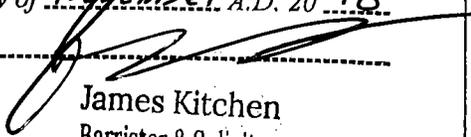
THIS IS EXHIBIT " A " referred to in the Affidavit of Michelle Gusdal
Sworn before me this 26 day of November A.D. 20 18

**Manitoba Public Insurance
Legal Services
702 – 234 Donald Street
Winnipeg, MB R3C 4A4**

(Trevor M. Brown – 048043)

(Telephone No. 204-985-8770 ext. 8007)

(Facsimile No. 204-942-2217)


James Kitchen
Barrister & Solicitor

**THE QUEEN' S BENCH
WINNIPEG CENTRE**

BETWEEN:

NICHOLAS TROLLER,

applicant,

-and-

MANITOBA PUBLIC INSURANCE CORPORATION,

respondent.

**ANSWERS TO UNDERTAKINGS OF THE RESPONDENT
FROM THE EXAMINATION FOR DISCOVERY OF WARD KEITH**

1. Undertaking: Inquire if received a package, and if so, produce it.
Answer: No package was received.

2. Undertaking: Advise if application was on the approval list or questionable list and produce the applicable list.
Answer: At the time, no concerns were identified with any of the slogans so no questionable list was produced. Attached to these answers as **Schedule "A"** is an email dated July 3, 2015 regarding PLP slogans to be approved. Attached to these answers as **Schedule "B"** is a spreadsheet of the PLP slogans to be approved for the period June 29-July 3, 2015.

The "list" was for approved slogans. Questionable slogans, those with concerns identified, were provided in an email.

3. Undertaking: Advise of title and position of committee members at the time.

Answer: The committee consisted of:

John Hallonquist - Executive Director, Service Centre Operations
Charlene Figueiredo - Business Relationship Manager
Brian Smiley - Media Relations Coordinator
Charray Dutka - Senior Policy Analyst, KMS
Margaret Kobylinski - Assistant Manager, Licensing Services

4. Undertaking: Advise if any committee members had received any training in regards to the Charter.

Answer: No training regarding the Charter was provided to the committee members.

5. Undertaking: Advise if MPI maintains a list of all prohibited PLP slogans.

Answer: MPI maintains a list of all prohibited PLP slogans.

6. Undertaking: Provide list of prohibited PLP slogans when Mr. Keith became Registrar, when Ms. Hocken became Registrar, and as it is today, if possible.

Answer: Attached to these answers as **Schedule "C"** is a current list of the prohibited PLP slogans. The list is not maintained in a way that MPI can determine when certain slogans were added to the list. All slogans that were entered prior to July 2010 have an effective date of 1996. There is no way to determine if the applicable slogans were entered before or after 2006, when Mr. Keith became the Registrar of Motor Vehicles.

7. Undertaking: Advise if there is any other criteria that the Registrar uses to determine if the standard is met.

Answer: There are no other criteria that the Registrar uses to determine if the standard is met.

8. Undertaking: Advise if MPI has ever received any complaints regarding the "Support Our Troops" specialty licence plates.
- Answer: No complaints regarding the "Support Our Troops" plates have been received by the PLP team or MPI's Customer Relations Office.
9. Undertaking: Provide identity of complainant.
- Answer: MaryAnn Wilhelm.
10. Undertaking: Produce follow-up e-mail received from the complainant.
- Answer: Attached to these answers as **Schedule "D"** is a copy of Ms. Wilhelm's email of April 25, 2017.
11. Undertaking: Produce interoffice e-mails from April 24, 2017 through to April 27, 2017.
- Answer: Attached to these answers as **Schedule "E"** are copies of the interoffice emails regarding this matter, sent between April 24, 2017 through April 27, 2017.
12. Undertaking: Determine if the process for recalling PLPs is written and, if so, produce it.
- Answer: Attached to these answers as **Schedule "F"** is a copy of PLP surrender process.
13. Undertaking: Advise in current role if any other PLPs were recalled.
- Answer: Mr. Keith was aware of recalls involving the following plates: NOTTS C, WHITEY7 & GDISLUV.

14. Undertaking: Produce the procedure for handling complaints if it's not included in the procedure for recall and if it's written.

Answer: The procedure for handling complaints specific to PLPs has not been documented.

DATE: June 29, 2018

Manitoba Public Insurance
Legal Services
702 - 234 Donald Street
Winnipeg, MB R3C 4A4

(Trevor M. Brown - 048043)
(Telephone No. 204-985-8770 ext. 8007)
(Facsimile No. 204-942-2217)

Rondeau, Nicole

From: Dunlop, Denise
Sent: Friday, July 03, 2015 4:57 PM
To: Hallonquist, John; Clark, Charlene; Smiley, Brian; Dutka, Charray; Kobylinski, Margaret
Cc: Irving, Caleb
Subject: PLP Slogans to be Approved
Attachments: PLP Slogans June 29-July 3, 2015.xlsx

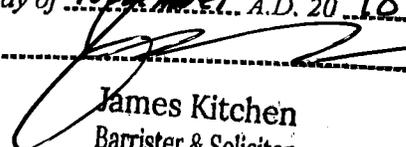
Hi everyone,

Attached is the list of PLP slogan requests for the period of June 29 – July 3, 2015.

Please review and advise on any possible concerns no later than end of day **Tuesday, July 7th**.

Thanks,
Denise Dunlop
Vehicle Registrations Coordinator
Manitoba Public Insurance
Phone: 204-985-8770 ext 7748
Cell: 204-226-9108
Fax 204-953-4998

The information in this email is confidential and may be legally privileged. It is intended solely for the addressee. Access to this email by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

THIS IS EXHIBIT " B "
referred to in the Affidavit of
Michelle Gusdal
Sworn before me this 26
day of November A.D. 20 18

James Kitchen
Barrister & Solicitor

Slogans Requests to be Approved

Date Received	Chosen (Finalist)	Slogan	Approx.	Meaning	Reason For Denial <small>Under current guidelines added by direct reference or innuendo (i.e. political, profane, slanted/dog related, sexual, racial, or otherwise offensive)</small>	Additional Notes
JUNE 29 2015		VRJ		ABBREV OF CUSTOMER'S FIRST NAME - VRAJ		Searched Google & Urban Dictionary - no issue
		C MCRAE		COUN MCRAE - FAMOUS BRITISH CAR RALLY DRIVER		Searched Google & Urban Dictionary - no issue
		SHOPCOM		FAVOURITE WEBSITE		Searched Google & Urban Dictionary - no issue
		ARAB		MY NATIONALITY		Searched Google & Urban Dictionary - no issue
		BNP3		NAME OF THE "GENE" THE GIFTTE WORKS WITH IN HER LAB		Searched Google & Urban Dictionary - no issue
		DOG MOM		I LOVE MY DOGS		Searched Google & Urban Dictionary - no issue
	2ND	REESSE		NICKNAME FOR FIRST NAME - CHERISSE		Searched Google & Urban Dictionary - no issue
	2ND	RAW AV8		(RAW) CUSTOMER'S INITIALS - AV8 - ABBREV FOR AVIATE- GIFTTE IS A PILOT		Searched Google & Urban Dictionary - no issue
		NOPIATC		CUSTOMER'S NAME SPELLED BACKWARDS - CATIPON (CONFIRMED)		Searched Google & Urban Dictionary - no issue
JUNE 30 2015		SUESBUG		REFERS TO CUSTOMER'S VOLKSWAGEN BEETLE		Last name confirmed.
		KHARA3		CUSTOMER'S LAST NAME AND NUMBER - HE ALREADY HAS PREVIOUS PLATES		Searched Google & Urban Dictionary - no issue
		PALAK01		DAUGHTER'S NAME AND NUMBERS 01		Last name confirmed.
		DK KNT		DARK KNIGHT		Searched Google & Urban Dictionary - no issue
		CAPMAT		REFERS TO A GOOD SAMARITAN		Searched Google & Urban Dictionary - no issue
	2ND	VORTEX1		NICKNAME IS VORTEX- ALREADY TAKEN-ADDED NUMBER 1		Searched Google & Urban Dictionary - no issue
		SS ENVY		MODEL OF CAMARO AND ENVY		Searched Google & Urban Dictionary - no issue
		ZTLE316		HUSBAND AND WIFE'S INITIALS AND MARRIAGE DATE		Searched Google & Urban Dictionary - no issue
2-Jul		WOLCOT1		CUSTOMER'S LAST NAME AND NUMBER 1		Searched Google & Urban Dictionary - no issue
		AMAZMAN		AMAZING MAN		Last name confirmed.
		BF 4EVR		BEST FRIENDS FOR EVER		Searched Google & Urban Dictionary - no issue
		RUMJLH		I LOVE LIL (WIFE)		Searched Google & Urban Dictionary - no issue
		ASIMIL8		ASIMILATE		Searched Google & Urban Dictionary - no issue
		SFTKITTY		SOFT KITTY		Searched Google & Urban Dictionary - no issue
		AZZAM 3		LAST NAME (CONFIRMED) AND NUMBER - HAS PREVIOUS NUMBERS		Searched Google & Urban Dictionary - no issue
		AZZAM 4		LAST NAME AND NUMBER - HAS PREVIOUS NUMBERS		Last name confirmed

Date Received	Choice (If Not Lst)	Slogan	Approval	Meaning	Reason For Denial Under current guidelines either by direct reference or innuendo (i.e. political, profane, alcohol/drug related, sexual, racial, or otherwise offensive)	Additional Notes
		BOOST		SUPER CHARGED VEHICLE		Searched Google & Urban Dictionary - no issue
		DECMALF		FAMILY EXPRESSION MEANS "YOU'RE IN MY CHAIR"		Searched Google & Urban Dictionary - no issue
		OV		NICKNAME LAST NAME IS - VANDERSTEEN		Searched Google & Urban Dictionary - no issue
		CHATHA		LAST NAME (CONFIRMED)		Last name confirmed
		A RIKHI		FIRST INITIAL AND LAST NAME (CONFIRMED)		Last name confirmed
		KHARRKU		GREAT SIKH (NOT ABLE TO LOCATE ANYTHING WITH THAT SPELLING)		Searched Google & Urban Dictionary - no issue
		ANNGO 2		PART OF MOTHER'S NAME - ANN AND INITIALS OF LAST NAME PLUS NUMBER		Searched Google & Urban Dictionary - no issue
		AYRON 2		IN MEMEORY OF THEIR SON AYRON		Searched Google & Urban Dictionary - no issue
		SPRTMUP		TO SPARTEN UP- GROUP ENCOURAGES KIDS TO GET ACTIVE		Searched Google & Urban Dictionary - no issue
		U 2ND		YOU ARE SECOND		Searched Google & Urban Dictionary - no issue
		MY BB 2		CAR LOOKS LIKE BUMBLE BEE FROM TRANSFORMERS MOVIE		Searched Google & Urban Dictionary - no issue
		LIZZY		DOG'S NAME		Searched Google & Urban Dictionary - no issue

Slogan	Description Reason	Denial Explanation	Effective Date
0IIII0	CLARITY AND READABILITY	IDENTIFICATION PROBLEM	1/1/1996
1175WFD	UNACCEPTABLE FORMAT		1/1/1996
1LOMOFO	OFFENSIVE/DEROGATORY		1/1/1996
1SXEWOP	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
2 UKUF	OFFENSIVE/PROFANITY	MIRROR IMAGE	1/1/1996
26E4U	OFFENSIVE/DEROGATORY	TOO SEXY FOR YOU	1/1/1996
2BTCH	OFFENSIVE/DEROGATORY		1/1/1996
2DMHOT	OFFENSIVE/DEROGATORY		1/1/1996
2FMN269	OFFENSIVE/SEXUAL CONNOTATION	2 FEMALES INTO 69	1/1/1996
2NAHNTR	OFFENSIVE/DEROGATORY	TUNA HUNTER	1/1/1996
2RAT	UNACCEPTABLE MESSAGE		1/1/1996
2SEXYTW	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
3MTA3	OFFENSIVE/DEROGATORY	EAT ME - MIRROR IMAGE	1/1/1996
3RAT	UNACCEPTABLE MESSAGE		1/1/1996
43	UNACCEPTABLE FORMAT		1/1/1996
4BNEZ	OFFENSIVE/SEXUAL CONNOTATION	BEING EASY	1/1/1996
4PLAY	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
4QU2	OFFENSIVE/PROFANITY	PROFANITY	1/1/1996
4RAT	UNACCEPTABLE MESSAGE		1/1/1996
5HOVL	CLARITY AND READABILITY		1/1/1996
5RAT	UNACCEPTABLE MESSAGE	<i>THIS IS EXHIBIT " C " referred to in the Affidavit of</i>	1/1/1996
60TR3	UNACCEPTABLE FORMAT	<i>Michelle Gusdal</i>	1/1/1996
69-ER	OFFENSIVE/SEXUAL CONNOTATION	<i>Sworn before me this 26</i>	1/1/1996
69ER	OFFENSIVE/SEXUAL CONNOTATION	<i>day of November A.D. 20 18</i>	1/1/1996
69NE1	OFFENSIVE/SEXUAL CONNOTATION	<i>[Signature]</i>	1/1/1996
6DRYV	OFFENSIVE/SEXUAL CONNOTATION	SEX DRIVE <i>James Kitchen Barrister & Solicitor</i>	1/1/1996
6HORM1	OFFENSIVE/SEXUAL CONNOTATION	SEX HORMONE	1/1/1996
6RAT	UNACCEPTABLE MESSAGE		1/1/1996
6TEE9	OFFENSIVE/DEROGATORY	UNACCEPTABLE	1/1/1996
6UALDMN	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	1/1/1996
6UALDV8	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL DEVIATE	1/1/1996
6ULDV8	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
6ULRGG	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	1/1/1996
7RAT	UNACCEPTABLE MESSAGE		1/1/1996
81TCH	OFFENSIVE/DEROGATORY	"BITCH"	1/1/1996
8NOBODY	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
8RAT	UNACCEPTABLE MESSAGE		1/1/1996
9INPNS	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
9RAT	UNACCEPTABLE MESSAGE		1/1/1996
ALLNITR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
AQTU124	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
ASSASYN	OFFENSIVE/DEROGATORY		1/1/1996
ASSMAN	OFFENSIVE/DEROGATORY		1/1/1996
BADMFKR	OFFENSIVE/PROFANITY		1/1/1996
BADMOFO	UNACCEPTABLE MESSAGE		1/1/1996
BASTRD	OFFENSIVE/PROFANITY	PROFANITY	1/1/1996
BENZO	ALCOHOL/DRUG RELATED	DRUG RELATED	1/1/1996
BETCH	OFFENSIVE/PROFANITY		1/1/1996
BIGDINK	OFFENSIVE/SEXUAL CONNOTATION	WHO HAS ONEI	1/1/1996
BITEME	OFFENSIVE/PROFANITY		1/1/1996
BLOGHME	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BLUEME	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BOOZEY	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	1/1/1996
BOTCH	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
BRSTLVR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BTCHY	OFFENSIVE/PROFANITY		1/1/1996
BUGAR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BUGER	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BUGGAR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BUGGER	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BUGGR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BUGR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
BUGRR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
BUTT	OFFENSIVE/DEROGATORY	COULD BE OFFENSIVE	1/1/1996
CATSASS	OFFENSIVE/DEROGATORY		1/1/1996
CHRIST	RELIGION	RELIGIOUS CONNOTATION	1/1/1996
CLIT	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
CONDUMB	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
COOCHI	OFFENSIVE/SEXUAL CONNOTATION	GENITALS	1/1/1996
COOCHIE	OFFENSIVE/SEXUAL CONNOTATION	GENITALS	1/1/1996
COOCHY	OFFENSIVE/SEXUAL CONNOTATION	GENITALS	1/1/1996
CR82SH	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	1/1/1996
CUM55X	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
CYASUKR	OFFENSIVE/DEROGATORY		1/1/1996
DA PMP	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
DAMSTR8	OFFENSIVE/DEROGATORY		1/1/1996
DEVILS	RELIGION	RELIGIOUS CONNOTATION	1/1/1996
DMV SUX	OFFENSIVE/DEROGATORY		1/1/1996
DOUSWLO	OFFENSIVE/SEXUAL CONNOTATION	DO YOU SWALLOW	1/1/1996
DREK	OFFENSIVE/PROFANITY	SWEAR IN SLAVIC/YIDDISH	1/1/1996
DRG DLR	ALCOHOL/DRUG RELATED		1/1/1996
DRPOO	OFFENSIVE/PROFANITY	SOUNDS LIKE SOMEONE POO'D	1/1/1996
DRPOOP	OFFENSIVE/PROFANITY	SOUNDS LIKE POOP	1/1/1996
DUBBIES	UNACCEPTABLE MESSAGE	SEXUAL	1/1/1996
DVLS30	RELIGION	RELIGIOUS CONNOTATION	1/1/1996
EASY	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
EATIT	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONOTATION	1/1/1996
EMKNAPS	OFFENSIVE/SEXUAL CONNOTATION	SPANK ME BACKWARDS	1/1/1996
ESAD	OFFENSIVE/PROFANITY	EAT S*** AND DIE	1/1/1996
ESFOAD	UNACCEPTABLE MESSAGE		1/1/1996
ETABUSH	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
F ADUCK	OFFENSIVE/DEROGATORY		1/1/1996
F8SUCKS	OFFENSIVE/DEROGATORY		1/1/1996
FA CUE	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	1/1/1996
FACUE	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	1/1/1996
FAH Q	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	1/1/1996
FAHQ	OFFENSIVE/DEROGATORY	UNACCEPTABLE	1/1/1996
FAWQ	OFFENSIVE/PROFANITY		1/1/1996
FIGJAM	OFFENSIVE/DEROGATORY		1/1/1996
FKIDNNO	OFFENSIVE/PROFANITY		1/1/1996
FKLIK12	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
FOPAH	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
FOOPER	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
FOOPSHE	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
FSTPHKR	OFFENSIVE/PROFANITY		1/1/1996
FUBAR	OFFENSIVE/PROFANITY	UNACCEPTABLE MESSAGE	1/1/1996
FUBAR1	OFFENSIVE/PROFANITY	UNACCEPTABLE MESSAGE	1/1/1996
FUH QUE	OFFENSIVE/DEROGATORY		1/1/1996
GETFMYS	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
GIGGIDY	OFFENSIVE/DEROGATORY	COULD BE OFFENSIVE	1/1/1996
GILF	OFFENSIVE/SEXUAL CONNOTATION	SEXUALLY OFFENSIVE	1/1/1996
GOD	RELIGION		1/1/1996
GOTMILF	OFFENSIVE/DEROGATORY		1/1/1996
GOTNUTS	OFFENSIVE/DEROGATORY		1/1/1996
GR82SH	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
GR8BUNS	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
GR8TTS	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
GRIPME	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
HITNRUN	OFFENSIVE/DEROGATORY		1/1/1996
HOBANGR	OFFENSIVE/DEROGATORY		1/1/1996
HOOTERS	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
HOTWAD	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
IAM 469	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
IB6UB9	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
IDOIT	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	1/1/1996
IDOS MF	OFFENSIVE/DEROGATORY		1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
IGOT 2P	OFFENSIVE/DEROGATORY		1/1/1996
IH8MYX	OFFENSIVE/DEROGATORY		1/1/1996
IM2BZ2P	OFFENSIVE/DEROGATORY		1/1/1996
IMEZRU	OFFENSIVE/DEROGATORY		1/1/1996
IMNAKED	ALCOHOL/DRUG RELATED	OFFENSIVE	1/1/1996
INJIN	OFFENSIVE/DEROGATORY	RACIAL	1/1/1996
INTSTND	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
IVNIK8	OFFENSIVE/SEXUAL CONNOTATION	IV=FOUR - FORNICATE	1/1/1996
JOFO	OFFENSIVE/DEROGATORY		1/1/1996
K9STYL	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
KISMYSS	OFFENSIVE/SUGGESTIVE		1/1/1996
KISTHIS	OFFENSIVE/PROFANITY	MAY SEEM OFFENSIVE	1/1/1996
KOYTUS	OFFENSIVE/SEXUAL CONNOTATION	COITUS	1/1/1996
KZUL SX	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
LANGOD	RELIGION	MAY OFFEND	1/1/1996
LFSABCH	OFFENSIVE/DEROGATORY	LIFE'S A B*TCH	1/1/1996
LICK	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
LILBUGA	OFFENSIVE/DEROGATORY	BUGGERY	1/1/1996
LITFA	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	1/1/1996
LMAO	OFFENSIVE/PROFANITY		1/1/1996
LMFAO	OFFENSIVE/PROFANITY		1/1/1996
LOMOFO	OFFENSIVE/DEROGATORY		1/1/1996
LORMOFO	OFFENSIVE/DEROGATORY		1/1/1996
LTSLXIX	OFFENSIVE/SEXUAL CONNOTATION	LXIX=69	1/1/1996
LUCAFUR	RELIGION		1/1/1996
LUGNAF	OFFENSIVE/SEXUAL CONNOTATION	LET US GET NAKED AND ****	1/1/1996
LV2SHAG	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE	1/1/1996
MOBSTR	CRIMINAL CONNOTATION	CRIMINAL	1/1/1996
MAFIA	POLITICAL	CRIMINAL CONNOTATION	1/1/1996
MAFIA 1	OFFENSIVE/DEROGATORY	COULD BE OFFENSIVE	1/1/1996
MAFIA1	OFFENSIVE/DEROGATORY	COULD BE OFFENSIVE	1/1/1996
MILF	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
MILFTOY	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	1/1/1996
MOBSTER	CRIMINAL CONNOTATION	CRIMINAL	1/1/1996
MRHANKY	OFFENSIVE/DEROGATORY		1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
MSAGRO	OFFENSIVE/SEXUAL CONNOTATION	ORGASM BACKWARDS	1/1/1996
MUF DVR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
MULVA	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL INNUENDOES	1/1/1996
NE1469	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
NO CACA	OFFENSIVE/DEROGATORY		1/1/1996
NOYGDB	OFFENSIVE/DEROGATORY		1/1/1996
OMG WTF	OFFENSIVE/DEROGATORY		1/1/1996
PCA SHT	OFFENSIVE/PROFANITY		1/1/1996
PHA Q	OFFENSIVE/PROFANITY		1/1/1996
PHAKIT	OFFENSIVE/PROFANITY	PROFANITY	1/1/1996
PHAQ	OFFENSIVE/PROFANITY		1/1/1996
PHKIT	OFFENSIVE/DEROGATORY	UNACCEPTABLE	1/1/1996
PHKNA	OFFENSIVE/PROFANITY	COULD BE DEEMED OFFENSIVE	1/1/1996
PHKR	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
PHOEN1X	CLARITY AND READABILITY	IDENTIFICATION PROBLEM	1/1/1996
PIMP	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
PISSOFF	OFFENSIVE/PROFANITY		1/1/1996
PLAYBOY	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
PMPN8EZ	OFFENSIVE/DEROGATORY		1/1/1996
PNS NVY	OFFENSIVE/DEROGATORY		1/1/1996
PNSNVY	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
POLICE	CLARITY AND READABILITY	IDENTIFICATION PROBLEM	1/1/1996
POLIZEI	CLARITY AND READABILITY	POLICE IN GERMAN	1/1/1996
POOH-C	OFFENSIVE/PROFANITY		1/1/1996
PORKIN	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
PORPHKR	OFFENSIVE/PROFANITY		1/1/1996
PSYETR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
PU55Y	OFFENSIVE/SEXUAL CONNOTATION	UNACCEPTABLE MESSAGE	1/1/1996
PU5SY	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
PUSSY	OFFENSIVE/PROFANITY		1/1/1996
PUSSYDR	OFFENSIVE/SUGGESTIVE	SUGGESTIVE	1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
QUICKIE	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
QUIKEE	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
QWKPHKR	OFFENSIVE/PROFANITY		1/1/1996
RAINSUX	OFFENSIVE/DEROGATORY		1/1/1996
RAT	UNACCEPTABLE MESSAGE		1/1/1996
RCHPHKR	OFFENSIVE/PROFANITY		1/1/1996
RIDEME	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
RNUOVER	OFFENSIVE/DEROGATORY	UNACCEPTABLE	1/1/1996
RNUOVR	OFFENSIVE/DEROGATORY	UNACCEPTABLE	1/1/1996
ROKURAS	OFFENSIVE/PROFANITY	ROCK YOUR A**	1/1/1996
RTFM	OFFENSIVE/PROFANITY		1/1/1996
RU 469	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
RUABCH2	OFFENSIVE/DEROGATORY		1/1/1996
RUNUOVR	OFFENSIVE/DEROGATORY	UNACCEPTABLE	1/1/1996
RWMNKSX	OFFENSIVE/DEROGATORY		1/1/1996
SEKCPT	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SEXAY	OFFENSIVE/SEXUAL CONNOTATION	SEXUALLY SUGGESTIVE	1/1/1996
SEXY	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SEXY6	OFFENSIVE/DEROGATORY		1/1/1996
SEXZ	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
SEXZEE	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
SHOVL	CLARITY AND READABILITY		1/1/1996
SHAG	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	1/1/1996
SHAG IN	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SHAG-IN	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SHAGIN	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SHAGUAR	OFFENSIVE/SUGGESTIVE	SEXUALLY SUGGESTIVE	1/1/1996
SHAGWAG	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SHIV	OFFENSIVE/DEROGATORY	COULD BE CONSIDERED OFF.	1/1/1996
SHMUCK	OFFENSIVE/DEROGATORY		1/1/1996
SHWAGIN	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
SHWAGON	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SHWING	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SHWINGR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SMARTSS	OFFENSIVE/DEROGATORY	COULD BE TAKEN AS OFFENSI	1/1/1996
SNORT	ALCOHOL/DRUG RELATED		1/1/1996
SNOSUKS	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
SNOSUX	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
SRUOYPU	OFFENSIVE/PROFANITY	UP YOURS BACKWARDS	1/1/1996
STACKED	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
STARFKR	OFFENSIVE/PROFANITY		1/1/1996
STFUPLZ	OFFENSIVE/DEROGATORY		1/1/1996
STIFONE	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
STROKED	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
STROKER	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	1/1/1996
STUGOTS	OFFENSIVE/PROFANITY		1/1/1996
SUX2BU	OFFENSIVE/DEROGATORY		1/1/1996
SX2BU	OFFENSIVE/DEROGATORY		1/1/1996
SX2BYOU	OFFENSIVE/DEROGATORY		1/1/1996
SXYLADY	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
SXYTITO	OFFENSIVE/SUGGESTIVE		1/1/1996
T-WAT	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE	1/1/1996
T7SUCKS	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
TEABAG	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
TERD	OFFENSIVE/DEROGATORY		1/1/1996
TERDCEL	OFFENSIVE/DEROGATORY		1/1/1996
THE69ER	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
THEGUSH	OFFENSIVE/DEROGATORY	COULD BE OFFENSIVE	1/1/1996
TIH2HO	OFFENSIVE/PROFANITY	OH S*** BACKWARDS	1/1/1996
TIHZWA	OFFENSIVE/PROFANITY	AW S*** BACKWARDS	1/1/1996
TITORUB	OFFENSIVE/SUGGESTIVE		1/1/1996
TLMFU	OFFENSIVE/PROFANITY		1/1/1996
TRGASM	OFFENSIVE/DEROGATORY		1/1/1996
TTSNASS	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996

Slogan	Description Reason	Denial Explanation	Effective Date
TWAT	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
TWTLVR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
UBTRIPN	ALCOHOL/DRUG RELATED		1/1/1996
UPURP2T	OFFENSIVE/DEROGATORY	UP YOUR ...	1/1/1996
UPURZ2	OFFENSIVE/PROFANITY		1/1/1996
UPUTTZ	OFFENSIVE/DEROGATORY	OFFENSIVE LANGUAGE	1/1/1996
UPYOURZ	OFFENSIVE/PROFANITY		1/1/1996
UR2EAZY	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
UR2EZ	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
URAPNES	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
UTA3I	OFFENSIVE/SEXUAL CONNOTATION	I EAT U BACKWARDS	1/1/1996
WANNAGO	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
WE WE	OFFENSIVE/DEROGATORY		1/1/1996
WEENR	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
WEENUK	OFFENSIVE/PROFANITY	OFFENSIVE	1/1/1996
WETDRM	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
WHTHFK	OFFENSIVE/PROFANITY		1/1/1996
WLF	OFFENSIVE/SEXUAL CONNOTATION	MEANS A FEMALE PART	1/1/1996
WNTRSUX	OFFENSIVE/DEROGATORY	OFFENSIVE	1/1/1996
WTFDOOD	OFFENSIVE/DEROGATORY		1/1/1996
WTFMYM	OFFENSIVE/PROFANITY		1/1/1996
XUD6APL	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
Y2KEH	OFFENSIVE/SEXUAL CONNOTATION		1/1/1996
NAKED	OFFENSIVE/SEXUAL CONNOTATION		7/28/2010
NAKED 1	OFFENSIVE/SEXUAL CONNOTATION		7/28/2010
NKDJMMY	OFFENSIVE/SEXUAL CONNOTATION		7/28/2010
HUMBLER	OFFENSIVE/SEXUAL CONNOTATION		8/3/2010
1SHT1KL	UNACCEPTABLE MESSAGE	VIOLENT MESSAGE ONE SHOT ONE KILL	8/25/2010
FUCK	OFFENSIVE/PROFANITY		9/1/2010

Slogan	Description Reason	Denial Explanation	Effective Date
BITCH	OFFENSIVE/PROFANITY		9/13/2010
BEOTCH	OFFENSIVE/PROFANITY		9/22/2010
1BEOTCH	OFFENSIVE/PROFANITY		9/22/2010
BEOTCH1	OFFENSIVE/PROFANITY		9/22/2010
D1RTBAG	OFFENSIVE/DEROGATORY		9/23/2010
DIRTBAG	OFFENSIVE/DEROGATORY		9/23/2010
DURTBAG	OFFENSIVE/DEROGATORY		9/23/2010
B1TCH	OFFENSIVE/PROFANITY		10/6/2010
BTCH	OFFENSIVE/PROFANITY		10/6/2010
GANGSTA	CRIMINAL CONNOTATION		10/20/2010
BEATCH	OFFENSIVE/PROFANITY		12/9/2010
BIATCH	OFFENSIVE/PROFANITY		12/9/2010
GR82M8N	OFFENSIVE/SUGGESTIVE		12/15/2010
NDN WMN	UNACCEPTABLE MESSAGE		3/1/2011
LUVTOFU	OFFENSIVE/SEXUAL CONNOTATION		3/17/2011
SPOONGF	OFFENSIVE/SEXUAL CONNOTATION		3/18/2011
SPOONHW	OFFENSIVE/SEXUAL CONNOTATION		3/18/2011
SPOONWM	OFFENSIVE/SEXUAL CONNOTATION		3/18/2011
ELSHDAI	UNACCEPTABLE MESSAGE	RELIGIOUS/BIBLICAL MEANING	4/5/2011
UPYRKLT	OFFENSIVE/DEROGATORY		4/5/2011
MYMSTRS	OFFENSIVE/SEXUAL CONNOTATION		5/2/2011
MY4SOME	OFFENSIVE/SEXUAL CONNOTATION		5/17/2011
FCUK	OFFENSIVE/PROFANITY		6/2/2011
MOB	CRIMINAL CONNOTATION		6/24/2011
WTF	OFFENSIVE/PROFANITY		7/4/2011
GETBLWN	UNACCEPTABLE MESSAGE		7/6/2011
ROOFIES	ALCOHOL/DRUG RELATED		7/22/2011
BIG SXY	OFFENSIVE/SEXUAL CONNOTATION		9/20/2011
BIGSEXY	OFFENSIVE/SEXUAL CONNOTATION		9/20/2011
KEEPH8N	UNACCEPTABLE MESSAGE		10/27/2011
S8NSSON	UNACCEPTABLE MESSAGE		12/1/2011
SONOS8N	UNACCEPTABLE MESSAGE		12/1/2011
S8NSDAD	UNACCEPTABLE MESSAGE		12/2/2011
1 SXBX	OFFENSIVE/SEXUAL CONNOTATION	COULD BE TRANSLATED AS SEX BOX	1/4/2012
SXBX	OFFENSIVE/SEXUAL CONNOTATION	COULD BE TRANSLATED AS SEX BOX	1/4/2012

Slogan	Description Reason	Denial Explanation	Effective Date
SXBX 1	OFFENSIVE/SEXUAL CONNOTATION	COULD BE TRANSLATED AS SEX BOX	1/4/2012
MAFFIA	UNACCEPTABLE MESSAGE		1/4/2012
UGOBLOW	UNACCEPTABLE MESSAGE		2/8/2012
2PHUGLY	OFFENSIVE/PROFANITY		4/4/2012
IVAPE	UNACCEPTABLE MESSAGE	POSSIBLE DRUG CONNOTATIONS	4/24/2012
REAPR	UNACCEPTABLE MESSAGE		4/26/2012
HOL1DAY	CLARITY AND READABILITY	WE DO NOT ALLOW SWAPPING LETTERS TO NUMBERS	5/7/2012
DUI	UNACCEPTABLE MESSAGE	DRIVING UNDER THE INFLUENCE....	5/16/2012
COPMGNT	UNACCEPTABLE MESSAGE	THAT IS NOT AN ACCEPTABLE LICENCE PLATE	5/28/2012
RD RAGE	UNACCEPTABLE MESSAGE	IS NOT ACCEPTABLE PUBLIC MESSAGE	5/30/2012
PBOOO1	CLARITY AND READABILITY	LETTER O LOOKS LIKE ZERO	5/31/2012
PBOOO7	CLARITY AND READABILITY	LETTER O LOOKS LIKE ZERO	5/31/2012
ISLANDS	CLARITY AND READABILITY	TO CLOSE TO ISLAND5	6/5/2012
BAR BIE	DUPLICATE OF AN EXISTING SLOGAN		6/7/2012
1N ONLY	DUPLICATE OF AN EXISTING SLOGAN		6/7/2012
MY TOY	DUPLICATE OF AN EXISTING SLOGAN		6/7/2012
MEAPUTA	OFFENSIVE/SEXUAL CONNOTATION		6/13/2012
PUTA ME	OFFENSIVE/SEXUAL CONNOTATION		6/13/2012
NDN CAR	OFFENSIVE/DEROGATORY		6/13/2012
NDNCADY	OFFENSIVE/DEROGATORY		6/13/2012
ON BAIL	CRIMINAL CONNOTATION		6/13/2012
M1CHA3L	CLARITY AND READABILITY		6/18/2012
M1CHAEL	CLARITY AND READABILITY		6/18/2012
PUTKA	OFFENSIVE/SEXUAL CONNOTATION		6/20/2012
NFG	UNACCEPTABLE MESSAGE	DENIED BY DENISE DUNLOP FOR RELIGIOUS REASONS	7/9/2012
BENZIN	UNACCEPTABLE MESSAGE		7/18/2012
BENZOVR	OFFENSIVE/SEXUAL CONNOTATION		7/18/2012

Slogan	Description Reason	Denial Explanation	Effective Date
BNZUOVR	OFFENSIVE/SEXUAL CONNOTATION		7/18/2012
KHALSAA	UNACCEPTABLE MESSAGE	DENIED FOR RELIGIOUS CONNOTATION BY DENISE DUNLOP	7/26/2012
50 GREY	OFFENSIVE/SEXUAL CONNOTATION	DENIED BY DENISE DUNLOP; POSSIBLE SEXUAL CONNOTATION	7/27/2012
MY MJ	OFFENSIVE/SEXUAL CONNOTATION	"MY MOJO" COULD BE CONNOTATED AS LIBIDINOUS	7/27/2012
PMA-MOD	CLARITY AND READABILITY	Cannot use numbers in place of letters	9/14/2012
KUSTOM	CLARITY AND READABILITY	Replacing the letter S with 5	10/15/2012
KUSTOM	CLARITY AND READABILITY	replacing letter O with zero	10/15/2012
SPOOKY	CLARITY AND READABILITY	replacing O with zeros	10/15/2012
NSTIG8R	CLARITY AND READABILITY	format	10/15/2012
JAH 4EV	UNACCEPTABLE FORMAT	religious reasons	10/16/2012
O5BLV	CRIMINAL CONNOTATION	too many characters	10/17/2012
MONK3Y	CLARITY AND READABILITY	you can not replace letters with numbers	10/17/2012
BIGFRPA	OFFENSIVE/SUGGESTIVE	sexual meaning	10/17/2012
FRUPA	OFFENSIVE/SUGGESTIVE	sexual meaning	10/17/2012
TRSTNHM	UNACCEPTABLE MESSAGE	christian faith motto	10/17/2012
50SHADZ	OFFENSIVE/SEXUAL CONNOTATION	Content of book is sexual	10/26/2012
BHULKU	UNACCEPTABLE MESSAGE	religious connotation	11/8/2012
SUHRAD	UNACCEPTABLE MESSAGE	religious connotation	11/8/2012
2COLD2P	OFFENSIVE/DEROGATORY	offensive	11/15/2012
6SRADB9	OFFENSIVE/SEXUAL CONNOTATION	using the #'s 6 and 9 as sexual connotation	11/15/2012
1HUNTR	UNACCEPTABLE FORMAT	can't have # sign in front of 1	11/20/2012
1KILLR	UNACCEPTABLE FORMAT	can't have # sign in front of 1	11/20/2012
SNIPPER	UNACCEPTABLE MESSAGE	violant connotation	11/20/2012
BCH BUM	OFFENSIVE/SUGGESTIVE	offensive	11/21/2012
BEACHBM	OFFENSIVE/SUGGESTIVE	offensive	11/21/2012
SWTAS88	OFFENSIVE/PROFANITY	using the word ass	11/27/2012
NFS	UNACCEPTABLE MESSAGE	encouraging the customer to speed	11/27/2012
1ONKAR	UNACCEPTABLE MESSAGE	religious connotation	12/11/2012
NIRNKAR	UNACCEPTABLE MESSAGE	religious connotation	12/11/2012
SATNAM	UNACCEPTABLE MESSAGE	religious connotation	12/11/2012

Slogan	Description Reason	Denial Explanation	Effective Date
BANDT25	CRIMINAL CONNOTATION	using the word bandit	12/11/2012
BNDIT25	CRIMINAL CONNOTATION	using the word bandit	12/11/2012
BNDT-25	CRIMINAL CONNOTATION	using the word bandit	12/11/2012
DTHWSH	UNACCEPTABLE MESSAGE	wanting to kill someone, or having a death wish.	12/13/2012
RNSTNAG	UNACCEPTABLE MESSAGE	gangster backwards	12/17/2012
LUVRACN	UNACCEPTABLE MESSAGE	racing message, speeding	12/24/2012
PHAST	UNACCEPTABLE FORMAT	too many letter, and too many #'s	1/11/2013
BULLEEZ	UNACCEPTABLE MESSAGE	inappropriate, what bullies is.	1/15/2013
WBY FAN	UNACCEPTABLE MESSAGE	weatheby magnum is a rife	1/17/2013
WBY MAG	UNACCEPTABLE MESSAGE	weatherby magnum is a rifle	1/17/2013
BAI DU	UNACCEPTABLE MESSAGE	trademark Infringement	1/17/2013
GOOGLE	UNACCEPTABLE MESSAGE	trademark Infringement	1/17/2013
UMADBRO	DUPLICATE OF AN EXISTING SLOGAN	can't have 0 instead of a o, Identity problems	2/19/2013
OO	UNACCEPTABLE FORMAT	can't have letters and numbers	2/22/2013
OOO	UNACCEPTABLE FORMAT	can't have letters and numbers	2/22/2013
PUNISH	UNACCEPTABLE MESSAGE	punishing someone	2/22/2013
INFOWAR	POLITICAL	political views	3/5/2013
4SK1N	UNACCEPTABLE MESSAGE	profanly	3/5/2013
STFU	UNACCEPTABLE MESSAGE	profanity	3/5/2013
KSSMY-S	UNACCEPTABLE MESSAGE	kiss my ass	3/6/2013
DEOL	CLARITY AND READABILITY	there is already a plate with the letter "o"	3/6/2013
YOSHI	CLARITY AND READABILITY	using "zero" as an "O" is too similar	3/11/2013
YOSH1	CLARITY AND READABILITY	using "one" and an "l" is too similar	3/11/2013
SNIPER	CRIMINAL CONNOTATION	sniper = gun = violence	3/11/2013
SPEDTKT	UNACCEPTABLE MESSAGE	the fact it has to do with speeding and our road safety campain	3/11/2013
MR51NGH	CLARITY AND READABILITY	using "5 and 1" as an "S and a l" cause identity issues	3/12/2013
V1RK	CLARITY AND READABILITY	can't use a 1 for an "l" another customer has this plate. may cause problems	3/18/2013

Slogan	Description Reason	Denial Explanation	Effective Date
SNAFU	UNACCEPTABLE MESSAGE	real meaning is situation normal all fucked up	3/18/2013
CHOOCH	UNACCEPTABLE MESSAGE	the meaning of chooch is idiot, moron, jackass, etc	3/22/2013
BTCHPLS	OFFENSIVE/PROFANITY	bitch please	4/16/2013
BTCHPLZ	OFFENSIVE/PROFANITY	bitch please with a z	4/16/2013
CHIVE	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	4/23/2013
PANDORI	CLARITY AND READABILITY	can't have # to switch out for a letter	4/26/2013
GOTBEER	ALCOHOL/DRUG RELATED	can't have alcohol relations	4/26/2013
MMMBEER	ALCOHOL/DRUG RELATED	can't have alcohol relations	4/26/2013
MR BEER	ALCOHOL/DRUG RELATED	can't have alcohol relations	4/26/2013
SOBR1	UNACCEPTABLE MESSAGE	deals with alcohol	4/26/2013
DEEPEE	UNACCEPTABLE MESSAGE	inappropriate message, sexual act	4/30/2013
POOKEE	UNACCEPTABLE MESSAGE	inappropriate	4/30/2013
POOKEE1	UNACCEPTABLE MESSAGE	inappropriate	4/30/2013
POOKEE2	UNACCEPTABLE MESSAGE	inappropriate	4/30/2013
FOX-DTK	UNACCEPTABLE MESSAGE	refers to down to kill and death for a kid	5/1/2013
SP3NC3	CLARITY AND READABILITY	can't use a number as a letter	5/14/2013
NEM1S1S	CLARITY AND READABILITY	can't use a number for a letter	5/14/2013
NEMIS1S	CLARITY AND READABILITY	can't use a number for a letter	5/14/2013
EATDUST	UNACCEPTABLE MESSAGE	has to deal with speed	5/15/2013
GRIMRPR	UNACCEPTABLE MESSAGE	deals with death	5/15/2013
XKWIZIT	DUPLICATE OF AN EXISTING SLOGAN	DUPLICATE OF AN EXISTING SLOGAN	5/21/2013
1PAYDAY	DUPLICATE OF AN EXISTING SLOGAN	Payment is required for your replacement request	5/21/2013
BDIWSKI	DUPLICATE OF AN EXISTING SLOGAN	Payment required for replacement app request	5/21/2013
ZERG	DUPLICATE OF AN EXISTING SLOGAN	Payment required	5/21/2013
KALI 2	DUPLICATE OF AN EXISTING SLOGAN	require payment	5/21/2013
J03007	UNACCEPTABLE FORMAT	require payment to process order	5/21/2013

Slogan	Description Reason	Denial Explanation	Effective Date
SPOKEN4	DUPLICATE OF AN EXISTING SLOGAN	payment required	5/21/2013
TANKS	DUPLICATE OF AN EXISTING SLOGAN	payment required	5/21/2013
J04328	UNACCEPTABLE FORMAT	payment required	5/21/2013
FISCHER	DUPLICATE OF AN EXISTING SLOGAN	Payment required	5/21/2013
STOP	DUPLICATE OF AN EXISTING SLOGAN	Payment required	5/21/2013
MIK7RAP	DUPLICATE OF AN EXISTING SLOGAN	Payment required	5/21/2013
B05484	UNACCEPTABLE FORMAT	Payment required	5/21/2013
B05143	UNACCEPTABLE FORMAT	Payment required	5/21/2013
GOTFISH	CLARITY AND READABILITY	Similar to an existing slogan	5/21/2013
GOTF1SH	CLARITY AND READABILITY	Similar to an existing slogan	5/21/2013
LIPSMTY	DUPLICATE OF AN EXISTING SLOGAN	Payment is required	5/21/2013
ROBOGRP	DUPLICATE OF AN EXISTING SLOGAN	Payment required	5/21/2013
YO8Y3OL	CLARITY AND READABILITY	ID PROBLEM	5/21/2013
B1GPAPA	CLARITY AND READABILITY	TOO SIMILAR TO AN EXISTING SLOGAN	5/21/2013
BLWBYOU	UNACCEPTABLE MESSAGE	DEALS WITH SPEED	5/21/2013
12GAUGE	UNACCEPTABLE MESSAGE	HUNTING GUN/CRIMINAL CONNOTATION	5/21/2013
BTRCUP5	DUPLICATE OF AN EXISTING SLOGAN	payment required	5/23/2013
P1STOL	UNACCEPTABLE MESSAGE	TOO CLOSE TO WEAPON CONNOTATION	6/4/2013
PRNCE55	CLARITY AND READABILITY	TOO SIMILAR TO AN EXISTING SLOGAN	6/4/2013
51NGH	CLARITY AND READABILITY	Too Similar to an existing slogan	6/13/2013
5I NGH	CLARITY AND READABILITY	Too Similar to an existing slogan	6/13/2013
SINGH	CLARITY AND READABILITY	Too Similar to an existing slogan	6/13/2013
INDCENT	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	6/14/2013
CREEPIN	UNACCEPTABLE MESSAGE	MEANS VIRTUAL STALKING	6/14/2013
FLUZY	OFFENSIVE/SEXUAL CONNOTATION	Sexual Innuendos	6/21/2013
51 NGH	CLARITY AND READABILITY	too similar to an existing slogan	6/21/2013

Slogan	Description Reason	Denial Explanation	Effective Date
CAM1NO	CLARITY AND READABILITY	Too similar to an existing slogan	6/24/2013
M3NACE	CLARITY AND READABILITY	Too Similar to an existing slogan	6/27/2013
MARCIE1	CLARITY AND READABILITY	too similar to an existing slogan	6/28/2013
BADA55	UNACCEPTABLE MESSAGE	MAY BE CONSIDERED AN UNACCEPTABLE MESSAGE	7/12/2013
DHILLON	CLARITY AND READABILITY	Too Similar to an existing slogan	7/22/2013
GREML1N	CLARITY AND READABILITY	Too similar to an existing slogan; may cause identification issues with law enforcement	7/29/2013
M3NICE	CLARITY AND READABILITY	Too Similar to an Existing Slogan	7/29/2013
M3NNACE	CLARITY AND READABILITY	Too Similar to an Existing Slogan	7/29/2013
M3NNICE	CLARITY AND READABILITY	Too Similar to an Existing Slogan	7/29/2013
GENES1S	CLARITY AND READABILITY	Too similar to an existing slogan	8/2/2013
S4NDHU	CLARITY AND READABILITY	May cause identity issues with law enforcement	8/9/2013
OUTLAW1	UNACCEPTABLE MESSAGE	inappropriate social message	8/9/2013
OUTLAW2	UNACCEPTABLE MESSAGE	inappropriate social message	8/9/2013
GOTRICE	OFFENSIVE/SEXUAL CONNOTATION	Asian Rap song that has sexual connotation	8/9/2013
DH1MAN	CLARITY AND READABILITY	TOO SIMILAR TO AN EXISTING SLOGAN	9/3/2013
T1H5 HO	OFFENSIVE/PROFANITY	spells oh shit backwards	9/4/2013
CHIVEON	CLARITY AND READABILITY	too similar to an existing slogan	9/6/2013
T-GRIT	POLITICAL	Political Message Unacceptable	9/18/2013
1ELOI81	CLARITY AND READABILITY	may cause identification issues	9/18/2013
MA1HI	CLARITY AND READABILITY	too similar to an existing slogan	9/18/2013
TOY CAR	CLARITY AND READABILITY	too similar to an existing slogan	9/18/2013
TOY-CAR	CLARITY AND READABILITY	too similar to an existing slogan	9/18/2013

Slogan	Description Reason	Denial Explanation	Effective Date
TOYCAR	CLARITY AND READABILITY	too similar to an existing slogan	9/18/2013
R1CKY	CLARITY AND READABILITY	Too similar to an existing slogan	9/18/2013
NJRAT	UNACCEPTABLE MESSAGE	defines computer hackers	9/18/2013
PEARLJM	CLARITY AND READABILITY	TOO SIMILAR TO EXISTING SLOGAN	9/26/2013
JENTART	OFFENSIVE/SEXUAL CONNOTATION	Sexual Connotation	10/2/2013
TARTJEN	OFFENSIVE/SEXUAL CONNOTATION	Sexual Connotation	10/2/2013
1BULLY	UNACCEPTABLE MESSAGE		10/3/2013
HAMC	UNACCEPTABLE MESSAGE		10/3/2013
DNFWM	OFFENSIVE/PROFANITY	UNACCEPTABLE MESSAGE	10/3/2013
SHOOTER	CRIMINAL CONNOTATION	UNACCEPTABLE MESSAGE	10/3/2013
AN-CAP	UNACCEPTABLE MESSAGE	Unacceptable Message	10/18/2013
ANARCHY	UNACCEPTABLE MESSAGE	Unacceptable Message	10/18/2013
F U	OFFENSIVE/PROFANITY	offensive profanity	10/18/2013
CUPC4KE	CLARITY AND READABILITY	TOO SIMILAR TO AN EXISTING SLOGAN	10/18/2013
CUPCAK3	CLARITY AND READABILITY	TOO SIMILAR TO AN EXISTING SLOGAN	10/18/2013
FU	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	10/22/2013
SAKI 2U	UNACCEPTABLE MESSAGE	reference to alcohol use and violence	10/25/2013
NDNSLYR	OFFENSIVE/SUGGESTIVE	Indian Slayer	10/25/2013
NOFATCX	OFFENSIVE/DEROGATORY	Fat Chicks/Cocks	10/25/2013
OTPHJ	OFFENSIVE/SEXUAL CONNOTATION	Over The Pant Hand Job	10/25/2013
MLGB	OFFENSIVE/PROFANITY	Unacceptable message	10/29/2013
2BEER	ALCOHOL/DRUG RELATED	alcohol and drug related	11/1/2013
TESTMJH	ALCOHOL/DRUG RELATED	TESTMJH	11/7/2013
GG699	UNACCEPTABLE FORMAT		11/8/2013
GG999	UNACCEPTABLE FORMAT		11/8/2013
OMG699	UNACCEPTABLE FORMAT		11/8/2013
CARNAGE	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	11/12/2013
I4NI	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	11/12/2013
EBAKBOY	OFFENSIVE/DEROGATORY	UNACCEPTABLE MESSAGE	11/12/2013
UGO 1	UNACCEPTABLE FORMAT		11/13/2013
Mar-68	UNACCEPTABLE FORMAT		11/14/2013
OU812	UNACCEPTABLE FORMAT		11/19/2013
SVM 888	UNACCEPTABLE FORMAT		11/25/2013
SVM 894	UNACCEPTABLE FORMAT		11/25/2013
SVM498	UNACCEPTABLE FORMAT		11/25/2013
3 OF 14	UNACCEPTABLE FORMAT		11/25/2013

Slogan	Description Reason	Denial Explanation	Effective Date
69Z28	UNACCEPTABLE FORMAT		11/26/2013
Z28	UNACCEPTABLE FORMAT		11/26/2013
599-GTB	UNACCEPTABLE FORMAT		11/27/2013
1435637	UNACCEPTABLE FORMAT		12/2/2013
LOPESEX	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	12/2/2013
MALUPIT	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	12/10/2013
ZA7LDAR	UNACCEPTABLE MESSAGE	POLITICAL	12/23/2013
RIP-OFF	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	12/23/2013
RIPDOFF	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	12/23/2013
ARMED	UNACCEPTABLE MESSAGE	REFERENCE TO GUNS AND VIOLENCE	1/17/2014
ARMED70	UNACCEPTABLE MESSAGE	REFERENCE TO GUNS AND VIOLENCE	1/17/2014
POOPSY1	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	1/31/2014
NBT	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	2/10/2014
GBOYZ18	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	2/10/2014
CRWNRYL	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	2/10/2014
IDGAF	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	2/10/2014
WIDOMKR	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	2/14/2014
SCMC	UNACCEPTABLE MESSAGE	SUICIDE CREW MC CLUB	3/10/2014
CNTSEME	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	3/26/2014
FORPLAY	OFFENSIVE/SUGGESTIVE	OFFENSIVE/SUGGESTIVE	4/17/2014
12GUAGE	CRIMINAL CONNOTATION	CRIMINAL CONNOTATION	5/30/2014
BAWBAG	OFFENSIVE/SEXUAL CONNOTATION	ALSO REFERS TO A SCOTTISH SLANG	7/7/2014
TIMAGIC	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	7/28/2014
2-NAALI	CRIMINAL CONNOTATION	WEAPONS	7/29/2014
BAD ASS	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	7/29/2014
CHIVR	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	8/18/2014
CHIVS	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	8/18/2014
CHEECH	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	8/18/2014
CHONG	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	8/18/2014
HITLER	POLITICAL	POLITICAL	8/27/2014
BIG RAK	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	9/8/2014
GAK	ALCOHOL/DRUG RELATED	DRUG RELATED AS PER URBAN DICTIONARY	9/9/2014
4 ABEER	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	9/9/2014
BIG RAQ	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	9/15/2014
EHSMOKY	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	9/16/2014
VINO	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	9/23/2014
GOODKID	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	9/23/2014

Slogan	Description Reason	Denial Explanation	Effective Date
BRIGAND	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	9/29/2014
BITE ME	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	9/29/2014
IBEEBAC	CRIMINAL CONNOTATION	CRIMINAL CONNOTATION	9/29/2014
TU-160M	POLITICAL	POLITICAL	9/30/2014
GHOST	CLARITY AND READABILITY	CLARITY AND READABILITY	10/6/2014
GHOST	CLARITY AND READABILITY	CLARITY AND READABILITY	10/6/2014
2FKNFST	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	10/10/2014
AF	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANE MEANING	10/14/2014
HAOWYR	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	10/14/2014
TOASTAH	CRIMINAL CONNOTATION	CRIMINAL CONNOTATION - SLANG FOR GUN	10/15/2014
JIGGY	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	10/22/2014
DH1LLON	CLARITY AND READABILITY	CLARITY 'ZERO' IS TOO SIMILIAR TO "O"	10/23/2014
DOUZTOY	CLARITY AND READABILITY	CLARITY - PROPER EXPLANATION NOT GIVEN,SUPERVISOR DENIED	10/23/2014
RUSSHIP	OFFENSIVE/DEROGATORY	OFFENSIVE VIDEO GAME CHARACTER	10/29/2014
DIZ IT	OFFENSIVE/PROFANITY	URBAN DICTIONARY PROFANE MEANING	10/29/2014
BINBIN	OFFENSIVE/DEROGATORY	U/D SEXUAL MEANING	10/30/2014
WOWO	OFFENSIVE/DEROGATORY	URBAN DICTIONARY	10/30/2014
PASHA	POLITICAL	POLITICAL MESSAGE	10/31/2014
PASHA-1	POLITICAL	POLITICAL MESSAGE	10/31/2014
FH-HF	OFFENSIVE/DEROGATORY	OFFENSIVE/RACIST	11/7/2014
HF-FH	OFFENSIVE/DEROGATORY	OFFENSIVE/RACIST	11/7/2014
SPANKY	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	11/20/2014
SPANKYD	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	11/20/2014
AYYMAO	UNACCEPTABLE MESSAGE	INTERNET JOKE/FAKE ALIEN LOL	11/24/2014
EY BOSS	UNACCEPTABLE MESSAGE	INTERNET JOKE/YOU TUBE FILTHY FRANK	11/24/2014
SCOOPS	UNACCEPTABLE MESSAGE	INTERNET JOKE/FIGHTING GAME	11/24/2014
DOM NER	OFFENSIVE/SEXUAL CONNOTATION	SEXUALLY SUGGESTIVE	11/25/2014
DOMIN8R	OFFENSIVE/SEXUAL CONNOTATION	SEXUALLY SUGGESTIVE	11/25/2014

Slogan	Description Reason	Denial Explanation	Effective Date
DOM N8R	OFFENSIVE/SEXUAL CONNOTATION	SEXUALLY SUGGESTIV	11/25/2014
NACHEL	OFFENSIVE/PROFANITY	MEANINGS PROFANE	11/26/2014
BLK RUM	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	12/2/2014
DARKRUM	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	12/2/2014
DRK RUM	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	12/2/2014
IBJEEPN	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL MEANINGS	12/4/2014
MINKY	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL MEANINGS	12/4/2014
P-DOG	ALCOHOL/DRUG RELATED	DRUG RELATED	12/12/2014
P-DOG1	ALCOHOL/DRUG RELATED	DRUG RELATED	12/12/2014
H-BOMB	OFFENSIVE/SUGGESTIVE	REFERING TO A HYDROGEN BOMB	12/12/2014
MOSHE	ALCOHOL/DRUG RELATED	ALCOHOL/SEXUAL RELATED	12/31/2014
MOSHI	ALCOHOL/DRUG RELATED	ALCOHOL/SEXUAL RELATED	12/31/2014
DONAI5	CLARITY AND READABILITY	SIMILAR TO DONAIS - ALREADY EXISTS	1/2/2015
DONA1S	CLARITY AND READABILITY	SIMILAR TO DONAIS - ALREADY EXISTS	1/2/2015
DONA15	CLARITY AND READABILITY	SIMILAR TO DONAIS - ALREADY EXISTS	1/2/2015
BIGBILL	UNACCEPTABLE MESSAGE	URBAN DICTIONARY	1/16/2015
ALLBALZ	OFFENSIVE/SEXUAL CONNOTATION	COULD BE SEXUALLY INTENTION	1/16/2015
5 INGH	CLARITY AND READABILITY	CLARITY AND READABILITY	2/9/2015
BANGBUS	OFFENSIVE/PROFANITY		2/25/2015
HELLYAH	OFFENSIVE/PROFANITY		2/25/2015
HE11CAT	CLARITY AND READABILITY	CLARITY AND READABILITY	3/3/2015
OBLAXXX	OFFENSIVE/SUGGESTIVE	OFFENSIVE/SUGGESTIVE	3/10/2015
TR4PP3R	CLARITY AND READABILITY	CLARITY AND READABILITY	3/19/2015
POON	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	3/25/2015
DONNER	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	3/30/2015
BLIKSEM	OFFENSIVE/PROFANITY		3/30/2015
GETON	OFFENSIVE/SEXUAL CONNOTATION		3/30/2015
MISR CC	POLITICAL	POLITICAL	4/1/2015
POK POK	OFFENSIVE/PROFANITY		4/13/2015
RPNLIPS	OFFENSIVE/SEXUAL CONNOTATION		4/15/2015
FISHFRY	OFFENSIVE/SUGGESTIVE		4/15/2015

Slogan	Description Reason	Denial Explanation	Effective Date
80HNT3R	CLARITY AND READABILITY	CLARITY AND READABILITY	4/16/2015
BEERGUY	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	4/17/2015
NAKDZ	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	4/21/2015
YOUJIZZ	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	4/22/2015
CHIMO	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	4/22/2015
18TOKYO	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	4/22/2015
CHIMO	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	4/23/2015
ICUTIT	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL CONNOTATION	4/27/2015
BBB ZG	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	5/4/2015
OOOOOOO	CLARITY AND READABILITY	CLARITY AND READABILITY	5/5/2015
I GOT2P	OFFENSIVE/PROFANITY		5/7/2015
IGOTTAP	OFFENSIVE/SUGGESTIVE		5/7/2015
CAFER	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	5/26/2015
CLAMS	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	5/26/2015
BIN BIN	OFFENSIVE/DEROGATORY	OFFENSIVE DEROGATORY	5/26/2015
DYKLVR1	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	5/26/2015
DUCH	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	5/28/2015
AUDI0S	CLARITY AND READABILITY	CLARITY AND READABILITY	6/2/2015
FUZZ	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/3/2015
FUZZ-07	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/3/2015
FUZZ-7	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/3/2015
1G1LL1	CLARITY AND READABILITY	CLARITY AND READABILITY	6/10/2015
TETTA	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/15/2015
TETTA1	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/15/2015
TETTA2	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/15/2015
YO YO	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/15/2015
GOODMAN	CLARITY AND READABILITY	TOO SIMILIAR TO "O" USING ZEROS	6/19/2015
FLORIDA	CLARITY AND READABILITY	CLARITY AND READABILITY	6/19/2015
BUG ER	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/30/2015
NO1AVO	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	7/14/2015
HOOKEE	OFFENSIVE/SUGGESTIVE	OFFENSIVE/SUGGESTIVE	7/16/2015
R1D3RS	CLARITY AND READABILITY		7/20/2015
RAPTOR	CLARITY AND READABILITY	CLARITY/READABILITY	7/20/2015
BLOW ME	OFFENSIVE/PROFANITY		7/22/2015
ALLYBUM	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	7/31/2015

Slogan	Description Reason	Denial Explanation	Effective Date
PB32BOR	CRIMINAL CONNOTATION	CRIMINAL CONNOTATION (GUN)	8/20/2015
DHI110N	CLARITY AND READABILITY	CLARITY AND READABILITY	8/28/2015
MAHER	DUPLICATE OF AN EXISTING SLOGAN		8/31/2015
RINGO06	CLARITY AND READABILITY	CLARITY AND READABILITY	9/11/2015
KHOSA	CLARITY AND READABILITY	CLARITY AND READABILITY	9/25/2015
DEN8KAE	OFFENSIVE/SUGGESTIVE	OFFENSIVE/SUGGESTIVE	9/25/2015
SSABMUD	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	9/25/2015
JAATWAA	OFFENSIVE/SUGGESTIVE	OFFENSIVE/SUGGESTIVE	9/25/2015
JATWAAD	OFFENSIVE/SUGGESTIVE	OFFENSIVE/SUGGESTIVE	9/25/2015
STORM	CLARITY AND READABILITY	CLARITY AND READABILITY	9/29/2015
7	UNACCEPTABLE FORMAT	UNACCEPTABLE FORMAT	9/29/2015
WMN2BLM	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	9/30/2015
HOLLYWD	CLARITY AND READABILITY	TOO SIMILAR TO SAME SLOGAN USING THE LETTER "O"	10/13/2015
U DUMMY	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	10/20/2015
SPOILED	CLARITY AND READABILITY	MAY CAUSE IDENTIFICATION PROBLEMS	10/21/2015
1 BULLY	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	11/3/2015
S1C1L1A	CLARITY AND READABILITY	CLARITY AND READABILITY	11/3/2015
WTF 204	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	11/5/2015
S1NGH-1	CLARITY AND READABILITY	CLARITY AND READABILITY	11/16/2015
FIVE-0	CLARITY AND READABILITY	TOO SIMILAR TO EXISTING SLOGAN, WHICH USES "LETTER "O"	11/17/2015
YOLO	CLARITY AND READABILITY	CLARITY & READABILITY- USING "ZERO" AT THE END INSTEAD OF AN "O"	11/18/2015
2THLE55	CLARITY AND READABILITY	CLARITY AND READABILITY- TOO SIMILAR TO 2THLESS	11/26/2015
WFO	OFFENSIVE/PROFANITY	PROFANITY - URBAN DICTIONARY	11/26/2015
DILIGAF	OFFENSIVE/PROFANITY	PROFANITY - URBAN DICTIONARY	11/26/2015
FTW	OFFENSIVE/PROFANITY	PROFANITY - URBAN DICTIONARY	11/26/2015

Slogan	Description Reason	Denial Explanation	Effective Date
WTF FTW	OFFENSIVE/PROFANITY	PROFANITY - URBAN DICTIONARY	11/26/2015
W-F-O	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY - URBAN DICTIONARY	11/30/2015
TIBBY	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY - URBAN DICTIONARY	12/21/2015
IM BR4R	CLARITY AND READABILITY		12/22/2015
DBDBDBD	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY-URBAN DICTIONARY	12/22/2015
DAI5Y	CLARITY AND READABILITY	CLARITY AND READABILITY	1/5/2016
23X	OFFENSIVE/SEXUAL CONNOTATION	SPELLS 23X WHEN VIEWED IN REAR MIRROR	1/12/2016
DRGMAN	ALCOHOL/DRUG RELATED		1/19/2016
CR1M5ON	CLARITY AND READABILITY	CLARITY AND READABILITY	1/19/2016
CR1MSON	CLARITY AND READABILITY	CLARITY AND READABILITY	1/19/2016
T1T4N1C	CLARITY AND READABILITY	CLARITY/READABILITY, SUBBING TOO MANY NUMBERS FOR LETTERS	2/3/2016
R4V3N	CLARITY AND READABILITY		2/16/2016
ASS	OFFENSIVE/PROFANITY		2/22/2016
B1E5SED	CLARITY AND READABILITY		3/9/2016
REDRUM	CRIMINAL CONNOTATION	SPELLS MURDER BACKWARDS	3/15/2016
SP1DER	CLARITY AND READABILITY	TOO SIMILAR TO SPIDER READABILITY FOR LAW ENFORCEMENT	3/22/2016
RICEATR	OFFENSIVE/DEROGATORY	ABBREV FOR RICE EATER/OFFENSIVE	4/5/2016
CHO-OCH	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY - SAME SLOGAN AS CHOOCH, ONLY "DASH" WAS INSERTED	4/8/2016
GOOSE	CLARITY AND READABILITY	SUBBING ZEROS FOR LETTER O IS CAUSING ISSUES FOR LAW ENFORCEMENT	4/14/2016
MOJITO	ALCOHOL/DRUG RELATED		4/19/2016
XI XI	OFFENSIVE/DEROGATORY	OFFENSIVE/MEAN PEE IN PORTUGUESE	4/27/2016
GORDO	CLARITY AND READABILITY	USUNG "O" INSTEAD OF A ZERO CAUSES PROBLESM FOR LAW ENFORCEMENT	4/28/2016

Slogan	Description Reason	Denial Explanation	Effective Date
GONZO	CLARITY AND READABILITY	USING ZEROS INSTEAD OF "O" CAUSES PROBLEMS FOR LAW ENFORCEMENT	4/28/2016
GONZO	CLARITY AND READABILITY	SUBBING FIRST LETTER O FOR ZERO CAUSES PROBLEMS FOR LAW ENFORCEMENT	4/28/2016
WTFMSTG	OFFENSIVE/PROFANITY		4/28/2016
MORNI	CLARITY AND READABILITY	SUBBING ZERO FOR LETTER O, CAUSING ISSUES FOR LAW ENFORCEMENT	5/3/2016
SOHI	CLARITY AND READABILITY		5/4/2016
GTFOMW	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	5/11/2016
VITAMND	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL AS PER URBAN DICTIONARY	5/12/2016
SPRSQAW	OFFENSIVE/DEROGATORY		5/26/2016
NO WIFE	CLARITY AND READABILITY	SUBBING ZERO FOR LETTER O HAS BEEN A PROBLEM FOR LAW ENFORCEMENT	6/2/2016
T*NK	UNACCEPTABLE FORMAT	CANNOT USE SYMBOLS	6/3/2016
MOGA	CLARITY AND READABILITY	SUBBING ZERO FOR LETTER O CAUSES CONFUSION FOR LAW ENFORCEMENT	6/6/2016
WHOOPS	CLARITY AND READABILITY	SUBBING ZEROS FOR LETTERS DIFFICULT FOR LAW ENFORCEMENT	6/13/2016
DHILON	CLARITY AND READABILITY	SUBBING ZERO FOR LETTER DIFFICULT FOR LAW ENFORCEMENT	6/13/2016
AW SHET	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	6/16/2016
BALALA	CRIMINAL CONNOTATION	TERRORIST - URBAN DICTIONARY	6/16/2016
NVW SSV	OFFENSIVE/PROFANITY	SPELLS ASS MAN UPSIDE DOWN	6/22/2016
V3NOM	CLARITY AND READABILITY		6/29/2016
V3NOM50	CLARITY AND READABILITY		6/29/2016
SHGNWGN	OFFENSIVE/SEXUAL CONNOTATION		6/29/2016
SA1M	CLARITY AND READABILITY		6/29/2016
MOMAN	CLARITY AND READABILITY	CLARITY AND READABILITY	7/5/2016
11SIX	UNACCEPTABLE FORMAT		7/6/2016

Slogan	Description Reason	Denial Explanation	Effective Date
T AND A	OFFENSIVE/SEXUAL CONNOTATION		7/7/2016
MY69TOY	OFFENSIVE/SUGGESTIVE		7/7/2016
IH8 PPL	OFFENSIVE/DEROGATORY		7/7/2016
WALBNGR	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	7/26/2016
22-G1LL	CLARITY AND READABILITY		7/26/2016
G1LL 22	CLARITY AND READABILITY		7/26/2016
G SPOT	OFFENSIVE/SEXUAL CONNOTATION		8/3/2016
ONFIRE	CLARITY AND READABILITY	SUBBING ZERO FOR LETTER "O". CAUSES READABILITY FOR LAW ENFORCEMENT	8/3/2016
ORANGES	CLARITY AND READABILITY	TOO SIMILAR TO PLATE CUST HAS "ORANGES"	8/4/2016
2 TURNT	OFFENSIVE/PROFANITY	AS PER URBAN DICTIONARY	8/5/2016
TURNT	OFFENSIVE/PROFANITY	AS PER URBAN DICTIONARY	8/5/2016
CIA POT	ALCOHOL/DRUG RELATED		8/8/2016
POT	ALCOHOL/DRUG RELATED		8/8/2016
3JOH22A	OFFENSIVE/PROFANITY	SPELLS ASSHOLE BACKWARDS USING ZERO INSTEAD OF LETTER O	8/16/2016
3JOH22A	OFFENSIVE/PROFANITY	SPELLS ASSHOLE BACKWARDS	8/16/2016
NEVER84	POLITICAL	POLITICAL AS PER WEBSITE	8/24/2016
WQNMLGB	OFFENSIVE/SEXUAL CONNOTATION		8/24/2016
CNMD911	OFFENSIVE/SEXUAL CONNOTATION		8/24/2016
XOXO520	OFFENSIVE/SEXUAL CONNOTATION		8/25/2016
O6O6	CLARITY AND READABILITY	USING LETTERS INSTEAD OF NUMBERS CAUSES CLARITY ISSUES	9/14/2016
O 6 O 6	CLARITY AND READABILITY	USING LETTERS INSTEAD OF NUMBERS CAUSES CLARITY ISSUES	9/14/2016
COCOY	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY AS PER URBAN DICTIONARY	9/21/2016

Slogan	Description Reason	Denial Explanation	Effective Date
YOCOC	OFFENSIVE/PROFANITY	COCOY- SPELLED BACKWARDS, OFFENSIVE/PROFANITY AS PER URBAN DICTIONARY	9/21/2016
COCOY12	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	9/21/2016
YOCOC12	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	9/21/2016
ONLY998	RELIGION	RELIGION, OFFENSIVE WEBSITE	9/26/2016
TEQUILA	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED	9/26/2016
DAARU	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED IN PUNJABI	9/26/2016
SHARABI	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED IN PUNJABI	9/26/2016
SHRABI	ALCOHOL/DRUG RELATED	ALCOHOL/DRUG RELATED IN PUNJABI	9/26/2016
B4L4NCE	CLARITY AND READABILITY	CLARITY AND READABILITY	9/26/2016
SOTNAS	OFFENSIVE/SUGGESTIVE	OFFENSIVE/SUGGESTIVE - AS PER URBAN DICTIONARY	9/29/2016
B424NCE	CLARITY AND READABILITY	CLARITY AND READABILITY	10/4/2016
G1LL 13	CLARITY AND READABILITY	TOO SIMILAR TO GILL 13 IN CIRCULATION	10/11/2016
PNJB-06	CLARITY AND READABILITY	CLARITY AND READABILITY SUBBING LETTER FOR ZERO - EXISTING SLOGAN IS PNJB-06	10/13/2016
PNJB 06	CLARITY AND READABILITY	CLARITY AND READABILITY - SUBBING LETTER FOR ZERO SAME REASON AS THE SLOGAN WITH THE DASH	10/13/2016
S-EGAL	OFFENSIVE/PROFANITY	SLANG FOR WHO GIVES A S**T	10/17/2016
OMW2FYB	OFFENSIVE/SEXUAL CONNOTATION		10/21/2016
OMW2FYB	OFFENSIVE/PROFANITY	SAME SLOGAN AS OMW2FYB BUT SUBBING A ZERO FOR THE LETTER O	10/21/2016

Slogan	Description Reason	Denial Explanation	Effective Date
JOK3R	CLARITY AND READABILITY	JOK3R IS ALREADY IN CIRCULATION, USING NUMBER "0" AND "3"	11/14/2016
WSKEJAC	ALCOHOL/DRUG RELATED	ALCOHOL RELATED AND DEROGATORY AS PER URBAN DICTIONARY	11/16/2016
MOHAL	CLARITY AND READABILITY	TOO SIMILAR TO MOHAL	11/16/2016
MOHAL1	CLARITY AND READABILITY	TOO SIMILAR TO MOHAL1	11/16/2016
GOF1SHN	CLARITY AND READABILITY	CLARITY AND READABILITY	12/15/2016
V1K1NGS	CLARITY AND READABILITY		12/16/2016
BSHBUNY	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION AS PER URBAN DICTIONARY	1/4/2017
LDHO094	CLARITY AND READABILITY	CLARITY AND READABILITY	1/4/2017
ROH1T	CLARITY AND READABILITY	READABILITY- CUST IS SUBBING ZERO AND ONE FOR LETTERS	1/23/2017
NOTTS C	OFFENSIVE/DEROGATORY	PLATE PULLED-SAYS IS SOUNDS LIKE NAZI	2/8/2017
BKT3O5	CLARITY AND READABILITY	TOO SIMILAR REGULAR SERIES IN CIRCULATION	2/16/2017
OGHOSTO	CLARITY AND READABILITY	CLARITY AND READABILITY FOR LAW ENFORCEMENT	2/16/2017
BITCHIN	OFFENSIVE/PROFANITY	OFFENSIVE/PROFANITY	2/27/2017
MONACO	CLARITY AND READABILITY	TOO SIMILAR TO MONACO- USING NUMBERS, CLARITY AND READABILITY	3/9/2017
LNDSHRK	OFFENSIVE/SEXUAL CONNOTATION	AS PER URBAN DICTIONARY- OFFENSIVE/SEXUAL CONNOTATION	3/13/2017
AKAAAL	UNACCEPTABLE MESSAGE	VARIATION OF AKAAL- DENIED FOR RELIGIOUS CONNOTATION	3/14/2017
KOONA	CLARITY AND READABILITY	CLARITY AND READABILITY- USING A NUMBER AND LETTER	3/23/2017
KOONA	CLARITY AND READABILITY	CLARITY AND READABILITY - USING A NUMBER AND LETTER	3/23/2017

Slogan	Description Reason	Denial Explanation	Effective Date
JOHAL	CLARITY AND READABILITY	CLARITY AND READABILITY TOO SIMILAR TO JOHAL	3/31/2017
BADAZ	OFFENSIVE/PROFANITY	BAD A**	4/3/2017
BDAZ	OFFENSIVE/PROFANITY	BAD A**	4/3/2017
BTFU	OFFENSIVE/PROFANITY	BACK THE F*** UP	4/3/2017
BDAZSRT	OFFENSIVE/PROFANITY	BADA** OFFENSIVE/DEROGATORY	4/3/2017
CORONA	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	4/5/2017
MODELO	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	4/5/2017
AST1G	CLARITY AND READABILITY	TOO SIMILAR TO ASTIG, CLARITY FOR LAW ENFORCEMENT	4/12/2017
AST1G	CLARITY AND READABILITY	SUBBING TOO MANY NUMBERS FOR LETTERS, CLARITY FOR LAW ENFORCEMENT	4/12/2017
MEDS	ALCOHOL/DRUG RELATED	DRUG RELATED	4/12/2017
2NALI	CRIMINAL CONNOTATION	WEAPON REFERENCE	4/27/2017
PABST	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	5/2/2017
KL7AK47	CRIMINAL CONNOTATION	PART OF THE SLOGAN REFERS TO AK47-WEAPON	5/2/2017
PRN NOW	ALCOHOL/DRUG RELATED	DRUG/PRESCRIPTION RELATED	5/2/2017
JUTT	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION	5/3/2017
1JUTT1	OFFENSIVE/SEXUAL CONNOTATION	OFFENSIVE/SEXUAL CONNOTATION, SAME SLOGAN BUT ADDED NUMBERS	5/3/2017
TXD2DTH	POLITICAL	POLITICAL	5/3/2017
OMOBOY	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	5/3/2017
ZORYANA	CLARITY AND READABILITY	CLARITY AN READABILITY	5/3/2017
2TL	CRIMINAL CONNOTATION	GUN MODEL	5/4/2017
2TL 666	CRIMINAL CONNOTATION	GUN MODEL AND DEVIL'S NUMBERS	5/4/2017
JOH22A	OFFENSIVE/PROFANITY	ASSHOL SPELLED BACKWARDS	5/4/2017
JOH22A	OFFENSIVE/PROFANITY	ASSHOL SPELLED BACKWARDS SUBBING ZERO FOR THE LETTER O	5/4/2017
SH1LOH	CLARITY AND READABILITY	CLARITY AND READABILITY	5/4/2017
PANX	UNACCEPTABLE MESSAGE	REFERS TO WOMEN'S UNDERGARMENTS	5/5/2017

Slogan	Description Reason	Denial Explanation	Effective Date
PANX 10	UNACCEPTABLE MESSAGE	REFERS TO WOMEN'S UNDERGARMENTS	5/5/2017
PANXX	UNACCEPTABLE MESSAGE	REFERS TO WOMEN'S UNDERGARMENTS	5/5/2017
PANXX10	UNACCEPTABLE MESSAGE	REFERS TO WOMEN'S UNDERGARMENTS	5/5/2017
PANX-10	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	5/5/2017
DONALI	CRIMINAL CONNOTATION	GUN RELATED, SUBBLING ZERO FOR LETTER	5/12/2017
PASTE	OFFENSIVE/SEXUAL CONNOTATION	AS PER URBAN DICTIOANRY - SEXUAL CONNOTATION	5/16/2017
KONKE	OFFENSIVE/SEXUAL CONNOTATION	AS PER URBAN DICTIONARY - SEXUAL CONNOTATION	5/17/2017
KANK	OFFENSIVE/SEXUAL CONNOTATION	AS PER URBAN DICTIONARY - SEXUAL CONNOTATION	5/17/2017
WAP	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY - SLANG FOR ITALIAN	5/24/2017
12VORR	CRIMINAL CONNOTATION	PRONOUNCED 12BORE IN PUNJABI, 12 BORE IS A GUN	5/31/2017
PB10 1	CLARITY AND READABILITY	TOO SIMILAR TO USING NUMBER INSTEAD OF LETTER	5/31/2017
2NAALI	CRIMINAL CONNOTATION	WEAPON RELATED	6/1/2017
STBNCBN	UNACCEPTABLE MESSAGE	MEANS STABBIN CABIN	6/2/2017
DONALII	CRIMINAL CONNOTATION	VARIATION OF SPELLING - DONALI - WEAPON RELATED	6/6/2017
DUNALI	CRIMINAL CONNOTATION	VARIATION OF DONALI - WEAPON RELATED	6/6/2017
DUNNALI	CRIMINAL CONNOTATION	VARIATION OF DONALI - WEAPON RELATED	6/6/2017
ASIMIL8	OFFENSIVE/DEROGATORY		6/7/2017
RAJOANA	POLITICAL	REFERS TO PERSON ASSASINATED IN INDIA	6/7/2017
DONALII	CRIMINAL CONNOTATION	VARIATION OF DONALII SUBBING NUMBER FOR LETTER, WEAPON RELATED	6/7/2017
CHKNHWK	OFFENSIVE/PROFANITY	ABBREV OF CHICKEN HAWK - INTERNET SLANG	6/8/2017

Slogan	Description Reason	Denial Explanation	Effective Date
JOSHI	CLARITY AND READABILITY	SUBBING ZERO FOR LETTER-CLARITY AND READABILITY	6/12/2017
CUTTHRT	OFFENSIVE/DEROGATORY	OFFENSIVE/DEROGATORY	6/13/2017
BS NATT	OFFENSIVE/PROFANITY	INITIALS OF CUST, HOWEVER THEY HAVE OTHER PROFANE MEANINGS	6/13/2017
OWO	OFFENSIVE/SEXUAL CONNOTATION	ORAL WITH OUT (REFERS TO NO CONDOM)	6/13/2017
PHILTH	OFFENSIVE/SEXUAL CONNOTATION	FILTHY	7/4/2017
BULLIES	UNACCEPTABLE MESSAGE	PERTAINS TO BULLYING	7/6/2017
BLOND13	CLARITY AND READABILITY	SAME SLOGAN FOR BLONDIE	7/10/2017
BLOND13	CLARITY AND READABILITY	SIMILAR TO BLONDIE	7/12/2017
NOM3RCY	CLARITY AND READABILITY	CANNOT USE NUMBERS 3 FOR E	7/12/2017
LUC1FER	RELIGION	SIMILAR OT LUCIFER/RELIGION	7/13/2017
JA1HIND	CLARITY AND READABILITY	SIMILAR TO JAIHIND	7/13/2017
FR1DKOT	CLARITY AND READABILITY	CANNOT USE 1 FOR I	7/14/2017
FRIDKOT	CLARITY AND READABILITY	CANNOT USE 0 FOR O	7/14/2017
WHITEY7	OFFENSIVE/DEROGATORY	OFFENSIVE	7/18/2017
WHITEY	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	7/18/2017
BULLY	OFFENSIVE/SUGGESTIVE	OFFENSIVE	7/18/2017
M4YHEM	CLARITY AND READABILITY		7/21/2017
1DR	CLARITY AND READABILITY	CANNOT USE THIS FOR WONDER	7/27/2017
RED1DR	CLARITY AND READABILITY	CLARITY	7/27/2017
B4RG4RI	CLARITY AND READABILITY	"4" CAN BE READ AS "A"	8/8/2017
B4RGARI	CLARITY AND READABILITY	"4" CAN BE READ AS "A"	8/8/2017
BARGAR1	CLARITY AND READABILITY	"1" CAN BE READ AS "I"	8/8/2017
BASS1	CLARITY AND READABILITY	"1" CAN BE READ AS "I"	8/8/2017
CH1R1K	CLARITY AND READABILITY	SIMILAR TO CHIRIK WHICH IS ALREADY TAKEN	8/10/2017
R3B3L	CLARITY AND READABILITY	CANNOT SUBSTITUTE 3 FOR E	8/12/2017
N1NJA	CLARITY AND READABILITY	SIMILAR TO NINJA CANNOT USE	8/12/2017
SOT3LLO	CLARITY AND READABILITY	CANNOT USE THE 3 FOR AN E SOTELLO EXISTS	8/14/2017
H3B 138	CLARITY AND READABILITY	CANNOT USE A 3 FOR AN E	8/14/2017
RA1DER	CLARITY AND READABILITY	CAN'T SUBSTITUTE THE LETTER I FOR NUMBER 1	8/15/2017

Slogan	Description Reason	Denial Explanation	Effective Date
KA1L	CLARITY AND READABILITY	NO 1 FOR LETTER "I"	8/15/2017
AKAAL1	UNACCEPTABLE MESSAGE	VARIATION OF AKAAL	8/16/2017
NATZ	OFFENSIVE/DEROGATORY	LOOKS LIKE NATZI	8/16/2017
NATZ3	OFFENSIVE/DEROGATORY	LOOKS LIKE NATZI	8/16/2017
PATWAR1	CLARITY AND READABILITY	CANNOT SUBSTITUTE #1 FOR LETTER I	8/16/2017
IAMV1RK	CLARITY AND READABILITY	CAN USE THE 1 FOR THE LETTER I	8/16/2017
V1RKK	CLARITY AND READABILITY	CANNOT USE 1 FOR THE LETTER I	8/16/2017
OTZ PAY	OFFENSIVE/DEROGATORY	PIG LATIN - VARIATION FOR PUTZ / POTZ	8/17/2017
KILLER	OFFENSIVE/DEROGATORY	DEEMED OFFENSIVE	8/17/2017
BEAVER	OFFENSIVE/SEXUAL CONNOTATION	DEEMED SEXUAL	8/17/2017
3M TA3	OFFENSIVE/SUGGESTIVE	OFFENSIVE READS "EAT ME" IN REAR VIEW MIRROR	8/17/2017
DEATH	OFFENSIVE/SUGGESTIVE	OFFENSIVE	8/17/2017
HOBOPOC	POLITICAL	POLITICAL IN NATURE	8/17/2017
ARYAN	OFFENSIVE/DEROGATORY		8/17/2017
SHOOT-R	OFFENSIVE/SUGGESTIVE		8/17/2017
NATZ 3	OFFENSIVE/DEROGATORY	RELIGIOUS UNACCEPTABLE	8/17/2017
K77EYS	CLARITY AND READABILITY	IDENTIFICATION PROBLEM	8/18/2017
K7EYS	CLARITY AND READABILITY	IDENTIFICATION PROBLEM	8/18/2017
BANDOOK	CLARITY AND READABILITY	ANOTHER CST WHO APPLIED FIRST WANTED BANDOOK	8/18/2017
BANDOOK	CLARITY AND READABILITY	ANOTHER CST WHO APPLIED FIRST WANTED BANDOOK	8/18/2017
BANDOOK	CLARITY AND READABILITY	ANOTHER CST WHO APPLIED FIRST WANTED BANDOOK	8/18/2017
ROYAL	CLARITY AND READABILITY	CANNOT USE ZERO IN PLACE OF O AS ROYAL IS ALREADY TAKEN	8/23/2017
PANNU2	CLARITY AND READABILITY	CANNOT USE A 2 IN PLACE OF A Z	8/23/2017
SOLD1ER	CLARITY AND READABILITY	CANNOT SUBSTITUTE 1 OR LETTER I	8/23/2017
BHU11AR	CLARITY AND READABILITY	CANNOT SUBSTITUTE THE NUMBER 1 FOR LETTER L	8/23/2017

Slogan	Description Reason	Denial Explanation	Effective Date
BHULL4R	CLARITY AND READABILITY	CANNOT SUBSTITUTE NUMBER 4 FOR THE LETTER A	8/23/2017
Y3SHUA	CLARITY AND READABILITY	CANNOT USE 3 IN PLACE OF AN E	8/23/2017
BANDOOK	UNACCEPTABLE MESSAGE	MEANS GUN	8/23/2017
5ND ND5	OFFENSIVE/SEXUAL CONNOTATION	SAME AS SND NDS - COULD BE SEEN AS SEND NUDES	8/31/2017
SND NDS	OFFENSIVE/SEXUAL CONNOTATION	DENIED BASED ON THE INTERPRETATION THAT IT CAN BE "SEND NUDES"	8/31/2017
SQUANCH	OFFENSIVE/SEXUAL CONNOTATION	STRONG SEXUAL REFERENCE - EROTIC ASPHYXIATION	8/31/2017
NO GODS	RELIGION	SEEN AS RELIGIOUSLY INSENSITIVE	8/31/2017
PCONTRL	OFFENSIVE/SEXUAL CONNOTATION	COULD BE SEEN AS PENIS CONTROL	8/31/2017
CAPTJAK	ALCOHOL/DRUG RELATED	STREET NAME FOR HEROIN - CAPTAIN JACK	8/31/2017
CPTNJAK	ALCOHOL/DRUG RELATED	STREET NAME FOR HEROIN	8/31/2017
CAPNJAK	ALCOHOL/DRUG RELATED	STREET NAME FOR HEROIN - CAPTAIN JACK	8/31/2017
PMP8EZ	OFFENSIVE/SEXUAL CONNOTATION	MAY BE READ AS "PIMP IT EASY"	8/31/2017
CRANK	ALCOHOL/DRUG RELATED	STREET REFERENCE FOR METH (DRUGS)	8/31/2017
BADILAC	OFFENSIVE/PROFANITY	DEFINED AS BLACK MALE BASTARD OR BAD CADILLAC	8/31/2017
BLUSKY	ALCOHOL/DRUG RELATED	ATTRIBUTED TO THE STREET NAME FOR THE PURE CRYSTAL METH	8/31/2017
ROYALTY	CLARITY AND READABILITY	NO SUBSTITUTE ZERO FOR AN "O"	9/1/2017
FGSLD	OFFENSIVE/SUGGESTIVE	RUDE THINGS	9/1/2017
AGG1E	CLARITY AND READABILITY	AGGIE ALREADY EXISTS	9/1/2017
CRUZ1N	DUPLICATE OF AN EXISTING SLOGAN	CRUZIN ALREADY EXISTS	9/1/2017
Z1M1DAR	DUPLICATE OF AN EXISTING SLOGAN	SIMILAR TO ZIMIDAR ALREADY ASSIGNED	9/8/2017
ZIMID4R	CLARITY AND READABILITY	CANNOT USE 4 AS AN A	9/11/2017
TH1ND	CLARITY AND READABILITY	1 CANNOT BE USED FOR AN I	9/15/2017

Slogan	Description Reason	Denial Explanation	Effective Date
WHTBFLO	UNACCEPTABLE MESSAGE	DRUG REFERENCE	9/20/2017
GHUM4N	CLARITY AND READABILITY	CANNOT USE A 4, AS THE LETTER A	9/21/2017
JESUS-C	RELIGION	RELIGIOUS CONNOTATION	9/21/2017
JESUS-E	RELIGION	RELIGIOUS CONNOTATION	9/21/2017
JESUS-P	RELIGION	RELIGIOUS CONNOTATION	9/21/2017
BL3SS3D	CLARITY AND READABILITY	UNABLE TO USE 3 AS LETTER E	9/21/2017
ROBB1E	DUPLICATE OF AN EXISTING SLOGAN	CANNOT USE NUMBER TO REPLACE A LETTER IN ALREADY APPROVED SLOGAN	9/26/2017
JAYGOGA	RELIGION	RELIGION	9/27/2017
BRN RBR	UNACCEPTABLE MESSAGE	AGAINST MPI MANDATE	9/28/2017
SAI OM	RELIGION	RELIGION	9/29/2017
GOGA	RELIGION	RELIGION	9/29/2017
LORD	RELIGION	RELIGIOUS CONNOTATION UNACCEPTABLE	9/29/2017
LORD 8	RELIGION	RELIGIOUS CONNOTATION UNACCEPTABLE	9/29/2017
THELORD	RELIGION	RELIGIOUS CONNOTATION UNACCEPTABLE	9/29/2017
SARDAR1	CLARITY AND READABILITY	CANNOT USE THE 1 FOR LETTER I	9/29/2017
PSLM 91	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
PSLM100	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
YESHUA1	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
YESUS	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
MARUTI	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
RAMDUT	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
PR3CHER	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
PREACHR	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
PRECHR	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
JAIGURU	RELIGION	RELIGIOUS CONNOTATION	9/29/2017

Slogan	Description Reason	Denial Explanation	Effective Date
SHIVOHM	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
SHIVYOG	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
IXOYE	RELIGION	RELIGIOUS CONNOTATION	9/29/2017
DRGNFLI	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	10/2/2017
FKNO35	OFFENSIVE/DEROGATORY	OFFENSIVE	10/5/2017
FKHNO35	OFFENSIVE/DEROGATORY	OFFENSIVE	10/5/2017
ATOMIC	UNACCEPTABLE MESSAGE	LINKED TO ATOMIC BOMB	10/6/2017
ATOM1C	UNACCEPTABLE MESSAGE	VARIATION OF ATOMIC - LINKED TO ATOMIC BOMB	10/6/2017
NUCLEAR	UNACCEPTABLE MESSAGE	LINKED TO NUCLEAR WEAPON	10/6/2017
HYZNBRG	ALCOHOL/DRUG RELATED	ATTRIBUTABLE TO THE DRUG DEALER IN THE BREAKING BAD SERIES	10/6/2017
H8RMAKR	UNACCEPTABLE MESSAGE	REFERENCING TO HATE	10/6/2017
OVRTAXD	POLITICAL	CONSIDERED A POLITICAL MESSAGE	10/6/2017
ROXY3	ALCOHOL/DRUG RELATED	ANOTHER TYPE OF OXYCODONE	10/10/2017
MAMAIP1	OFFENSIVE/PROFANITY	LANGUAGE BANK TRANSLATED IT AS FUCK	10/10/2017
1 RXMOM	ALCOHOL/DRUG RELATED	COULD BE SEEN AS DISPENSING DRUGS	10/10/2017
GUNNER1	UNACCEPTABLE MESSAGE	GUN IS VIOLENCE	10/10/2017
MU1E	UNACCEPTABLE MESSAGE	DRUG DEALER	10/10/2017
MR JOPO	UNACCEPTABLE MESSAGE	SEXUAL CONNOTATIONS	10/10/2017
PNY KLR	UNACCEPTABLE MESSAGE	VIOLENCE	10/10/2017
PALIGAL	UNACCEPTABLE MESSAGE	COULD BE REFERENCED TO STATE	10/10/2017
PALYGAL	UNACCEPTABLE MESSAGE	COULD BE REFERENCED TO STATE	10/10/2017
MYTWHYT	UNACCEPTABLE MESSAGE	COULD BE CONSTRUED RACIST	10/10/2017
JAPNOLA	UNACCEPTABLE MESSAGE	COULD BE RACIST AS LIVES IN ANOLA/JAPANESE HERITAGE	10/10/2017
NOTACOP	UNACCEPTABLE MESSAGE	OFFENSIVE TO LAW ENFORCEMENT	10/10/2017
NOTACOP	UNACCEPTABLE MESSAGE	OFFENSIVE TO LAW ENFORCEMENT	10/10/2017
NOTACOP	UNACCEPTABLE MESSAGE	OFFENSIVE TO LAW ENFORCEMENT	10/10/2017

Slogan	Description Reason	Denial Explanation	Effective Date
ISLAW	POLITICAL	COULD BE SEEN AS ISLAMIC LAW	10/11/2017
H8RMKR	UNACCEPTABLE MESSAGE	REFERENCES TO HATE - HATER MAKER	10/11/2017
PRDATOR	CRIMINAL CONNOTATION	COULD REFERENCE A SEXUAL / CHILD PREDATOR	10/11/2017
REGIEE	ALCOHOL/DRUG RELATED	ANOTHER TERM FOR REGULAR WEED	10/11/2017
LOL STI	UNACCEPTABLE MESSAGE	CAN BE SEEN AS MAKING FUN OF PEOPLE WITH SEXUALLY TRANSMITTED INFECTION	10/11/2017
ROXY	ALCOHOL/DRUG RELATED	ANOTHER FORM OF OXYCONTIN	10/11/2017
BYEOF CR	UNACCEPTABLE MESSAGE	COULD BE SEEN AS FLEEING FROM THE POLICE	10/12/2017
4KHALSA	RELIGION	RELIGIOUS SYMBOL	10/13/2017
KHAALSA	RELIGION	RELIGIOUS SYMBOL	10/13/2017
KHALSA1	RELIGION	RELIGIOUS SYMBOL	10/13/2017
A89FAST	UNACCEPTABLE MESSAGE	PROMOTES SPEED	10/13/2017
TRANS89	UNACCEPTABLE MESSAGE	COULD BE OFFENSIVE WORD TRANS	10/13/2017
V1NNY	DUPLICATE OF AN EXISTING SLOGAN	CANNOT USE 1 FOR I/SLOGAN VINNY ALREADY EXISTS.	10/13/2017
LEDFOOT	UNACCEPTABLE MESSAGE	PROMOTES SPEEDING NOT ACCEPTABLE	10/13/2017
COWG1RL	CLARITY AND READABILITY	CANNOT USE 1 FOR THE LETTER I	10/17/2017
MAUSER	UNACCEPTABLE MESSAGE	VIOLENCE	10/18/2017
JUDAS	RELIGION	RELIGIOUS	10/18/2017
S@NDHU	UNACCEPTABLE FORMAT	UNACCEPTABLE FORMAT	10/19/2017
BIMM3R	CLARITY AND READABILITY	BIMMER ALREADY TAKEN CANNOT USE 3 FOR AN E	10/19/2017
BOPARAI	CLARITY AND READABILITY	NO ZERO FOR THE LETTER O	10/23/2017
GH0L1A	CLARITY AND READABILITY	CANNOT USE 0 & 1 FOR THE LETTERS O & I	10/25/2017
GH0LIA	CLARITY AND READABILITY	CANNOT USE 0 FOR THE LETTER O	10/25/2017
GH0L1A	CLARITY AND READABILITY	CANNOT USE 1 FOR THE LETTER I	10/25/2017
STARDST	ALCOHOL/DRUG RELATED	ILLICIT DRUG USE	10/26/2017
TICBANG	ALCOHOL/DRUG RELATED	ILLICIT DRUGS	10/26/2017

Slogan	Description Reason	Denial Explanation	Effective Date
STAL1ON	CLARITY AND READABILITY	CAN'T USE A 1 IN PLACE OF THE LETTER I	10/26/2017
G1LBERT	DUPLICATE OF AN EXISTING SLOGAN	GILBERT ALREADY TAKEN	11/7/2017
MALH1	CLARITY AND READABILITY	CANNOT SUBSTITUTE 1 FOR LETTER I	11/8/2017
SCENT5Y	CLARITY AND READABILITY	ALREADY A SCENTSY CANNOT SUBSTITUTE THE S WITH THE # 5	11/9/2017
JASSAL	CLARITY AND READABILITY	CANNOT USE THE 5 IN PLACE OF THE LETTER S	11/9/2017
PRAISED	RELIGION	FIRST LETTER MEANS "PRAY"	11/15/2017
J4SS4L	CLARITY AND READABILITY	CANNOT SUBSTITUTE 4 FOR LETTER A	11/15/2017
J4SSAL	CLARITY AND READABILITY	CANNOT SUBSTITUTE 4 FOR LETTER A	11/15/2017
JASS4L	CLARITY AND READABILITY	CANNOT SUBSTITUTE THE 4 FOR THE LETTER A	11/15/2017
PBG1LL	CLARITY AND READABILITY		11/16/2017
GHOLI4	CLARITY AND READABILITY	GHOLIA ALREADY ISSUED CANNOT USE NUMBER 4 IN PLACE OF A.	11/16/2017
HEDW1G	CLARITY AND READABILITY	HEDWIG ALREADY ISSUED CANNOT REPLACE ALPHA LETTER I WITH NUMERICAL 1	11/16/2017
SEMBH1	DUPLICATE OF AN EXISTING SLOGAN	SEMBHI ALREADY EXISTS	11/17/2017
DO5ANJH	CLARITY AND READABILITY	DOSANJH ALREADY ISSUED CANNOT USE 5 IN LIEU S	11/17/2017
BANDUK1	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	11/21/2017
BITCOIN	CLARITY AND READABILITY	BITCOIN ALREADY EXISTS, CANNOT REPLACE O WITH "0"	11/21/2017
S3KHON	CLARITY AND READABILITY	SEKHON ALREADY TAKEN CANNOT USE THE NUMBER 3 FOR LETTER E.	11/22/2017
RUMZ	ALCOHOL/DRUG RELATED	INSINUATES ALCOHOL	11/22/2017
RUMZZ	ALCOHOL/DRUG RELATED	INSINUATES ALCOHOL	11/22/2017
RUMZBAL	ALCOHOL/DRUG RELATED	INSINUATES ALCOHOL	11/22/2017
RATED R	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	11/22/2017
FSTNANA	UNACCEPTABLE MESSAGE	SPEED	11/22/2017
GUNY	CRIMINAL CONNOTATION	GUN	11/22/2017
LQH GFL	OFFENSIVE/PROFANITY	PROFANITY	11/22/2017

Slogan	Description Reason	Denial Explanation	Effective Date
HOLYCOW	RELIGION	RELIGION	11/22/2017
FKNHO35	OFFENSIVE/PROFANITY	PROFANITY	11/22/2017
CTEPBA	OFFENSIVE/PROFANITY	DEROGATORY TO WOMAN	11/22/2017
AKAL	RELIGION	RELIGION	11/23/2017
AKALI	RELIGION	RELIGION	11/23/2017
ZEPHYR	ALCOHOL/DRUG RELATED	DRUG RELATED	11/23/2017
TAKEOFF	UNACCEPTABLE MESSAGE	PROMOTES SPEED	11/23/2017
1COR411	RELIGION	RELIGION	11/23/2017
HEB1306	RELIGION	RELIGION	11/23/2017
VAPE DR	ALCOHOL/DRUG RELATED	DRUG RELATED	11/23/2017
021ARTY	UNACCEPTABLE MESSAGE	GUN	11/23/2017
M4 MOGA	UNACCEPTABLE MESSAGE	VIOLENCE (GUN)	11/23/2017
M4-MOGA	UNACCEPTABLE MESSAGE	VIOLENCE (GUN)	11/23/2017
FFFFFFF	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	11/23/2017
ASLA	UNACCEPTABLE MESSAGE	GUN - VIOLENCE	11/23/2017
IRA V	POLITICAL	POLITICAL	11/23/2017
IRA V14	POLITICAL	POLITICAL	11/23/2017
TOBARYE	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	11/23/2017
SKODEN	UNACCEPTABLE MESSAGE	VIOLENCE	11/23/2017
STOODIS	UNACCEPTABLE MESSAGE	UNACCEPTABLE MESSAGE	11/23/2017
AKAAL	RELIGION	RELIGION	11/28/2017
KEG	ALCOHOL/DRUG RELATED	COMMON ALCOHOL REFERENCE	11/29/2017
KFU	OFFENSIVE/PROFANITY	COULD BE SEEN AS K FUCK YOU	11/29/2017
KGB	POLITICAL	KGB IS THE SOVIET UNION'S POWERFUL SECRET POLICE FORCE	11/29/2017
KKK	UNACCEPTABLE MESSAGE	VIOLENCE - PROMOTES VIOLENCE, TERRORISM, POLITICAL & DISCRIMINATORY	11/29/2017
CMF	OFFENSIVE/PROFANITY	PROFANITY & SEXUALLY SUGGESTIVE - CRAZY MOTHER F*CKER	11/29/2017
PED	OFFENSIVE/SUGGESTIVE	DRUG REF, PROFANITY - COULD MEAN PEDOPHILE	11/29/2017
PEE	UNACCEPTABLE MESSAGE	RELATED TO PRIVATE BODY FUNCTION	11/29/2017
KDR	UNACCEPTABLE MESSAGE	KILL DEATH RATIO COMMONLY USED IN REFERENCE TO GAMES	11/29/2017
KEM	UNACCEPTABLE MESSAGE	KILL EVERYTHING MOVING (USED IN ONLINE GAMING)	11/29/2017

Slogan	Description Reason	Denial Explanation	Effective Date
KET	ALCOHOL/DRUG RELATED	SHORT FOR KETAMINE WHICH IS IN THE SAME FAMILY OF DRUGS AS PCP	11/29/2017
KEY	ALCOHOL/DRUG RELATED	DRUG REFERENCE REFERRING TO KILOGRAMS USUALLY REFERRING TO NARCOTICS	11/29/2017
KFC	OFFENSIVE/DEROGATORY	KFC REFERRING TO THE POPULAR CHICKEN FRANCISE & COULD BE DISCRIMINATORY TOWARDS BLACK PEOPLE	11/29/2017
SAIRATH	RELIGION	RELIGIOUS - NAME OF GOD	11/30/2017
JY AMBE	RELIGION	TRANSLATE AS HAIL HINDU GODDESS AMBE	12/1/2017
FANYX	ALCOHOL/DRUG RELATED	FANY + "X" HAD A DRUG RELATED REF AS X MEANS ECSTACY	12/1/2017
DPLOMAT	POLITICAL	POLITICAL	12/5/2017
VIP STS	UNACCEPTABLE MESSAGE	COULD BE OFFENSIVE SAFE TO SUCK	12/5/2017
G-URSLO	UNACCEPTABLE MESSAGE	CORPORATE MANDATE AGAINST SPEED	12/5/2017
DUDU2	UNACCEPTABLE MESSAGE	MESSAGE UNACCEPTABLE	12/6/2017
CHARIS	ALCOHOL/DRUG RELATED	DRUG RELATED	12/7/2017
MERICA	OFFENSIVE/DEROGATORY	GUN RELATED REFERENCE TO AMERICANS	12/7/2017
DRKNT60	ALCOHOL/DRUG RELATED	ALCOHOL REFERENCE	12/7/2017
SGRSKLL	ALCOHOL/DRUG RELATED	DRUG REFERENCE/VIOLENCE	12/7/2017
SKLCNDY	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
RAADHEY	RELIGION	RELIGION	12/7/2017
FAST 65	UNACCEPTABLE MESSAGE	AGAINST SPEED	12/7/2017
FASTER	UNACCEPTABLE MESSAGE	AGAINST SPEED	12/7/2017
FASTEST	UNACCEPTABLE MESSAGE	AGAINST SPEED	12/7/2017
FNKYBOX	UNACCEPTABLE MESSAGE	SEXUAL REFERENCE TO WOMAN	12/7/2017
SXYSLVR	UNACCEPTABLE MESSAGE	SEXUAL CONNOTATION	12/7/2017
1KHALSA	RELIGION	RELIGION	12/7/2017
1DOMN8R	UNACCEPTABLE MESSAGE	SEXUAL DOMINATER	12/7/2017
DOMN-8R	UNACCEPTABLE MESSAGE	SEXUAL DOMINATER	12/7/2017
DOMN8R	UNACCEPTABLE MESSAGE	SEXUAL DOMINATER	12/7/2017
NINE	UNACCEPTABLE MESSAGE	GUN MEANING GLOCK-9	12/7/2017
CRM DRM	UNACCEPTABLE MESSAGE	SEEN AS SEXUAL	12/7/2017
HIGHLFY	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017

Slogan	Description Reason	Denial Explanation	Effective Date
BINGY	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
BINGY1	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
BINGY2	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
LILSMO	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
LILSMO1	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
LILSMO2	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
BIGSMO	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
BIGSMO1	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
BIGSMO2	ALCOHOL/DRUG RELATED	DRUG REFERENCE	12/7/2017
8BLSSGS	RELIGION	RELIGION REFERENCE	12/7/2017
BOK ITA	UNACCEPTABLE MESSAGE	IN TURKISH MEANS SH*T	12/7/2017
ELSANTO	RELIGION	RELIGION REFERENCE	12/7/2017
TKVK777	RELIGION	RELIGION REFERENCE	12/7/2017
YKVK777	RELIGION	RELIGION REFERENCE	12/7/2017
IM2ND	RELIGION	WEBSITE - I AM 2ND REFERS TO JESUS	12/18/2017
JDADY	ALCOHOL/DRUG RELATED	COULD BE SLANG FOR DRUGS - "J" FOR JOINT / MJ	12/18/2017
OY8534	CLARITY AND READABILITY	SIMILAR TO OY-8534 THAT IS A FORMATTING ISSUE ALREADY	12/18/2017
IRA	POLITICAL	IRA - IRISH REPUBLICAN ARMY	12/20/2017
IRA PR	POLITICAL	IRA HAS BEEN DENIED IN RELATION TO THE IRISH REPUBLIC ARMY	12/20/2017
IRA RD	POLITICAL	IRA HAS BEEN DENIED IN RELATION TO THE IRISH REPUBLIC ARMY	12/20/2017
IRA RV	POLITICAL	IRA HAS BEEN DENIED IN RELATION TO THE IRISH REPUBLIC ARMY	12/20/2017
13 G1LL	CLARITY AND READABILITY	13 GILL ALREADY EXISTS	12/20/2017
MRSINGH	CLARITY AND READABILITY	CANNOT USE NUMBER IN PLACE OF ALPHA MRSINGH ALREADY ISSUED	12/20/2017
PB02A5R	CLARITY AND READABILITY	THERE IS A PB02ASR ALREADY - USING 5 AS AN "S"	12/21/2017
PB2 A5R	CLARITY AND READABILITY	IT IS SIMILAR TO PB2ASR - USING 5 AS AN "S"	12/21/2017
ABOHAR	CLARITY AND READABILITY	THERE IS ALREADY AN ABOHAR SLOGAN	12/22/2017

Slogan	Description Reason	Denial Explanation	Effective Date
KAPOOR	CLARITY AND READABILITY	"OO" IS BEING USED AS THE LETTER "O"	12/22/2017
SABI	DUPLICATE OF AN EXISTING SLOGAN	SABI FOR CLARITY AND READABILITY	12/22/2017
ARTY	UNACCEPTABLE MESSAGE	SIMILAR HAS BEEN PREVIOUSLY DENIED - 021 ARTY	1/4/2018
ARTY-FD	UNACCEPTABLE MESSAGE	SIMILAR HAS BEEN PREVIOUSLY DENIED - 021 ARTY	1/4/2018
ARTYMN	UNACCEPTABLE MESSAGE	SIMILAR HAS BEEN PREVIOUSLY DENIED - 021 ARTY	1/4/2018
KH-ALSA	RELIGION	SIMILAR HAS PREVIOUSLY BEEN DENIED	1/4/2018
KHAAL5A	RELIGION	SIMILAR HAS PREVIOUSLY BEEN DENIED	1/4/2018
KHALS-A	RELIGION	SIMILAR HAS BEEN PREVIOUSLY DENIED	1/4/2018
SPARTAN	CRIMINAL CONNOTATION	SPARTAN IS A WELL KNOWN MOTORCYCLE GANG	1/16/2018
BRK BAD	ALCOHOL/DRUG RELATED	THE SHOW BREAKING BAD IS ABOUT DEALING WITH DRUGS	1/16/2018
CRAZY 8	ALCOHOL/DRUG RELATED	THE SHOW BREAKING BAD IS ABOUT DEALING WITH DRUGS - KRAZY 8 IS A CHARACTER THERE	1/16/2018
ALQADIR	RELIGION	ONE OF THE NAMES OF ALLAH	1/16/2018
MINHAS1	ALCOHOL/DRUG RELATED	COULD BE READ AS MINHAS BEER	1/16/2018
WILBLY	UNACCEPTABLE MESSAGE	READS AS WILL BULLY	1/16/2018
BKALIAN	ALCOHOL/DRUG RELATED	KALIAN - SHOWS AS A HOOKAH RELATED TO DRUGS	1/16/2018
KKALIAN	ALCOHOL/DRUG RELATED	KALIAN - SHOWS AS A HOOKAH RELATED TO DRUGS	1/16/2018
PKALIAN	ALCOHOL/DRUG RELATED	KALIAN - SHOWS AS A HOOKAH RELATED TO DRUGS	1/16/2018
ZOOMER8	UNACCEPTABLE MESSAGE	RELATED TO SPEED & DRUGS	1/16/2018

Slogan	Description Reason	Denial Explanation	Effective Date
POTPOT	ALCOHOL/DRUG RELATED	POTPOT REFERRING TO DRUGS	1/16/2018
PIEJESU	RELIGION	RELIGIOUS - TRANSLATION IS MERCIFUL JESUS	1/16/2018
U8MYDST	UNACCEPTABLE MESSAGE	SPEED RELATED	1/16/2018
10BEARS	UNACCEPTABLE MESSAGE	INDIGENOUS SENSITIVITY - FAMOUS NATIVE CHIEF	1/16/2018
5HARMA	CLARITY AND READABILITY	5 IS BEING USED FOR AN S	1/23/2018
G1LL E	CLARITY AND READABILITY	1'S FOR I	1/23/2018
G1LL Z	CLARITY AND READABILITY	1'S FOR I	1/23/2018
GFL LQH	OFFENSIVE/PROFANITY	GFL IS NOT A REGULAR SERIES PLATE - STANDS FOR GOOD F*CKING LUCK	1/31/2018
GFL	OFFENSIVE/PROFANITY	MEANS GOOD F*CKING LUCK - ALSO NOT A REGULAR PLATE SERIES	1/31/2018
JESUS-1	RELIGION	RELIGIOUS: RELATED TO JESUS CHRIST	2/5/2018
MABILIS	UNACCEPTABLE MESSAGE	SPEED RELATED: TAGALOG FOR FAST	2/5/2018
GYMNA5T	CLARITY AND READABILITY	GYMNAST - USING 5 AS AN S	2/5/2018
QNMLGB	OFFENSIVE/PROFANITY	IN CHINESE MEANS F*CK YOU MUM	2/7/2018
T1WANA	CLARITY AND READABILITY	CLARITY AND READABILITY	2/15/2018
SUMAN	RELIGION	AS A STAND ALONE WORD - AFRICAN RELIGIOUS OBJECT	2/22/2018
PASTOR	RELIGION	PASTOR IS AN ORDAINED LEADER OF A CHURCH - DENIED AS RELIGIOUS	2/22/2018
PASTOR1	RELIGION	PASTOR IS AN ORDAINED LEADER OF A CHURCH - DENIED AS RELIGIOUS	2/22/2018
WONTON	OFFENSIVE/DEROGATORY	WONTON CAN BE SEEN AS A DEROGATORY WORD FOR ASIAN	2/22/2018
BRWNBOI	OFFENSIVE/DEROGATORY	RACIALLY OFFENSIVE TO BE CALLED BROWN BOY	2/22/2018
BRWNBOY	OFFENSIVE/DEROGATORY	RACIALLY OFFENSIVE TO BE CALLED BROWN BOY	2/22/2018
WACKS 8	ALCOHOL/DRUG RELATED	SEXUAL AND DRUG RELATED	2/22/2018

Slogan	Description Reason	Denial Explanation	Effective Date
PWALKER	UNACCEPTABLE MESSAGE	SPPED RELATED FAST&FURIOUS FRANCHISE	2/22/2018
GOVNOR	POLITICAL	POLITICAL	2/22/2018
AMSDLR	ALCOHOL/DRUG RELATED	VIOLENCE AND DRUG	2/22/2018
MUTZIG	ALCOHOL/DRUG RELATED	ALCOHOL RELATED	2/22/2018
2 2MANY	ALCOHOL/DRUG RELATED	ALCOHOL	2/22/2018
420LIFE	ALCOHOL/DRUG RELATED	DRUGS	2/22/2018
RBLSCUM	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL	2/22/2018
ROXY1	ALCOHOL/DRUG RELATED	ANOTHER FORM OF OXYCODONE	2/27/2018
G1LLSAB	CLARITY AND READABILITY	CANNOT REPLACE THE LETTER I WITH NUMBER 1	3/7/2018
G1LLS4B	CLARITY AND READABILITY	READABILITY	3/7/2018
GILLS4B	CLARITY AND READABILITY	READABILITY	3/7/2018
MAVIO1	CLARITY AND READABILITY	READABILITY	3/9/2018
54NGR30	CLARITY AND READABILITY	5 IS BEING USED AS AN "S" & 4 AS AN "A" - CST WANTS SANGREO	3/13/2018
S4NGR30	CLARITY AND READABILITY	5 IS BEING USED AS AN "S" & 4 AS AN "A"	3/13/2018
KAFER	RELIGION	UNBELIEVER IN ISLAM, INFIDEL	3/13/2018
12BORE	UNACCEPTABLE MESSAGE	DENIED DUE TO RELATION TO12 GUAGE SHOTGUNS	3/14/2018
PILSEN	ALCOHOL/DRUG RELATED	BEER BRAND IN COSTA RICA	3/14/2018
PGONE	UNACCEPTABLE MESSAGE	HIP HOP RAPPER - HIS SONGS ABET TEENAGERS IN ABUSING DRUGS AND INSULTING WOMEN.	3/14/2018
THEGUNS	UNACCEPTABLE MESSAGE	RELATED TO GUNS	3/14/2018
FASTEX	UNACCEPTABLE MESSAGE	CORPORATE POLICY AGAINST SPEEDING	3/15/2018
FASTEX1	UNACCEPTABLE MESSAGE	CORPORATE POLICY AGAINST SPEEDING	3/15/2018
9MLSNIP	UNACCEPTABLE MESSAGE	9 MM SNIPER - GUN/VIOLENCE	3/15/2018
KMKZE	UNACCEPTABLE MESSAGE	KAMIKAZE - JAPANES SUICIDE FIGHTER PILOT MISSIONS	3/15/2018
IPB-101	CLARITY AND READABILITY	THE NUMBERS WILL BE READ AS 101	3/19/2018
BOSS	CLARITY AND READABILITY	SUBSTITUTING THE "O" AS AN O FOR BOSS	3/19/2018

Slogan	Description Reason	Denial Explanation	Effective Date
W4CKS	OFFENSIVE/SEXUAL CONNOTATION	WACKS - JERKING OFF	3/21/2018
WACKS	OFFENSIVE/SEXUAL CONNOTATION	JERKING OFF	3/21/2018
M D Z Z	OFFENSIVE/PROFANITY	LANGUAGE BANK IT MEANS "YOU F*CKING IDIOT"	3/27/2018
MDZZ	OFFENSIVE/PROFANITY		3/27/2018
KA1SER	CLARITY AND READABILITY	SIMILAR TO AN EXISTING PLATE: KAISER	4/4/2018
JOHN316	RELIGION		4/6/2018
DESHTR	OFFENSIVE/PROFANITY	CAN READ AS "THE SHITTER"	4/9/2018
DSCHTR	OFFENSIVE/PROFANITY	CAN READ AS "THE SHITTER"	4/9/2018
YAW YWH	RELIGION	LOOKS LIKE YAHWEH - HEBREW NAME OF GOD	4/9/2018
M A G	CRIMINAL CONNOTATION	GUN REFERENCE TO MAGNUM OR MAG	4/10/2018
SLIMER	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL ACTIVITY THAT INVOLVES SECRETION OF BODILY FLUID	4/10/2018
SLYMER	ALCOHOL/DRUG RELATED	SLYMER IS A MARIJUANA STRAIN	4/10/2018
N1TRO	CLARITY AND READABILITY	NITRO ALREADY ISSUED	4/11/2018
XRACR	UNACCEPTABLE MESSAGE	SPEED	4/11/2018
GODZ	RELIGION	CAN BE READ AS GODS - RELIGIOUS	4/11/2018
COOL AF	OFFENSIVE/PROFANITY	CAN READ AS COOL AS F*CK	4/11/2018
M4LWAI	CLARITY AND READABILITY	REPLACED A WITH A 4, MALWAI	4/11/2018
RADICAL	POLITICAL	COULD BE POLITICAL OR RELATED TO VIOLENCE/TERRORISM	4/11/2018
GODSE	RELIGION	LIKE GODS, ALSO POLITICAL - ASSASSIN OF GANDHI	4/11/2018
MMP	OFFENSIVE/PROFANITY	CHINESE SLANG FOR "YOUR MOM IS A HOOKER"	4/11/2018
SLANTY	OFFENSIVE/DEROGATORY	CAN REFER TO AN ASIAN PERSON - SLANTY EYES	4/11/2018
SLANTED	OFFENSIVE/DEROGATORY	RACIALLY OFFENSIVE - REFERS TO ASIAN PERSON, SHAPE OF EYES	4/11/2018

Slogan	Description Reason	Denial Explanation	Effective Date
BNG BNG	ALCOHOL/DRUG RELATED	VIOLENCE - COULD BE READ AS BANG BANG, OR BONG BONG	4/11/2018
W4CK5	OFFENSIVE/SEXUAL CONNOTATION	READS AS WACKS - VIOLENT/SEXUAL	4/11/2018
WACKS75	OFFENSIVE/SEXUAL CONNOTATION	WACKS - VIOLENT/SEXUAL REFERENCES	4/11/2018
U4ECK	ALCOHOL/DRUG RELATED	EUPHORIC - CAN DESCRIBE PEOPLE WHO ARE DRUNK/HIGH	4/11/2018
U4ICK	ALCOHOL/DRUG RELATED	EUPHORIC - CAN DESCRIBE PEOPLE WHO ARE DRUNK/HIGH	4/11/2018
XPEHBAM	OFFENSIVE/PROFANITY	PHRASE MEANS 'YOU WILL GET NOTHING' - SIMILAR TO 'BITE ME' OR 'F**K YOU'	4/11/2018
SNOH	ALCOHOL/DRUG RELATED	SNOW - COCAINE, RACIAL REFERENCE TO WHITE GIRLS	4/11/2018
SNOW	ALCOHOL/DRUG RELATED	ANOTHER WORD FOR COCAINE, RACIAL REFERENCE TO WHITE GIRLS.	4/11/2018
ASLAA	UNACCEPTABLE MESSAGE	GUN - RELATED TO VIOLENCE: SIMILAR TO ASLA	4/11/2018
DH1L7ON	CLARITY AND READABILITY	#'S ARE IN BETWEEN LETTERS - READABILITY ISSUE	4/16/2018
STALION	CLARITY AND READABILITY	THERE IS ALREADY A STALION PLATE	4/16/2018
JUST0	CLARITY AND READABILITY	0 AT THE END COULD BE READ AS AN "O"	4/16/2018
MEN4CE	CLARITY AND READABILITY	SIMILAR TO MENACE	4/16/2018
SA1L0R5	CLARITY AND READABILITY	CLARITY & READABILITY	4/19/2018
JUDGE 1	POLITICAL	SEEN AS A JUDGE	4/19/2018
JUDGE1	UNACCEPTABLE MESSAGE	COULD BE RELATED TO JUDGE THE WEAPON	4/19/2018
DVLDOTR	RELIGION	COULD BE SEEN AS DEVIL (GOD'S COUNTERPART) DAUGHTER	4/19/2018
DVLDR1	RELIGION	COULD BE SEEN AS DEVIL (GOD'S COUNTERPART) DAUGHTER	4/19/2018

Slogan	Description Reason	Denial Explanation	Effective Date
RUNS 9S	UNACCEPTABLE MESSAGE	SPEED RELATED	4/19/2018
SHARMA5	CLARITY AND READABILITY	SHARMAS ALREADY ISSUED	4/27/2018
UNT4MED	CLARITY AND READABILITY	SAME AS UNTAMED	5/3/2018
1 INM1L	CLARITY AND READABILITY	USING 1 AS AN I	5/4/2018
JHANJ1	CLARITY AND READABILITY	THERE IS ALREADY A JHANJI	5/4/2018
JO4N316	CLARITY AND READABILITY	COULD BE A READABILITY ISSUE - ALSO CLOSE TO JOHN316	5/4/2018
SEAUNT	OFFENSIVE/PROFANITY	CAN BE READ AS C-U-N-T	5/9/2018
SEEUNT	OFFENSIVE/PROFANITY	CAN BE RED AS C-U-N-T	5/9/2018
MURICA	OFFENSIVE/DEROGATORY	DEROGATORY, OFFENSIVE TO AMERICANS	5/9/2018
MAGIC-8	ALCOHOL/DRUG RELATED	MAGIC AND 8 BALL COMMON DRUG REFERENCES	5/9/2018
STOCKAF	OFFENSIVE/PROFANITY	COULD BE READ AS STOCK AS F*CK	5/9/2018
SS-KING	OFFENSIVE/DEROGATORY	SS REFERENCE TO NAZIS, PREV COMPLAINT REC'D AND PLATE PULLED	5/9/2018
SHT WHP	OFFENSIVE/PROFANITY	CAN BE READ AS SHIT WHIP	5/9/2018
HATHYAR	CRIMINAL CONNOTATION	MEANS WEAPON - DENIED FOR VIOLENCE	5/9/2018
BATANG	OFFENSIVE/SEXUAL CONNOTATION	MALAY SLANG FOR PENIS, COULD BE SEEN AS OFFENSIVE	5/9/2018
LUCIFER	RELIGION	LUCIFER - COUNTERPART TO GOD	5/9/2018
T4TOKSY	ALCOHOL/DRUG RELATED	T4 - TYLENOL WITH CODIENE/OXY, TOKSY CLOSE TO TOKE/TOKING	5/9/2018
RICEGOD	RELIGION	INARI IS THE SHINTO GOD OF RICE AND FOOD OR RICEGOD	5/9/2018
OLGA	CLARITY AND READABILITY	SIMILAR TO OLGA	5/9/2018
SHPSHGR	OFFENSIVE/SEXUAL CONNOTATION	SEXUAL AND ETHNIC OFFENSIVE	5/10/2018
OMEGA	CLARITY AND READABILITY	SUBSTITUTION OF O AND 0	5/10/2018
MAGIC 8	ALCOHOL/DRUG RELATED	MAGIC AND 8 BALL ARE BOTH DRUG RELATED	5/10/2018
EESKEE	CLARITY AND READABILITY	0 IS BEING USED AS AN "O"	5/15/2018

Slogan	Description Reason	Denial Explanation	Effective Date
PRNC3SS	CLARITY AND READABILITY	THERE ARE OTHER PLATES WITH 3, BUT IN THIS SITUATION, ITS READABILITY	5/15/2018
DHAL1WL	CLARITY AND READABILITY	MAKING A "1" AS AN I	5/15/2018
SARDA4R	CLARITY AND READABILITY	4'S FOR A	5/15/2018
SLVRFOX	CLARITY AND READABILITY	"O" AS AN "O"	5/15/2018
NS1B14	CLARITY AND READABILITY	CST IS USING 1'S AS "I" & 4'S AS A	5/15/2018
S1B14	CLARITY AND READABILITY	CST IS USING 1'S AS "I" & 4'S AS A	5/15/2018
S1B1469	CLARITY AND READABILITY	CST IS USING 1'S AS "I" & 4'S AS A	5/15/2018
THE MOM	CLARITY AND READABILITY	USING A 0 FOR AN "O"	5/16/2018
S4RDARI	CLARITY AND READABILITY	4 IS BEING USED AS AN "A"	5/16/2018
SARD4R1	CLARITY AND READABILITY	4 IS BEING USED AS AN "A" & 1 AS AN "I"	5/16/2018
AKA5H	CLARITY AND READABILITY	5 IS BEING USED AS AN "S"	5/16/2018
P1LOT	CLARITY AND READABILITY	1 IS BEING USED AS AN "I"	5/16/2018
10ZMA1	CLARITY AND READABILITY	1&O TOGETHER CAN BE READ AS 10	5/16/2018
ALAMG1R	CLARITY AND READABILITY	1 AS AN "I" BUT THERE IS ALREADY AN ALAMGIR	5/16/2018

Brown, Trevor

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 2:32 PM
To: Ptosnick, Bev
Subject: RE: Mr. Toller

Thanks Bev

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

THIS IS EXHIBIT " D " referred to in the Affidavit of

Michelle Gurdal

Sworn before me this 26

day of November A.D. 20 18


 James Kitchen
 Barrister & Solicitor

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Ptosnick, Bev
Sent: Thursday, April 27, 2017 2:32 PM
To: Burns, David (Dave)
Subject: RE: Mr. Toller

It's going on the list like any other slogan and I advised him of that.

Bev Ptosnick
 Personalized License Plates
 Manitoba Public Insurance
 510-234 Donald St
 Winnipeg, MB R3C 4A4
 Ph: 204-985-7722
 Fax: 204-953-4998
bptosnick@mpi.mb.ca

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 2:31 PM
To: Ptosnick, Bev; Kobylinski, Margaret; Carrière Kuzmik, Marie-Josée
Subject: Mr. Toller

Before we approve his new slogan, please be sure to run it past the committee and follow our typical approval process.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
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Brown, Trevor

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Dave Burns

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Brown, Trevor

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 2:06 PM
To: Hocken, Carla
Subject: PLP

Mr. Troller contacted the PLP line and has requested the slogan "LOCUTUS". Bev advised him that we will have it manufactured at no charge once we've received his current plp. He said he will be surrendering the old plate.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 11:18 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Sorry, I just responded to Carla a couple minutes ago. She should be responding shortly.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Smiley, Brian
Sent: Thursday, April 27, 2017 11:10 AM
To: Burns, David (Dave)
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

David,

See question below. Do you if the person can appeal? (I sent Carla an email.....but no response yet.)

Smiley

From: Hendricks, Jon [<mailto:Jon.Hendricks@bellmedia.ca>]
Sent: Thursday, April 27, 2017 10:46 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive incorrectly, are they able to appeal the decision?

Thanks,

Jon

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Thursday, April 27, 2017 10:38 AM
To: Hendricks, Jon
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Hi Jon,

See below for your background, including the statement from MPI.

B.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

Due to confidentiality issues, MPI cannot discuss a specific customer/their claim/or licence plate complaint. If the customer chooses to discuss their issue, that is certainly their right.

Below is the statement MPI provided to Susan T yesterday. It remains unchanged:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Brian

From: Rodgers, Renee [mailto:Renee.Rodgers@bellmedia.ca]
Sent: Wednesday, April 26, 2017 5:21 PM
To: Smiley, Brian
Subject: CTV Inquiry - "ASIMIL8" vanity plates

Hi Brian,

My name is Renee Rodgers and I work with the team at CTV Winnipeg.
We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

1. He says he has been told by MPI he must get rid of the plates. At our last check with MPI, an investigation was taking place. Can you please confirm whether MPI has told him he must replace them?
2. Can you also confirm ***two*** complaints have been directed to MPI about the plates?
3. Also, I was wondering if you are able to shed any light on what the complaints had to do with? I understand one complainant read it as a racial slur. Is that correct?

Thanks so much,
Renee Rodgers

Renee Rodgers | Late News Anchor
CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:16 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

Sorry, I'm not sure either way at this point.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
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From: Hocken, Carla
Sent: Wednesday, April 26, 2017 4:16 PM
To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Do you have the sense that he will not return the plate?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:11 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

He was told but that isn't appeasing him.

Dave Burns

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From: Hocken, Carla
Sent: Wednesday, April 26, 2017 4:10 PM

To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Okay, thanks
He wasn't told why this is inappropriate?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:08 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

I called him at about 3:45. I did not go well. He wants to know who is complaining, and why. I tried to offer him a refund or new slogan but didn't want to consider that. I did let him know we were sending a letter but he disconnected at that point.

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To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

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To: Hocken, Carla
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Contact Centre sent Maggie a note as they received an email from MaryAnn Wilhelm. Unfortunately they did that after responding to her email. The response was brief, based on Maggie's IWS comment they knew we were recalling the plate and their response to MaryAnn was:

Dear Maryann Wilhelm

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From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:36 PM
To: Burns, David (Dave)
Subject: FW: Customer Email

FYI

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:34 PM
To: Kobylinski, Margaret
Subject: RE: Customer Email

I responded via email. We use the Interaction Client phone software to send/receive emails from the website. I did consult with a Supervisor as well on this situation. Here is what was sent:

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We can confirm that the licence plate in question has already been recalled. Your concerns will be forwarded to the Personalized Licence Plate department.

We felt it was best to keep it simple in this case.

Thank you!

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4933

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

Thank you for the information.

We are aware of this situation and handling it. What has been said to the customer exactly?

Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
 Assistant Manager, Licensing Services
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 cell: (204) 806-1277
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From: Plante, Jody
Sent: Wednesday, April 26, 2017 1:17 PM
To: Kobylinski, Margaret
Subject: Customer Email

Good Afternoon Margaret

We at the Contact Centre respond to emails sent in via the MPI Website. One came in yesterday regarding a PLP that has been spotted on Manitoba roadways. A picture of the plate has been floating around Social Media. I wanted to make you aware of the message in the event any other follow up is required. We have provided a reply (apologizing naturally) and confirming the plate has been recalled.

---Original Message---

From: maryann [mailto:maryann_wilhelm@yahoo.com]
Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
 Last Name: wilhelm

Phone Number: (519) 3770321

Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound

Postal Code: on

Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

In an era of TRC, where we, Canadians, and Indigenous are working to reset relations, I found this vanity plate to be appalling to this country.

This country has a dark history of attempting assimilation on Indigenous and it's been met with long term ramifications, that impact Indigenous even to today.

How did this even manage to pass the desk of those who analyze and approve plates is beyond my imagination unless they simply thought that it was acceptable to do so.

If that was the case, then departments who approve these plates should be required to take Indigenous cultural training to ensure offensive plates like ASILIM8 don't end up on Canadian roads.

I am requesting an investigation and a public apology (it's moving across the internet) over the issuance of the plates, and request training take place at these agencies that process vanity plates.

Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4033

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:11 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

He was told but that isn't appeasing him.

Dave Burns

Manager, Licensing Services
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Cell: (204) 918-7321
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To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Okay, thanks

He wasn't told why this is inappropriate?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:08 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

I called him at about 3:45. I did not go well. He wants to know who is complaining, and why. I tried to offer him a refund or new slogan but didn't want to consider that. I did let him know we were sending a letter but he disconnected at that point.

The process server picked up the letter at 3:30 and it will be delivered today. I've noted the customer's IWS account so the reps know what to do.

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Subject: RE: Customer Email - PLP

Let me know how your convo with the customer goes, ok?

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Sent: Wednesday, April 26, 2017 4:01 PM
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I wanted you to know so you had all the information.

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From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:36 PM
To: Burns, David (Dave)
Subject: FW: Customer Email

FYI

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance

cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobyliniski@mpi.mb.ca

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Sent: Wednesday, April 26, 2017 2:34 PM
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Subject: RE: Customer Email

I responded via email. We use the Interaction Client phone software to send/receive emails from the website. I did consult with a Supervisor as well on this situation. Here is what was sent:

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We felt it was best to keep it simple in this case.

Thank you!

Jody Plante
Team Lead
Contact Centre Operations
Manitoba Public Insurance
985-8770 ext 4033

From: Kobyliniski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

Thank you for the information.

We are aware of this situation and handling it. What has been said to the customer exactly?
Did you respond by email? Please forward it to me asap – thank you very much

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Good Afternoon Margaret

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Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
Last Name: wilhelm

Phone Number: (519) 3770321
Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
Postal Code: on
Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

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Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

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985-8770 ext 4033

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:01 PM
To: Hocken, Carla
Subject: FW: Customer Email - PLP

Contact Centre sent Maggie a note as they received an email from MaryAnn Wilhelm. Unfortunately they did that after responding to her email. The response was brief, based on Maggie's IWS comment they knew we were recalling the plate and their response to MaryAnn was:

Dear Maryann Wilhelm

Thank you for taking the time to send us an email.

We greatly apologize for this plate having been issued.

We can confirm that the licence plate in question has already been recalled. Your concerns will be forwarded to the Personalized Licence Plate department

I wanted you to know so you had all the information.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:36 PM
To: Burns, David (Dave)
Subject: FW: Customer Email

FYI

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:34 PM
To: Kobylinski, Margaret
Subject: RE: Customer Email

I responded via email. We use the Interaction Client phone software to send/receive emails from the website. I did consult with a Supervisor as well on this situation. Here is what was sent:

Dear Maryann Wilhelm

Thank you for taking the time to send us an email.

We greatly apologize for this plate having been issued.

We can confirm that the licence plate in question has already been recalled. Your concerns will be forwarded to the Personalized Licence Plate department.

We felt it was best to keep it simple in this case.

Thank you!

Jody Plante

Team Lead
Contact Centre Operations
Manitoba Public Insurance
985-8770 ext 4033

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

Thank you for the information.

We are aware of this situation and handling it. What has been said to the customer exactly?

Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 1:17 PM

To: Kobylinski, Margaret
Subject: Customer Email

Good Afternoon Margaret

We at the Contact Centre respond to emails sent in via the MPI Website. One came in yesterday regarding a PLP that has been spotted on Manitoba roadways. A picture of the plate has been floating around Social Media. I wanted to make you aware of the message in the event any other follow up is required. We have provided a reply (apologizing naturally) and confirming the plate has been recalled.

---Original Message-----

From: maryann [mailto:maryann_wilhelm@yahoo.com]
Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
Last Name: wilhelm

Phone Number: (519) 3770321
Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
Postal Code: on
Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

In an era of TRC, where we, Canadians, and Indigenous are working to reset relations, I found this vanity plate to be appalling to this country.

This country has a dark history of attempting assimilation on Indigenous and it's been met with long term ramifications, that impact Indigenous even to today.

How did this even manage to pass the desk of those who analyze and approve plates is beyond my imagination unless they simply thought that it was acceptable to do so.

If that was the case, then departments who approve these plates should be required to take Indigenous cultural training to ensure offensive plates like ASILIM8 don't end up on Canadian roads.

I am requesting an investigation and a public apology (it's moving across the internet) over the issuance of the plates, and request training take place at these agencies that process vanity plates.

Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4033

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:55 PM
To: Hawryluk, Theresa
Cc: Bednarski, Valerie
Subject: FW: Emailing: Nicholas2.docx, Nicholas.docx
Attachments: Nicholas2.docx; Nicholas.docx

Here you go.

Dave Burns
Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?
Take the challenge at whoisdriving.ca

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

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:53 PM
To: Bednarski, Valerie
Subject: Emailing: Nicholas2.docx, Nicholas.docx

Please print both on letter head for my signature.

Your message is ready to be sent with the following file or link attachments:

Nicholas2.docx
Nicholas.docx

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:53 PM
To: Bednarski, Valerie
Subject: Emailing: Nicholas2.docx, Nicholas.docx
Attachments: Nicholas2.docx; Nicholas.docx

Please print both on letter head for my signature.

Your message is ready to be sent with the following file or link attachments:

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Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:35 PM
To: Hocken, Carla
Subject: PLP
Attachments: PLP Surrender Process.docx; Nicholas.docx

Carla,

I want to get the letter out to the customer today as we discussed. We were talking about the timeframe.

Attached is the PLP surrender plate process. In it, we give a 15 day window to return the plate. I looked at our surrender plate letters and 5 were given 16-19 days (looks like adjustments were made for the weekend), 5 were given 1 month to comply but these letters predate the existing process.

Most recently, the NOTTSC plate was recalled. That was the one with the short time frame. In that case we called the customer and they went directly to a service centre to return the plate before we even sent a letter.

I've drafted the recall letter for this plate, Nicholas.docx and given him until May 12 as it sounds like you are more comfortable with us following a standard process.

Let me know if you are okay with the letter and then I will arrange for a process server to deliver it.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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PLP Surrender Process

1. Driver is contacted by phone advising him/her their personalized licence plate is deemed inappropriate and is being recalled. We advise the customer we will be sending a certified letter in the mail requesting the return of the inappropriate plate.
2. Letter indicates the following - as noted in our Specialized Licence Plates brochure, *the Registrar of Motor Vehicles reserves the right to recall personalized licence plates that are later deemed inappropriate*. In accordance with *Section 60(2) of the DVA* which states that a number plate is the property of the Crown we advise the customer to surrender the plate and offer that a replacement can be obtained at no charge. Time frame given for return of plate is **15 days**.
3. **Plate is not returned within the 15 day time frame.** Driver is called and notified of the next certified letter that will be coming requesting cancellation of the plates and seizure of the plates. Letter is sent advising driver failure to return plate in accordance with *Section 90(1) of the DVA* will result in cancellation of their vehicle registration. Under *Section 94(1) of the DVA* the driver must without delay deliver the vehicle's registration card and number plates to the registrar within a **7 day time frame**.
4. **Failure to return plates (within 7 days)** will result in accordance with *Section 94(2) of the DVA* cause a peace officer or a person authorized by the registrar to recover possession of anything subsection (1) requires the person to deliver. This seizure will be carried out within **5 days of the date of the letter**.

The location of the PLP Recall spreadsheet is located here:

\\aantares\sacCT\GROUP\Licensing Services\Driver Licensing\Licensing\ PLP

This document is saved in the following location:

\\aantares\sacCT\GROUP\Licensing Services\ Process Documentation Project\DLP Processes Documentation 2014



April 26, 2017

CERTIFIED

Customer No: 10298732

Nicholas A Troller
6 Erindale Cr
Winnipeg MB R2N 4L9

Dear Sir

It has been brought to the attention of this office that the personalized licence plate "ASIMIL8" is considered offensive.

The Registrar of Motor Vehicles reserves the right to recall personalized licence plates that are deemed inappropriate.

You are requested to surrender your personalized licence plates "ASIMIL8" immediately in accordance with subsection 60(2) of *The Drivers and Vehicles Act* which states that a number plate is the property of the Crown.

Please attend any Manitoba Public Insurance Service Centre or Autopac Agent to surrender the plates by May 12, 2017. At that time, you will be issued a regular licence plate and you can apply for another personalized licence plate at no charge. Enclosed is a Personalized Licence Plate Application. If you decide to use a regular plate going forward, you are entitled to a refund of the fees that you paid for the personalized licence plate.

Your prompt attention to this matter is greatly appreciated and we apologize for the inconvenience to you.

Sincerely,

David Burns
Manager, Licensing Services

Enclosure

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:46 PM
To: Kobylinski, Margaret
Subject: RE: Plate recall

Carla and I are going to talk tomorrow. She doesn't want to wait for the customer to attend a broker and wants the plate off the road immediately. We may also switch to a process server instead of a certified mail so the customer gets the letter in the morning. I'll let you know as soon as we've discussed, please prepare the letter so it is ready to go but do not send it until you hear from me.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 5:44 PM
To: Burns, David (Dave)
Subject: Re: Plate recall

I will call again for sure.

I did explain the urgency and advised the cust the letter will be sent tomorrow morning.

I will ensure this is looked after first thing in the morning.

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:30 PM
To: Kobylinski, Margaret
Subject: RE: Plate recall

We can't wait the week. Please contact the customer tomorrow and ensure the plate is returned immediately. Also, please send the certified letter as we discussed.

Thanks,

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: Kobylinski, Margaret

Sent: Tuesday, April 25, 2017 5:27 PM

To: Burns, David (Dave)

Subject: Plate recall

Hi

Called the customer and he feels his rights are being violated. He said the slogan is from Star Trek, Borg Assimilation. He said he even has a frame around the plate that says "we are the Borg" or something to that effect.

He seems to be upset but I think I stressed out the importance of this issue very clearly. He wanted to know who complained, I did not revealed that information and instead explained why the slogan was viewed offensive.

He mentioned he may not be able to attend brokers office until the end of the week. I explained the process and the urgency of this situation again.

Maggie

Sent from my BlackBerry 10 smartphone.

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:29 PM
To: Hocken, Carla
Subject: FW: Plate recall

FYI, Maggie did get a hold of the customer tonight. We'll send the certified letter to the customer and contact him again tomorrow so the plate is off the road immediately.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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Sent: Tuesday, April 25, 2017 5:27 PM
To: Burns, David (Dave)
Subject: Plate recall

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He seems to be upset but I think I stressed out the importance of this issue very clearly. He wanted to know who complained, I did not revealed that information and instead explained why the slogan was viewed offensive.
He mentioned he may not be able to attend brokers office until the end of the week. I explained the process and the urgency of this situation again.

Maggie

Sent from my BlackBerry 10 smartphone.

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:23 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

(519) 377-0321 – Maryann Wilhelm

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 5:21 PM
To: Burns, David (Dave)
Subject: Re: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Can you email me the woman's phone number from the VM?

Sent from my BlackBerry 10 smartphone.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 5:11 PM
To: Burns, David (Dave)
Subject: Re: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Call me

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:10 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

I asked Brian to follow up on the voicemail and he said you were doing that. Have plans changed or should I call Brian to discuss?

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?Take the challenge at whoisdriving.ca

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
 Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Carla,

We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services
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 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info

Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
12:47:42: Offering
12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:10 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

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 Manitoba Public Insurance
 Cell: (204) 918-7321
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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
 Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
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 Cell: (204) 918-7321
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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info

Owen Sound ON

1 (519) 377-0321

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12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 4:51 PM
To: Smiley, Brian
Cc: Kobylinski, Margaret
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Brian,

We received the attached voicemail on the Personalized Plate phone line today. Given the media attention and sensitivity of the issue, could you respond to this enquiry? That way we will ensure the customer gets the approved response.

Just FYI, we are in the process of recalling the plate.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 1:37 PM
To: Burns, David (Dave)
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Dave –

We have received the following phone call – see the attached audio file.

Carla and Ward are dealing with this complaint and should know about the call. Please let me know how we can further assist.

Thank you

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylinski, Margaret; Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
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[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

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Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Carla,

We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
 Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing

12:47:42: Offering

12:47:42: ANI: 5193770321

12:47:42: DNIS: 2049857722

12:47:42: Call answered

12:47:49: Entered Workgroup PLP VM

12:47:49: Offering

12:48:34: Voice Mail

12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

© Interactive Intelligence 7601 Interactive Way, Indianapolis, IN 46278
+1 317.872.3000 voice and fax

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:21 PM
To: Carrière Kuzmik, Marie-Josée; Kobylinski, Margaret
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Have we replied to this message. If not, let's wait and I'll discuss with Carla.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylinski, Margaret; Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
 T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 8:39 AM
To: Hocken, Carla
Subject: RE: PLP question

Nicholas A Troller
 6 Erindale Cr
 Winnipeg, MB R2N 4L9

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla
Sent: Monday, April 24, 2017 9:54 PM
To: Burns, David (Dave)
Subject: Re: PLP question

Dave can you tell me who applied for this plate?
 Customer name and address please?

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:36 PM
To: Hocken, Carla
Subject: RE: PLP question

At this point, I can't say with certainty why that entry in the Urban Dictionary wasn't called out. This is just an opinion but, Urban Dictionary will have entries for many common words and so decisions are made about when to raise a concern about a plate. In this case, it may have been that scenario.

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From: Hocken, Carla
Sent: Monday, April 24, 2017 1:29 PM
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Subject: RE: PLP question

http://www.urbandictionary.com/define.php?term=Assimilate&utm_source=search-action

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:24 PM
To: Hocken, Carla
Subject: RE: PLP question

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From: Hocken, Carla
Sent: Monday, April 24, 2017 12:04 PM
To: Burns, David (Dave)
Subject: RE: PLP question

Can you please go talk to them to find out what the discussion was and why they thought the plate should be approved? I just would like to understand the details please - Who is the PLP committee? Does this mean it didn't go to Lowell back then?

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 12:02 PM
To: Hocken, Carla
Subject: FW: PLP question

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From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:57 AM
To: Burns, David (Dave); Ptosnick, Bev
Subject: RE: PLP question

Hi Dave,

Plate was approved in July 2015 by the PLP committee at the time. I've attached the email as per our conversation.

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

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 T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 11:54 AM
To: Ptosnick, Bev
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: PLP question
Importance: High

Please see Carla's request below. Could you send me the info asap?

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I need this right away please

Thanks

Carla Hocken
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Driver & Vehicle Policy and Administration

C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpi.mb.ca
510-234 Donald St., Winnipeg, MB R3C 4A4

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Sent: Monday, April 24, 2017 11:57 AM
To: Burns, David (Dave); Ptosnick, Bev
Subject: RE: PLP question

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Thanks,
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Marie-Josée Carrière Kuzmik
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Cc: Carrière Kuzmik, Marie-Josée
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Importance: High

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Brown, Trevor

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:24 PM
To: Hocken, Carla
Subject: RE: PLP question
Attachments: PLP Slogans to be Approved.msg

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 Supervisor

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Importance: High

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Slogans R				
Date Received	Choice (if not 1st)	Slogan	Approve	Meaning
JUNE 29 2015		VRJ		ABBREV OF CUSTOMER'S FIRST NAME - VRAJ
		C MCRAE		COLIN MCRAE - FAMOUS BRITISH CAR RALLY DRIVER
		SHOPCOM		FAVOURITE WEBSITE
		ARAB		MY NATIONALITY
		BNIP3		NAME OF THE "GENE" THE GIFTEE WORKS WITH IN HER LAB
		DOG MOM		I LOVE MY DOGS
	2ND	REESES		NICKNAME FOR FIRST NAME - CHERISSE
	2ND	RAW AV8		(RAW) CUSTOMER'S INITIALS - AV8 - ABBREV FOR AVIATE- GIFTEE IS A PILOT
		NOPIAC		CUSTOMER'S NAME SPELLED BACKWARDS - CATIPON (CONFIRMED)
JUNE 30 2015		SUESBUG		REFERS TO CUSTOMER'S VOLKSWAGEN BEETLE
		KHAIRA3		CUSTOMER'S LAST NAME AND NUMBER - HE ALREADY HAS PREVIOUS PLATES
		PALAK01		DAUGHTER'S NAME AND NUMBERS 01
		DK KNT		DARK KNIGHT
		CAPMAT		REFERS TO A GOOD SAMARITAN
	2ND	VORTEX1		NICKNAME IS VORTEX- ALREADY TAKEN-ADDED NUMBER 1
		SS ENVY		MODEL OF CAMARO AND ENVY
		ZJYL316		HUSBAND AND WIFE'S INITIALS AND MARRIAGE DATE
2-Jul		WOLCOT1		CUSTOMER'S LAST NAME AND NUMBER 1
		AMAZMAN		AMAZING MAN
		BF 4EVR		BEST FRIENDS FOR EVER
		ILUVLIL		I LOVE LIL (WIFE)
		ASIMIL8		ASIMILATE
		SFTKITTY		SOFT KITTY
		AZZAM 3		LAST NAME (CONFIRMED) AND NUMBER - HAS PREVIOUS NUMBERS

Requests to be Approved	
Reason For Denial Under current guideline either by direct reference or innuendo (i.e. political, profane, alcohol/drug related, sexual, racial, or otherwise offensive)	Additional Notes
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Last name confirmed.
	Searched Google & Urban Dictionary - no issue
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	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Searched Google & Urban Dictionary - no Issue
	Last name confirmed

Brown, Trevor

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 12:02 PM
To: Hocken, Carla
Subject: FW: PLP question
Attachments: RE: Facebook Comment

Here you go, the PLP was approved in July 2015 by the PLP committee at the time. The reason the customer indicated on the application form for the slogan was "Assimilate".

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From: Hocken, Carla
Sent: Monday, April 24, 2017 11:53 AM
To: Burns, David (Dave)
Subject: PLP question
Importance: High

Hi Dave,

For the plate ASIMIL8, can you get me the details on what date this was approved, who approved it, what was the explanation provided by the customer and any other relevant details.

I need this right away please

Thanks

Carla Hocken
Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration

C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpi.mb.ca
510-234 Donald St., Winnipeg, MB R3C 4A4

DON'T TEXT AND DRIVE. Here's why.

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Brown, Trevor

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 11:54 AM
To: Ptosnick, Bev
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: PLP question

Importance: High

Please see Carla's request below. Could you send me the info asap?

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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 I need this right away please

Thanks

Carla Hocken
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Brown, Trevor

From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:18 AM
Subject: RE: Facebook Comment

Hi,

If a customer has an official complaint about a plate on the road, they would contact CRO who would then forward it the correct department "us" to review.

From there we do take immediate action with the existing committee to make a decision to keep or pull the plate. If the agreement is made to pull the plate it is then forwarded to Carla Hocken and Carol Hora to make the final decision.

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:15 AM
To: Carrière Kuzmik, Marie-Josée
Cc: Irving, Caleb; Kobylinski, Margaret
Subject: RE: Facebook Comment

Thanks for the confirmation. If a customer has a complaint about a plate, who do they contact? Do we take immediate action?

Gov folks will be asking these questions.....

From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:14 AM
To: Smiley, Brian
Cc: Irving, Caleb; Kobylinski, Margaret
Subject: FW: Facebook Comment
Importance: High

Hi Brian,

I have just reviewed the PLP program and it appears this plate was approved by the PLP Committee back in July of 2015. The customer's explanation to the slogan was "Assimilate".

Please let me know if there is anything else that you need.

Thanks,

Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Irving, Caleb
Sent: Monday, April 24, 2017 11:03 AM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: Facebook Comment
Importance: High

Caleb Irving
Commercial Registrations Supervisor

Manitoba Public Insurance | Licensing Services | Vehicle Registrations
T: 204-985-8770 ext 8040 | F: 204-953-4998 | E: cirving@mpi.mb.ca

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From: Smiley, Brian
Sent: Monday, April 24, 2017 11:02 AM
To: Irving, Caleb
Subject: FW: Facebook Comment
Importance: High

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 2:06 PM
To: Hocken, Carla
Subject: PLP

Mr. Troller contacted the PLP line and has requested the slogan "LOCUTUS". Bev advised him that we will have it manufactured at no charge once we've received his current plp. He said he will be surrendering the old plate.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 11:18 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Sorry, I just responded to Carla a couple minutes ago. She should be responding shortly.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Smiley, Brian
Sent: Thursday, April 27, 2017 11:10 AM
To: Burns, David (Dave)
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

David,

See question below. Do you if the person can appeal? (I sent Carla an email.....but no response yet.)

Smiley

From: Hendricks, Jon [<mailto:Jon.Hendricks@bellmedia.ca>]
Sent: Thursday, April 27, 2017 10:46 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive incorrectly, are they able to appeal the decision?

Thanks,

Jon

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Thursday, April 27, 2017 10:38 AM
To: Hendricks, Jon
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Hi Jon,

See below for your background, including the statement from MPI.

B.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

Due to confidentiality issues, MPI cannot discuss a specific customer/their claim/or licence plate complaint. If the customer chooses to discuss their issue, that is certainly their right.

Below is the statement MPI provided to Susan T yesterday. It remains unchanged:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Brian

From: Rodgers, Renee [mailto:Renee.Rodgers@bellmedia.ca]
Sent: Wednesday, April 26, 2017 5:21 PM
To: Smiley, Brian
Subject: CTV Inquiry - "ASIMIL8" vanity plates

Hi Brian,

My name is Renee Rodgers and I work with the team at CTV Winnipeg.

We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

1. He says he has been told by MPI he must get rid of the plates. At our last check with MPI, an investigation was taking place. Can you please confirm whether MPI has told him he must replace them?
2. Can you also confirm ***two*** complaints have been directed to MPI about the plates?
3. Also, I was wondering if you are able to shed any light on what the complaints had to do with? I understand one complainant read it as a racial slur. Is that correct?

Thanks so much,
 Renee Rodgers

Renee Rodgers | Late News Anchor

CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 3:45 PM
To: Carrière Kuzmik, Marie-Josée; Kobylinski, Margaret
Subject: PLP

The letter was sent via process server (Craig @ world investigations, 204-227-3065). It will be delivered tonight.

I just called the customer to let him know I was sending him a letter. He was not very cooperative and disconnected the call. I noted his IWS account and advised the IWS user to contact Maggie if the customer would like a refund. Customer has until May 1, 2017 to comply. If he does not, give me a heads up and then we will follow existing process on sharepoint.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 3:30 PM
To: Dorey, Tristan
Subject: RE: world investigation

Thanks Tristan!

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Dorey, Tristan
Sent: Wednesday, April 26, 2017 3:27 PM
To: Burns, David (Dave)
Subject: world investigation

World has picked up their envelope.

Tristan Dorey

*Accesscards
(204) 985- 8770 EXT: 7584
8th Floor Security Desk -234 Donald

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:55 PM
To: Hawryluk, Theresa
Cc: Bednarski, Valerie
Subject: FW: Emailing: Nicholas2.docx, Nicholas.docx
Attachments: Nicholas2.docx; Nicholas.docx

Here you go.

Dave Burns
Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?
Take the challenge at whosdriving.ca

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

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:53 PM
To: Bednarski, Valerie
Subject: Emailing: Nicholas2.docx, Nicholas.docx

Please print both on letter head for my signature.

Your message is ready to be sent with the following file or link attachments:

Nicholas2.docx
Nicholas.docx

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:53 PM
To: Bednarski, Valerie
Subject: Emailing: Nicholas2.docx, Nicholas.docx
Attachments: Nicholas2.docx; Nicholas.docx

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Nicholas.docx

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:35 PM
To: Hocken, Carla
Subject: PLP
Attachments: PLP Surrender Process.docx; Nicholas.docx

Carla,

I want to get the letter out to the customer today as we discussed. We were talking about the timeframe.

Attached is the PLP surrender plate process. In it, we give a 15 day window to return the plate. I looked at our surrender plate letters and 5 were given 16-19 days (looks like adjustments were made for the weekend), 5 were given 1 month to comply but these letters predate the existing process.

Most recently, the NOTTSC plate was recalled. That was the one with the short time frame. In that case we called the customer and they went directly to a service centre to return the plate before we even sent a letter.

I've drafted the recall letter for this plate, Nicholas.docx and given him until May 12 as it sounds like you are more comfortable with us following a standard process.

Let me know if you are okay with the letter and then I will arrange for a process server to deliver it.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 11:30 AM
To: Bednarski, Valerie
Subject: RE: PLP letter

Would this work better:

If you decide to use a regular plate going forward, you are entitled to a refund of the fees that you paid for the personalized licence plate.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: Bednarski, Valerie
Sent: Wednesday, April 26, 2017 11:28 AM
To: Burns, David (Dave)
Subject: PLP letter

Dave,

The last sentence in the 4th paragraph needs to be corrected.

It states: "If you decide to use a regular plate going forward, you are entitled to a refund of the fees you paid for you the personalized licence plate."

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:30 PM
To: Kobylinski, Margaret
Subject: RE: Plate recall

We can't wait the week. Please contact the customer tomorrow and ensure the plate is returned immediately. Also, please send the certified letter as we discussed.

Thanks,

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 5:27 PM
To: Burns, David (Dave)
Subject: Plate recall

Hi

Called the customer and he feels his rights are being violated. He said the slogan is from Star Trek, Borg Assimilation. He said he even has a frame around the plate that says "we are the Borg" or something to that effect.

He seems to be upset but I think I stressed out the importance of this issue very clearly. He wanted to know who complained, I did not revealed that information and instead explained why the slogan was viewed offensive.

He mentioned he may not be able to attend brokers office until the end of the week. I explained the process and the urgency of this situation again.

Maggie

Sent from my BlackBerry 10 smartphone.

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:23 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

(519) 377-0321 – Maryann Wilhelm

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 5:21 PM
To: Burns, David (Dave)
Subject: Re: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Can you email me the woman's phone number from the VM?

Sent from my BlackBerry 10 smartphone.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 5:11 PM
To: Burns, David (Dave)
Subject: Re: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Call me

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:10 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

I asked Brian to follow up on the voicemail and he said you were doing that. Have plans changed or should I call Brian to discuss?

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla**Sent:** Tuesday, April 25, 2017 4:32 PM**To:** Burns, David (Dave)**Subject:** FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling

Thanks

From: Burns, David (Dave)**Sent:** Tuesday, April 25, 2017 3:47 PM**To:** Hocken, Carla**Subject:** FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Carla,

We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services

Manitoba Public Insurance

Cell: (204) 918-7321

dburns@mpi.mb.ca**If you're texting, who's driving?**Take the challenge at whoisdriving.ca

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From: LicencePlateAdmin**Sent:** Tuesday, April 25, 2017 1:10 PM**To:** Carrière Kuzmik, Marie-Josée**Subject:** FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info

Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
12:47:42: Offering
12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

© Interactive Intelligence 7601 Interactive Way, Indianapolis, IN 46278
+1 317.872.3000 voice and fax

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:10 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
 Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
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Carla,
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Dave Burns

Manager, Licensing Services
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 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
12:47:42: Offering
12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length
147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 4:51 PM
To: Smiley, Brian
Cc: Kobylinski, Margaret
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Brian,

We received the attached voicemail on the Personalized Plate phone line today. Given the media attention and sensitivity of the issue, could you respond to this enquiry? That way we will ensure the customer gets the approved response.

Just FYI, we are in the process of recalling the plate.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 1:37 PM
To: Burns, David (Dave)
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Dave –

We have received the following phone call – see the attached audio file.

Carla and Ward are dealing with this complaint and should know about the call. Please let me know how we can further assist.

Thank you

Maggie (Margaret) Kobylinski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance
 cell: (204) 806-1277
 fax: (204) 953-4999
 e-mail: MKobylinski@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylinski, Margaret; Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
 T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
 Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
 12:47:42: Offering
 12:47:42: ANI: 5193770321
 12:47:42: DNIS: 2049857722
 12:47:42: Call answered
 12:47:49: Entered Workgroup PLP VM
 12:47:49: Offering
 12:48:34: Voice Mail
 12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Carla,

We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:21 PM
To: Carrière Kuzmik, Marie-Josée; Kobylinski, Margaret
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Have we replied to this message. If not, let's wait and I'll discuss with Carla.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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Should this one be forwarded to Brian Smiley or anyone else?

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Marie-Josée Carrière Kuzmik
Supervisor

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Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 8:39 AM
To: Hocken, Carla
Subject: RE: PLP question

Nicholas A Troller
 6 Erindale Cr
 Winnipeg, MB R2N 4L9

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla
Sent: Monday, April 24, 2017 9:54 PM
To: Burns, David (Dave)
Subject: Re: PLP question

Dave can you tell me who applied for this plate?
 Customer name and address please?

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:36 PM
To: Hocken, Carla
Subject: RE: PLP question

At this point, I can't say with certainty why that entry in the Urban Dictionary wasn't called out. This is just an opinion but, Urban Dictionary will have entries for many common words and so decisions are made about when to raise a concern about a plate. In this case, it may have been that scenario.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
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From: Hocken, Carla
Sent: Monday, April 24, 2017 1:29 PM
To: Burns, David (Dave)
Subject: RE: PLP question

http://www.urbandictionary.com/define.php?term=Assimilate&utm_source=search-action

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:24 PM
To: Hocken, Carla
Subject: RE: PLP question

The PLP slogan ASIMIL8 was sent to the committee for approval on July 3, 2015 by Denise Dunlop. The committee consisted of John Hallonquist, Charlene Clark, Brian Smiley, Charray Dutka, and Margaret Kobylinski.

An urban dictionary search was done on the slogan and no hits were found. No concerns were raised to the committee about the slogan. Also, the committee members did not note any concerns about the slogan in their responses. The slogan was not escalated or reviewed by anyone else after the committee reviewed it.

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From: Hocken, Carla
Sent: Monday, April 24, 2017 12:04 PM
To: Burns, David (Dave)
Subject: RE: PLP question

Can you please go talk to them to find out what the discussion was and why they thought the plate should be approved? I just would like to understand the details please - Who is the PLP committee? Does this mean it didn't go to Lowell back then?

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 12:02 PM
To: Hocken, Carla
Subject: FW: PLP question

Here you go, the PLP was approved in July 2015 by the PLP committee at the time. The reason the customer indicated on the application form for the slogan was "Assimilate".

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From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:57 AM
To: Burns, David (Dave); Ptosnick, Bev
Subject: RE: PLP question

Hi Dave,

Plate was approved in July 2015 by the PLP committee at the time. I've attached the email as per our conversation.

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 11:54 AM
To: Ptosnick, Bev
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: PLP question
Importance: High

Please see Carla's request below. Could you send me the info asap?

Dave Burns

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Importance: High

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For the plate ASIMIL8, can you get me the details on what date this was approved, who approved it, what was the explanation provided by the customer and any other relevant details.
I need this right away please

Thanks

Carla Hocken
Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration

C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpl.mb.ca
510-234 Donald St., Winnipeg, MB R3C 4A4

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Attachments: PLP Slogans to be Approved.msg

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Brown, Trevor

From: Smiley, Brian
Sent: Thursday, April 27, 2017 3:53 PM
Subject: Today's Media

For Thursday, April 27, 2017

CTV: Enquired why MPI pulled the personalized licence plate of a Winnipeg man. (**Background:** CTV first enquired about this issue earlier in the week; no story at that time. MPI initiated an investigation about this personalized licence plate after receiving an official complaint.) The vehicle owner has since contacted CTV, complaining that MPI has asked him to give up his personalized licence plate as it was determined to be inappropriate/offensive in nature. MPI provided the following statement to CTV:

“All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles.”

Brown, Trevor

From: Smiley, Brian
Sent: Thursday, April 27, 2017 2:48 PM
To: Hocken, Carla
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Ward doesn't want us doing an interview.

From: Hocken, Carla
Sent: Thursday, April 27, 2017 2:41 PM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

What was the answer? Is MPI offering an interview?

From: Smiley, Brian
Sent: Thursday, April 27, 2017 2:08 PM
To: Keith, Ward; Hocken, Carla
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Based on Carla's comment, and your email: do you want us to offer an interview to CTV? It's not too late.....

From: Keith, Ward
Sent: Thursday, April 27, 2017 2:06 PM
To: Hocken, Carla; Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I agree, copying Brian,.

It's like what I suggested you tell the woman who first complained – honest truth: we have processes to safeguard against inappropriate or potentially offensive plates, our processes did not work in this case, we are investigating why, and that as an organization we are firmly committed to diversity and cultural inclusion.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
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To: Keith, Ward
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See question below.....Please advise.

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Sent: Thursday, April 27, 2017 10:46 AM
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Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

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Thanks so much,
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Brown, Trevor

From: Keith, Ward
Sent: Thursday, April 27, 2017 2:24 PM
To: Hocken, Carla
Cc: Smiley, Brian
Subject: RE: PLP

No copyright issues or other hidden or 21st century meanings?

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From: Hocken, Carla
Sent: Thursday, April 27, 2017 2:20 PM
To: Keith, Ward
Cc: Smiley, Brian
Subject: FW: PLP

For info....LOCUTUS is another character from Star Trek - this will still go through the application and approval process first before it is issued

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 2:06 PM
To: Hocken, Carla
Subject: PLP

Mr. Troller contacted the PLP line and has requested the slogan "LOCUTUS". Bev advised him that we will have it manufactured at no charge once we've received his current plp. He said he will be surrendering the old plate.

Dave Burns
Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?
Take the challenge at whoisdriving.ca

The information in this email is confidential and may be legally privileged. It is intended solely for the addressee. Access to this email by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful. If you have received this e-mail in error, please notify the sender immediately by telephone and permanently delete the original message, attachments, and all copies. Thank you.****

Brown, Trevor

From: Smiley, Brian
Sent: Thursday, April 27, 2017 2:08 PM
To: Keith, Ward; Hocken, Carla
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Based on Carla's comment, and your email: do you want us to offer an interview to CTV? It's not too late.....

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I agree, copying Brian,.

It's like what I suggested you tell the woman who first complained – honest truth: we have processes to safeguard against inappropriate or potentially offensive plates, our processes did not work in this case, we are investigating why, and that as an organization we are firmly committed to diversity and cultural inclusion.

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Sorry what do you mean as a follow up. Did someone call him before Dave. I'd like to understand how the recall was positioned.

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Dave contacted the customer as a follow-up to advise him he would be receiving a letter from us and to offer the option to choose another slogan.

Dave said he really wasn't able to say much as the customer hung up on him before he could finish.

He came to tell me right away that the call did not go well – I think in this case, it may just be that the customer has issues

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I think you should talk to Dave and get a debrief on how he handled this call with the customer. It obviously went poorly and I'd like your take on whether he handled it appropriately or if his approach may have contributed to the outcome.
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Thanks so much,
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Brown, Trevor

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 2:06 PM
To: Hocken, Carla
Subject: PLP

Mr. Troller contacted the PLP line and has requested the slogan "LOCUTUS". Bev advised him that we will have it manufactured at no charge once we've received his current plp. He said he will be surrendering the old plate.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

The information in this email is confidential and may be legally privileged. It is intended solely for the addressee. Access to this email by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful. If you have received this e-mail in error, please notify the sender immediately by telephone and permanently delete the original message, attachments, and all copies. Thank you.****

Brown, Trevor

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I just told Dan that even with the rationale he provided, the meaning is the exact same regardless of what race – human or alien – it applies to.

My only concern is if we get asked why we issued it in the first place. We are still vulnerable.

I hope the people involved in this mess now see why we take this stuff so seriously and expect some common sense judgment to apply – or at the very least, following our own procedures.

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1. He says he has been told by MPI he must get rid of the plates. At our last check with MPI, an investigation was taking place. Can you please confirm whether MPI has told him he must replace them?
2. Can you also confirm ***two*** complaints have been directed to MPI about the plates?
3. Also, I was wondering if you are able to shed any light on what the complaints had to do with? I understand one complainant read it as a racial slur. Is that correct?

Thanks so much,
Renee Rodgers

Renée Rodgers | Late News Anchor

CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Keith, Ward
Sent: Thursday, April 27, 2017 1:04 PM
To: Hocken, Carla
Subject: RE: PLP

It is good she is acknowledging her role in terms of overall oversight, or lack of in this case.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Thursday, April 27, 2017 12:07 PM
To: Keith, Ward
Subject: PLP

Margaret came to see me this morning to tell me that she has some work to do with the PLP process and to tighten up their processes so something like this does not happen again....just wanted you to know this ☺

Carla Hocken
Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration

C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpi.mb.ca
510-234 Donald St., Winnipeg, MB R3C 4A4

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Brown, Trevor

From: Keith, Ward
Sent: Thursday, April 27, 2017 11:45 AM
To: Hocken, Carla; Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I think we need to say that we look at all potential interpretations, not just the interpretation that may be declared by the applicant and make a decision based on the criteria established, which includes a prohibition against plates that may be deemed racial or discriminatory in nature, regardless of the applicant's intent.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Thursday, April 27, 2017 11:21 AM
To: Hocken, Carla; Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I would stick to what the legislation says. The plates are property of the Crown and the registrar has authority to recall, etc. You'll have to check the wording.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Thursday, April 27, 2017 11:18 AM
To: Smiley, Brian; Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Hi Brian,

No we don't have a process to appeal. In these cases, customers can contact Fair Practices
However, because of the sensitivity of this enquiry I would not provide this response until we involve Ward.
Ward, this customer is not happy that he has to return his plate and from reading below, it seems like he has now
contacted CTV

Dave spoke to him yesterday afternoon and offered the option to select another slogan and the customer hung up on
him.

Not sure if we should share the information that this plate would have never been issued in the first place if our policy
was followed

From: Smiley, Brian
Sent: Thursday, April 27, 2017 10:48 AM
To: Hocken, Carla
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Carla,

See question below.....Please advise.

Thanks,
Brian

From: Hendricks, Jon [<mailto:Jon.Hendricks@bellmedia.ca>]
Sent: Thursday, April 27, 2017 10:46 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive
incorrectly, are they able to appeal the decision?

Thanks,

Jon

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Thursday, April 27, 2017 10:38 AM
To: Hendricks, Jon
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Hi Jon,

See below for your background, including the statement from MPI.

B.

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

Due to confidentiality issues, MPI cannot discuss a specific customer/their claim/or licence plate complaint. If the customer chooses to discuss their issue, that is certainly their right.

Below is the statement MPI provided to Susan T yesterday. It remains unchanged:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Brian

From: Rodgers, Renee [<mailto:Renee.Rodgers@bellmedia.ca>]

Sent: Wednesday, April 26, 2017 5:21 PM

To: Smiley, Brian

Subject: CTV Inquiry - "ASIMIL8" vanity plates

Hi Brian,

My name is Renee Rodgers and I work with the team at CTV Winnipeg.

We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

1. He says he has been told by MPI he must get rid of the plates. At our last check with MPI, an investigation was taking place. Can you please confirm whether MPI has told him he must replace them?
2. Can you also confirm ***two*** complaints have been directed to MPI about the plates?
3. Also, I was wondering if you are able to shed any light on what the complaints had to do with? I understand one complainant read it as a racial slur. Is that correct?

Thanks so much,
Renee Rodgers

Renee Rodgers | Late News Anchor

CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Emes-Macklin, Beverley
Sent: Thursday, April 27, 2017 11:43 AM
To: Hocken, Carla
Cc: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hi Carla, subsection 60(2) with respect to motor vehicles, and subsection 84(2) with respect to off-road vehicles, of The Drivers and Vehicles Act (both cut & pasted below).

Ownership of number plates

60(2) A number plate is the property of the Crown

Crown owner of plate

84(2) A number plate is the property of the Crown.

Beverley Emes-Macklin, FCIP CRM
 Deputy Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration, Business Development & Communications
 E: bemes-macklin@mpi.mb.ca | P: 985-8770 x 6528 | C: (204) 330-6837 | F: (204) 954-5317 | Visit MPI: www.mpi.mb.ca

DON'T TEXT AND DRIVE. Here's why.

"Education is not the learning of facts, but the training of the mind to think." ~ Albert Einstein

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From: Hocken, Carla
Sent: Thursday, April 27, 2017 11:31 AM
To: Emes-Macklin, Beverley
Cc: Smiley, Brian
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Bev,

Can you please provide us with the wording?
 Thanks

From: Keith, Ward
Sent: Thursday, April 27, 2017 11:21 AM
To: Hocken, Carla; Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I would stick to what the legislation says. The plates are property of the Crown and the registrar has authority to recall, etc. You'll have to check the wording.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Thursday, April 27, 2017 11:18 AM
To: Smiley, Brian; Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Hi Brian,

No we don't have a process to appeal. In these cases, customers can contact Fair Practices
However, because of the sensitivity of this enquiry I would not provide this response until we involve Ward.
Ward, this customer is not happy that he has to return his plate and from reading below, it seems like he has now contacted CTV
Dave spoke to him yesterday afternoon and offered the option to select another slogan and the customer hung up on him.
Not sure if we should share the information that this plate would have never been issued in the first place if our policy was followed

From: Smiley, Brian
Sent: Thursday, April 27, 2017 10:48 AM
To: Hocken, Carla
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Carla,

See question below.....Please advise.

Thanks,
Brian

From: Hendricks, Jon [<mailto:Jon.Hendricks@bellmedia.ca>]
Sent: Thursday, April 27, 2017 10:46 AM
To: Smiley, Brian
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Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive incorrectly, are they able to appeal the decision?

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Jon

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Sent: Thursday, April 27, 2017 10:38 AM
To: Hendricks, Jon
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Hi Jon,

See below for your background, including the statement from MPI.

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From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

Due to confidentiality issues, MPI cannot discuss a specific customer/their claim/or licence plate complaint. If the customer chooses to discuss their issue, that is certainly their right.

Below is the statement MPI provided to Susan T yesterday. It remains unchanged:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Brian

From: Rodgers, Renee [mailto:Renee.Rodgers@bellmedia.ca]
Sent: Wednesday, April 26, 2017 5:21 PM
To: Smiley, Brian
Subject: CTV Inquiry - "ASIMIL8" vanity plates

Hi Brian,

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 We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

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3. Also, I was wondering if you are able to shed any light on what the complaints had to do with? I understand one complainant read it as a racial slur. Is that correct?

Thanks so much,
Renee Rodgers

Renee Rodgers | Late News Anchor

CTV Winnipeg | t 204 775-3016 | m 204 781-5614 | renee.rodgers@bellmedia.ca



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Brian

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Thanks so much,
Renee Rodgers

Renee Rodgers | Late News Anchor

CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Burns, David (Dave)
Sent: Thursday, April 27, 2017 11:12 AM
To: Hocken, Carla; Kobylinski, Margaret
Subject: RE: Urgent PLP question

No we don't have a process to appeal. In these cases, customers can contact Fair Practices.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Hocken, Carla
Sent: Thursday, April 27, 2017 11:02 AM
To: Burns, David (Dave); Kobylinski, Margaret
Subject: Urgent PLP question

If a person feels their plate has been deemed offensive incorrectly, are they able to appeal the decision?
 Is there a process for this?

Carla Hocken

Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration

C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpi.mb.ca
 510-234 Donald St., Winnipeg, MB R3C 4A4

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Brown, Trevor

From: Smiley, Brian
Sent: Thursday, April 27, 2017 10:48 AM
To: Hocken, Carla
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Importance: High

Carla,

See question below.....Please advise.

Thanks,
 Brian

From: Hendricks, Jon [mailto:Jon.Hendricks@bellmedia.ca]
Sent: Thursday, April 27, 2017 10:46 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive incorrectly, are they able to appeal the decision?

Thanks,

Jon

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: Thursday, April 27, 2017 10:38 AM
To: Hendricks, Jon
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Hi Jon,

See below for your background, including the statement from MPI.

B.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
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Brian

From: Rodgers, Renee [<mailto:Renee.Rodgers@bellmedia.ca>]
Sent: Wednesday, April 26, 2017 5:21 PM
To: Smiley, Brian
Subject: CTV Inquiry - "ASIMIL8" vanity plates

Hi Brian,

My name is Renee Rodgers and I work with the team at CTV Winnipeg. We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

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Thanks so much,
Renee Rodgers

Renee Rodgers | Late News Anchor
CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:16 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

Sorry, I'm not sure either way at this point.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Hocken, Carla
Sent: Wednesday, April 26, 2017 4:16 PM
To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Do you have the sense that he will not return the plate?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:11 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

He was told but that isn't appeasing him.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla
Sent: Wednesday, April 26, 2017 4:10 PM

To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Okay, thanks
He wasn't told why this is inappropriate?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:08 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

I called him at about 3:45. I did not go well. He wants to know who is complaining, and why. I tried to offer him a refund or new slogan but didn't want to consider that. I did let him know we were sending a letter but he disconnected at that point.

The process server picked up the letter at 3:30 and it will be delivered today. I've noted the customer's IWS account so the reps know what to do.

Dave Burns
Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla
Sent: Wednesday, April 26, 2017 4:03 PM
To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Let me know how your convo with the customer goes, ok?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:01 PM
To: Hocken, Carla
Subject: FW: Customer Email - PLP

Contact Centre sent Maggie a note as they received an email from MaryAnn Wilhelm. Unfortunately they did that after responding to her email. The response was brief, based on Maggie's IWS comment they knew we were recalling the plate and their response to MaryAnn was:

Dear Maryann Wilhelm

Thank you for taking the time to send us an email.

We greatly apologize for this plate having been issued.

We can confirm that the licence plate in question has already been recalled. Your concerns will be forwarded to the Personalized Licence Plate department

I wanted you to know so you had all the information.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:36 PM
To: Burns, David (Dave)
Subject: FW: Customer Email

FYI

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:34 PM
To: Kobylinski, Margaret
Subject: RE: Customer Email

I responded via email. We use the Interaction Client phone software to send/receive emails from the website. I did consult with a Supervisor as well on this situation. Here is what was sent:

Dear Maryann Wilhelm

Thank you for taking the time to send us an email.

We greatly apologize for this plate having been issued.

We can confirm that the licence plate in question has already been recalled. Your concerns will be forwarded to the Personalized Licence Plate department.

We felt it was best to keep it simple in this case.

Thank you!

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4033

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

Thank you for the information.

We are aware of this situation and handling it. What has been said to the customer exactly?
 Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance
 cell: (204) 806-1277
 fax: (204) 953-4999
 e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 1:17 PM
To: Kobylinski, Margaret
Subject: Customer Email

Good Afternoon Margaret

We at the Contact Centre respond to emails sent in via the MPI Website. One came in yesterday regarding a PLP that has been spotted on Manitoba roadways. A picture of the plate has been floating around Social Media. I wanted to make you aware of the message in the event any other follow up is required. We have provided a reply (apologizing naturally) and confirming the plate has been recalled.

---Original Message-----

From: maryann [mailto:maryann_wilhelm@yahoo.com]
Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
 Last Name: wilhelm

Phone Number: (519) 3770321

Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound

Postal Code: on

Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

In an era of TRC, where we, Canadians, and Indigenous are working to reset relations, I found this vanity plate to be appalling to this country.

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Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

865-8770 ext 4033

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:11 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

He was told but that isn't appeasing him.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Hocken, Carla
Sent: Wednesday, April 26, 2017 4:10 PM
To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Okay, thanks
 He wasn't told why this is inappropriate?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:08 PM
To: Hocken, Carla
Subject: RE: Customer Email - PLP

I called him at about 3:45. I did not go well. He wants to know who is complaining, and why. I tried to offer him a refund or new slogan but didn't want to consider that. I did let him know we were sending a letter but he disconnected at that point.

The process server picked up the letter at 3:30 and it will be delivered today. I've noted the customer's IWS account so the reps know what to do.

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From: Hocken, Carla
Sent: Wednesday, April 26, 2017 4:03 PM
To: Burns, David (Dave)
Subject: RE: Customer Email - PLP

Let me know how your convo with the customer goes, ok?

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 4:01 PM
To: Hocken, Carla
Subject: FW: Customer Email - PLP

Contact Centre sent Maggie a note as they received an email from MaryAnn Wilhelm. Unfortunately they did that after responding to her email. The response was brief, based on Maggie's IWS comment they knew we were recalling the plate and their response to MaryAnn was:

Dear Maryann Wilhelm

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I wanted you to know so you had all the information.

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From: Kobylnski, Margaret
Sent: Wednesday, April 26, 2017 2:36 PM
To: Burns, David (Dave)
Subject: FW: Customer Email

FYI

Maggie (Margaret) Kobylnski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance

cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:34 PM
To: Kobylinski, Margaret
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I responded via email. We use the Interaction Client phone software to send/receive emails from the website. I did consult with a Supervisor as well on this situation. Here is what was sent:

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Thank you!

Jody Plante

Team Lead
Contact Centre Operations
Manitoba Public Insurance
985-8770 ext 4033

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

Thank you for the information.

We are aware of this situation and handling it. What has been said to the customer exactly?

Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
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From: Plante, Jody
Sent: Wednesday, April 26, 2017 1:17 PM
To: Kobylinski, Margaret
Subject: Customer Email

Good Afternoon Margaret

We at the Contact Centre respond to emails sent in via the MPI Website. One came in yesterday regarding a PLP that has been spotted on Manitoba roadways. A picture of the plate has been floating around Social Media. I wanted to make you aware of the message in the event any other follow up is required. We have provided a reply (apologizing naturally) and confirming the plate has been recalled.

---Original Message-----

From: maryann [mailto:maryann_wilhelm@yahoo.com]
Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
Last Name: wilhelm

Phone Number: (519) 3770321
Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
Postal Code: on
Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

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Thank you and let me know if you require anything further.

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Team Lead

Contact Centre Operations

Manitoba Public Insurance

983-8770 ext 4033

Brown, Trevor

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To: Hocken, Carla
Subject: RE: Customer Email - PLP

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Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4033

From: Kobylinski, Margaret
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 Postal Code: on
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Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8778 ext 4933

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 2:35 PM
To: Hocken, Carla
Subject: PLP
Attachments: PLP Surrender Process.docx; Nicholas.docx

Carla,

I want to get the letter out to the customer today as we discussed. We were talking about the timeframe.

Attached is the PLP surrender plate process. In it, we give a 15 day window to return the plate. I looked at our surrender plate letters and 5 were given 16-19 days (looks like adjustments were made for the weekend), 5 were given 1 month to comply but these letters predate the existing process.

Most recently, the NOTTSC plate was recalled. That was the one with the short time frame. In that case we called the customer and they went directly to a service centre to return the plate before we even sent a letter.

I've drafted the recall letter for this plate, Nicholas.docx and given him until May 12 as it sounds like you are more comfortable with us following a standard process.

Let me know if you are okay with the letter and then I will arrange for a process server to deliver it.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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Brown, Trevor

From: Keith, Ward
Sent: Wednesday, April 26, 2017 5:16 AM
To: Hocken, Carla
Subject: Re: Plate

Well it is reassuring he had another explanation but it still really doesn't matter based on Public perception.

Sent from my BlackBerry 10 smartphone.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 10:05 PM
To: Keith, Ward
Subject: Re: Plate

Oh, and one more thing.

The customer who bought the plate told them today that Assimilate was the Star Trek reference and he even has Borgs (sp?) on his plate holder.

Which begs the question....did he tell Bev the clerk that? Or did she not even ask?

Either way, this should never have been in circulation

Sent from my BlackBerry 10 smartphone.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 9:05 PM
To: Keith, Ward
Subject: Re: Plate

Thanks Ward

Sent from my BlackBerry 10 smartphone.

From: Keith, Ward
Sent: Tuesday, April 25, 2017 8:32 PM
To: Hocken, Carla
Subject: FW: Plate

Thank you Carla!

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Tuesday, April 25, 2017 8:32 PM
To: Guimond, Dan; Leppky, Shannon
Subject: Plate

Hi, I can brief you further but we talked to Government Communications on this today and they agreed to just let us handle. As registrar, Carla then reached out to the person who complained (MaryAnn Wilhelm who sits on the national NDP Aboriginal Commission in Ontario). They had a very positive conversation. She acknowledged this must have been a miss because the info on our website is clear that racist or discriminatory slogans are restricted. She also asked about cultural awareness.

We told her our processes did not work in this case, we are investigating why, we are recalling the plate, and that as an organization we are firmly committed to celebrating diversity and cultural inclusion and have in 2016 launched indigenous cultural awareness training throughout the organization. She was very pleased with this and made a comment how progressive we were.

She also admitted it was her who contacted the local media here (CTV) but that she would be calling them back after the call to tell them the matter had been resolved and was not a story. Hopefully that will kill the media interest on this.

Dan, I'll speak to you tomorrow about what I learned when I investigated this today and we can decide on further actions.

Ward Keith MBA, FCIP, CIM
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From: Keith, Ward
Sent: Tuesday, April 25, 2017 7:43 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Hi, sorry was not available, call me tonight if you want or tomorrow morning.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 5:40 PM
To: Keith, Ward
Subject: Re: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

I spoke to her, can you call me?

Sent from my BlackBerry 10 smartphone.

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:48 PM
To: Hocken, Carla; Smiley, Brian
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Here is what Shannon gave me but I would keep even simpler. I think we need to acknowledge our processes did not work in this case, we are investigating why, we are recalling the plate, and that as an organization we are firmly committed to celebrating diversity and cultural inclusion and have in 2016 launched indigenous cultural awareness training throughout the organization. This needs to be a verbal conversation – and only once Brian confirms with CSM that we are to handle.

Manitoba Public Insurance believes that an inclusive and diverse workforce is key to providing exceptional customer service that reflects the needs of Manitoba's diverse population. Manitoba Public Insurance celebrates diversity and recognizes that providing an inclusive work environment provides the opportunity to leverage the knowledge and skills of all staff to help the organization achieve its business objectives.

For example:

Manitoba Public Insurance has a long history of partnering with the Indigenous community on a variety of initiatives to ensure that its workforce understands Indigenous history and reflects the diverse population of the province. Specifically, in support of the Truth and Reconciliation Commission of Canada's recent

recommendations, in 2016/17 Manitoba Public Insurance rolled out Indigenous awareness training to all staff across the organization.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:45 PM
To: Keith, Ward; Smiley, Brian
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ward, in her voicemail she talks about the need for cultural training, did you receive any scripting that I can use in regard to the cultural training our staff have taken?

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:38 PM
To: Smiley, Brian
Cc: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Perfect, this is the person who posted the facebook message so once you confirm with CSM that we can handle Carla can call her back to advise of the same messaging we provided to media today. This plate is being recalled as we speak.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:33 PM
To: Keith, Ward
Cc: Smiley, Brian
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

For info.....

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
 Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Carla,
 We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info

Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing

12:47:42: Offering

12:47:42: ANI: 5193770321

12:47:42: DNIS: 2049857722

12:47:42: Call answered

12:47:49: Entered Workgroup PLP VM

12:47:49: Offering

12:48:34: Voice Mail

12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:29 PM
To: Hocken, Carla
Subject: FW: Plate recall

FYI, Maggie did get a hold of the customer tonight. We'll send the certified letter to the customer and contact him again tomorrow so the plate is off the road immediately.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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Take the challenge at whoisdriving.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 5:27 PM
To: Burns, David (Dave)
Subject: Plate recall

Hi

Called the customer and he feels his rights are being violated. He said the slogan is from Star Trek, Borg Assimilation. He said he even has a frame around the plate that says "we are the Borg" or something to that effect.

He seems to be upset but I think I stressed out the importance of this issue very clearly. He wanted to know who complained, I did not revealed that information and instead explained why the slogan was viewed offensive.

He mentioned he may not be able to attend brokers office until the end of the week. I explained the process and the urgency of this situation again.

Maggie

Sent from my BlackBerry 10 smartphone.

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:23 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

(519) 377-0321 – Maryann Wilhelm

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 5:21 PM
To: Burns, David (Dave)
Subject: Re: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Cal you email me the woman's phone number from the VM?

Sent from my BlackBerry 10 smartphone.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 5:11 PM
To: Burns, David (Dave)
Subject: Re: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Call me

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:10 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

I asked Brian to follow up on the voicemail and he said you were doing that. Have plans changed or should I call Brian to discuss?

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?Take the challenge at whoisdriving.ca

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
 Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Carla,

We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info

Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
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12:47:42: ANI: 5193770321
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12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:10 PM
To: Hocken, Carla
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

I asked Brian to follow up on the voicemail and he said you were doing that. Have plans changed or should I call Brian to discuss?

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
 Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Carla,

We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIM11.8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
Owen Sound ON

1 (519) 377-0321

Call Log

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12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length
147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 5:06 PM
To: Burns, David (Dave); Hocken, Carla
Cc: Kobylinski, Margaret
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Thanks David. We are aware of this voicemail/complaint. Carla is overseeing/handling.

Brian

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 4:51 PM
To: Smiley, Brian
Cc: Kobylinski, Margaret
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Brian,
 We received the attached voicemail on the Personalized Plate phone line today. Given the media attention and sensitivity of the issue, could you respond to this enquiry? That way we will ensure the customer gets the approved response.

Just FYI, we are in the process of recalling the plate.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?
 Take the challenge at whoisdriving.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 1:37 PM
To: Burns, David (Dave)
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Dave –

We have received the following phone call – see the attached audio file.

Carla and Ward are dealing with this complaint and should know about the call. Please let me know how we can further assist.

Thank you

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylinski, Margaret; Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

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[ID:3001174899#5193770321]

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Brown, Trevor

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 5:05 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: RE: Facebook Comment

As I understand their response.....yes, they are comfortable with MPI handling directly.

B.

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:54 PM
To: Smiley, Brian; Hocken, Carla
Cc: McKinnon, Sheri
Subject: RE: Facebook Comment

Okay so they are okay with us handling directly? I think that is what they are saying although they didn't really offer that.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 4:53 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: Fw: Facebook Comment

Ward,

See below from CSM.....

B.

Sent from my BlackBerry 10 smartphone.

From: Thorpe, John (SCH) <John.Thorpe@gov.mb.ca>
Sent: Tuesday, April 25, 2017 4:09 PM
To: Smiley, Brian
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

We sent this, early this morning:

Hi Mary Ann, this is a MPI issued licence plate. Personalized licence plates are handled through an approval process run by MPI. Please share your concerns with MPI as they govern the screening and issuing of personalized licence plates.

https://apps.mpi.mb.ca/english/contact/s_contact/inquiries.asp

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:48 PM
To: Thorpe, John (SCH)
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Thanks. Ok.

B.

From: Thorpe, John (SCH) [mailto:John.Thorpe@gov.mb.ca]
Sent: Tuesday, April 25, 2017 3:47 PM
To: Smiley, Brian
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Let me check here as to how we responded to the complaint, yesterday afternoon.

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:43 PM
To: White, Paul (SCH)
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

An update:

CTV has contacted MPI about this plate. Here is the statement MPI plans to send them:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Paul/John: Do you want us to respond directly to the person who first enquired?

Brian

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 4:18 PM

To: Smiley, Brian
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

Do you have a "public" email address our social media people can send to the individual making the inquiry?

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

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
 Sent: April-24-17 4:03 PM
 To: White, Paul (SCH)
 Cc: Thorpe, John (SCH)
 Subject: Re: Facebook Comment

Sounds good. Our folks are looking into this. The plate is legit.

Sent from my BlackBerry 10 smartphone.

From: White, Paul (SCH)
 Sent: Monday, April 24, 2017 4:00 PM
 To: Smiley, Brian
 Cc: Thorpe, John (SCH)
 Subject: RE: Facebook Comment

I am out of the office for the next couple of days. John Thorpe is covering MI. He will inform our social media unit of the outcome of your research. Thanks.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
 Sent: April-24-17 11:37 AM
 To: White, Paul (SCH)
 Subject: RE: Facebook Comment

Our folks are checking.....I'm waiting for them to get back to me.

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
 Sent: Monday, April 24, 2017 11:36 AM
 To: Smiley, Brian
 Subject: RE: Facebook Comment

What you see is it... a comment plus request for investigation and apology.. Photoshop or real first off?

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
 Sent: April-24-17 11:33 AM
 To: White, Paul (SCH)
 Subject: RE: Facebook Comment

Was it an official complaint filed? Or just messaged?

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
 Sent: Monday, April 24, 2017 11:32 AM
 To: Smiley, Brian
 Subject: RE: Facebook Comment

It was messaged to our government Facebook account.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]

Sent: April-24-17 11:30 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

How did then come your way?

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 11:30 AM
To: Smiley, Brian
Subject: RE: Facebook Comment

Thanks.

From: BSmiley@mpi.mb.ca<mailto:BSmiley@mpi.mb.ca> [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:00 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

Hey Paul. I'll check and get back to you.

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:54 PM
To: Smiley, Brian; Hocken, Carla
Cc: McKinnon, Sheri
Subject: RE: Facebook Comment

Okay so they are okay with us handling directly? I think that is what they are saying although they didn't really offer that.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
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 Phone: 204-985-8770 extension 8298
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From: Smiley, Brian
Sent: Tuesday, April 25, 2017 4:53 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: Fw: Facebook Comment

Ward,

See below from CSM.....

B.

Sent from my BlackBerry 10 smartphone.

From: Thorpe, John (SCH) <John.Thorpe@gov.mb.ca>
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To: Smiley, Brian
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Subject: RE: Facebook Comment

We sent this, early this morning:

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https://apps.mpi.mb.ca/english/contact/s_contact/inquiries.asp

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:48 PM
To: Thorpe, John (SCH)
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Thanks. Ok.

B.

From: Thorpe, John (SCH) [mailto:John.Thorpe@gov.mb.ca]
Sent: Tuesday, April 25, 2017 3:47 PM
To: Smiley, Brian
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Let me check here as to how we responded to the complaint, yesterday afternoon.

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:43 PM
To: White, Paul (SCH)
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Subject: RE: Facebook Comment

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Paul/John: Do you want us to respond directly to the person who first enquired?

Brian

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 4:18 PM
To: Smiley, Brian
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

Do you have a "public" email address our social media people can send to the individual making the inquiry?

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

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]

Sent: April-24-17 4:03 PM
To: White, Paul (SCH)
Cc: Thorpe, John (SCH)
Subject: Re: Facebook Comment

Sounds good. Our folks are looking into this. The plate is legit.

Sent from my BlackBerry 10 smartphone.
From: White, Paul (SCH)
Sent: Monday, April 24, 2017 4:00 PM
To: Smiley, Brian
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

I am out of the office for the next couple of days. John Thorpe is covering MI. He will inform our social media unit of the outcome of your research. Thanks.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:37 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

Our folks are checking.....I'm waiting for them to get back to me.

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 11:36 AM
To: Smiley, Brian
Subject: RE: Facebook Comment

What you see is it... a comment plus request for investigation and apology.. Photoshop or real first off?

From: BSmiley@mpi.mb.ca<mailto:BSmiley@mpi.mb.ca> [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:33 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

Was it an official complaint filed? Or just messaged?

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 11:32 AM
To: Smiley, Brian
Subject: RE: Facebook Comment

It was messaged to our government Facebook account.

From: BSmiley@mpi.mb.ca<mailto:BSmiley@mpi.mb.ca> [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:30 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

How did then come your way?

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 11:30 AM
To: Smiley, Brian

Subject: RE: Facebook Comment

Thanks.

From: BSmiley@mpi.mb.ca<mailto:BSmiley@mpi.mb.ca> [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:00 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

Hey Paul. I'll check and get back to you.

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 4:53 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: Fw: Facebook Comment

Ward,

See below from CSM.....

B.

Sent from my BlackBerry 10 smartphone.

From: Thorpe, John (SCH) <John.Thorpe@gov.mb.ca>
Sent: Tuesday, April 25, 2017 4:09 PM
To: Smiley, Brian
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

We sent this, early this morning:

Hi Mary Ann, this is a MPI issued licence plate. Personalized licence plates are handled through an approval process run by MPI. Please share your concerns with MPI as they govern the screening and issuing of personalized licence plates.
https://apps.mpi.mb.ca/english/contact/s_contact/inquiries.asp

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:48 PM
To: Thorpe, John (SCH)
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Thanks. Ok.

B.

From: Thorpe, John (SCH) [mailto:John.Thorpe@gov.mb.ca]
Sent: Tuesday, April 25, 2017 3:47 PM
To: Smiley, Brian
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Let me check here as to how we responded to the complaint, yesterday afternoon.

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:43 PM
To: White, Paul (SCH)
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

An update:

CTV has contacted MPI about this plate. Here is the statement MPI plans to send them:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Paul/John: Do you want us to respond directly to the person who first enquired?

Brian

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 4:18 PM
To: Smiley, Brian
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Subject: RE: Facebook Comment

Do you have a "public" email address our social media people can send to the individual making the inquiry?

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

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From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:37 AM
To: White, Paul (SCH)

Subject: RE: Facebook Comment

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Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:49 PM
To: Hocken, Carla; Smiley, Brian
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Here is what Shannon gave me but I would keep even simpler. I think we need to acknowledge our processes did not work in this case, we are investigating why, we are recalling the plate, and that as an organization we are firmly committed to celebrating diversity and cultural inclusion and have in 2016 launched indigenous cultural awareness training throughout the organization. This needs to be a verbal conversation – and only once Brian confirms with CSM that we are to handle.

Manitoba Public Insurance believes that an inclusive and diverse workforce is key to providing exceptional customer service that reflects the needs of Manitoba's diverse population. Manitoba Public Insurance celebrates diversity and recognizes that providing an inclusive work environment provides the opportunity to leverage the knowledge and skills of all staff to help the organization achieve its business objectives.

For example:

Manitoba Public Insurance has a long history of partnering with the Indigenous community on a variety of initiatives to ensure that its workforce understands Indigenous history and reflects the diverse population of the province. Specifically, in support of the Truth and Reconciliation Commission of Canada's recent recommendations, in 2016/17 Manitoba Public Insurance rolled out Indigenous awareness training to all staff across the organization.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:45 PM
To: Keith, Ward; Smiley, Brian
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ward, in her voicemail she talks about the need for cultural training, did you receive any scripting that I can use in regard to the cultural training our staff have taken?

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:38 PM

To: Smiley, Brian
Cc: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Perfect, this is the person who posted the facebook message so once you confirm with CSM that we can handle Carla can call her back to advise of the same messaging we provided to media today. This plate is being recalled as we speak.

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Vice President, Loss Prevention and Communications
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Phone: 204-985-8770 extension 8298
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E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:33 PM
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Cc: Smiley, Brian
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For info.....

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Carla,
We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,
Dave Burns
Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?
Take the challenge at whosdriving.ca

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
12:47:42: Offering
12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length
147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:38 PM
To: Smiley, Brian
Cc: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

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Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
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Phone: 204-985-8770 extension 8298
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E-mail: wkeith@mpi.mb.ca

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For info.....

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[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 4:07 PM
Subject: Today's Media

For Tuesday, April 25, 2017

CTV: Enquired about MPI's process reviewing/approving personalized licence plates. Enquiry is in response to a complaint CTV received about a PLP. Media Relations provided the following statement:

- "All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Proactive Media: This morning MPI, in partnership with Hon. Ron Schuler (Crown Services) and Jon Reyes (Manitoba's Special Envoy for Military Affairs), announced at a news conference that MPI is now accepting Canadian Forces driver's licences/identification cards from members who have transferred into the province when they apply for a driver's licence, or Identification Card. A news release was also issued to Manitoba media outlets. **CTV** attended the event. Interview was also conducted with **CKLQ** (Brandon).

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Carla,

We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,

Dave Burns

Manager, Licensing Services
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Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 3:41 PM
To: Hocken, Carla
Subject: RE: Facebook Comment

Yes, we need to get to the bottom of what happened. Come on up.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 3:40 PM
To: Keith, Ward
Subject: RE: Facebook Comment

Do you still want to meet with me?

From: Keith, Ward
Sent: Tuesday, April 25, 2017 3:39 PM
To: Smiley, Brian
Cc: Hocken, Carla
Subject: RE: Facebook Comment

Here is our comment:

All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles.

Brian, we also need to get back to Communication Services to let them know 1) we got this enquiry, 2) how we are responding, 3) that the plate is real, and 4) that we are investigating how it was approved and will be taking immediate action to recall. Please also find out if they want us to respond directly to the person who first enquired.

Important we get back to CSM before this story runs....

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From: Smiley, Brian
Sent: Tuesday, April 25, 2017 3:24 PM
To: Keith, Ward
Subject: RE: Facebook Comment

Revised statement as per your comments:

"All personalized licence plate requests are reviewed against established guidelines. MPI is aware of the complaint and currently reviewing. Plates which are deemed offensive are recalled."

I don't think we want to confirm plate is being recalled. Is that not violating the plate holder's privacy?

B.

From: Keith, Ward
Sent: Tuesday, April 25, 2017 3:21 PM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Do you think this is enough? I wonder if we need to say that plate requests are reviewed against established guidelines. The plate in question has been reviewed, should not have been issued, and is being recalled.

Please advise as I'd like to review with Dan before we respond.

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Phone: 204-985-8770 extension 8298
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From: Smiley, Brian
Sent: Tuesday, April 25, 2017 2:56 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: RE: Facebook Comment
Importance: High

Ward,

An update: CTV is now aware of this plate, and wanting an interview this afternoon with MPI as to how PLP requests are reviewed/approved.

Suggested response:

"MPI is aware of this plate and reviewing. PLP applications are reviewed on an individual basis. Customers are asked for an explanation as to their request. Complaints about PLPs are also dealt with on an individual basis."

Brian

From: Keith, Ward
Sent: Monday, April 24, 2017 11:37 AM
To: Hocken, Carla
Cc: Smiley, Brian; McKinnon, Sheri
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Importance: High

Carla, we need the detail on this plate. On what basis was it approved, who approved, what was the rationale provided by the requestor, etc, etc. This is urgent please.

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From: Smiley, Brian
Sent: Monday, April 24, 2017 11:26 AM
To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Ward,

See below question/attachments forwarded to me from Communications Services Manitoba. I have confirmed the plate is active: It was issued in July of 2015. (The customers explanation to the slogan was "Assimilate".)

Please advise how you wish me to proceed.

Thanks,
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Will do. I'll reach out to CSM immediately.

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Please advise how you wish me to proceed.

Thanks,
Brian

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 3:39 PM
To: Smiley, Brian
Cc: Hocken, Carla
Subject: RE: Facebook Comment

Here is our comment:

All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles.

Brian, we also need to get back to Communication Services to let them know 1) we got this enquiry, 2) how we are responding, 3) that the plate is real, and 4) that we are investigating how it was approved and will be taking immediate action to recall. Please also find out if they want us to respond directly to the person who first enquired.

Important we get back to CSM before this story runs....

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 3:24 PM
To: Keith, Ward
Subject: RE: Facebook Comment

Revised statement as per your comments:

"All personalized licence plate requests are reviewed against established guidelines. MPI is aware of the complaint and currently reviewing. Plates which are deemed offensive are recalled."

I don't think we want to confirm plate is being recalled. Is that not violating the plate holder's privacy?

B.

From: Keith, Ward
Sent: Tuesday, April 25, 2017 3:21 PM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Do you think this is enough? I wonder if we need to say that plate requests are reviewed against established guidelines. The plate in question has been reviewed, should not have been issued, and is being recalled.

Please advise as I'd like to review with Dan before we respond.

Ward Keith MBA, FCIP, CIM
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Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 2:56 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: RE: Facebook Comment
Importance: High

Ward,

An update: CTV is now aware of this plate, and wanting an interview this afternoon with MPI as to how PLP requests are reviewed/approved.

Suggested response:

"MPI is aware of this plate and reviewing. PLP applications are reviewed on an individual basis. Customers are asked for an explanation as to their request. Complaints about PLPs are also dealt with on an individual basis."

Brian

From: Keith, Ward
Sent: Monday, April 24, 2017 11:37 AM
To: Hocken, Carla
Cc: Smiley, Brian; McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Carla, we need the detail on this plate. On what basis was it approved, who approved, what was the rationale provided by the requestor, etc, etc. This is urgent please.

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To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

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Sent: Monday, April 24, 2017 10:59 AM

To: Smiley, Brian

Subject: FW: Facebook Comment

Importance: High

Hello,

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Brown, Trevor

From: McKinnon, Sheri
Sent: Tuesday, April 25, 2017 11:30 AM
To: Hocken, Carla
Cc: Lawrence, Sharon
Subject: RE: PLP Meeting

Appt sent for 1:30 today

Sheri McKinnon
 Executive Assistant for
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 ext 7520
 Fax: 204-942-1133

DON'T TEXT AND DRIVE. Here's why.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 10:23 AM
To: McKinnon, Sheri
Subject: PLP Meeting
Importance: High

Hi Sherri,

Ward told me last night that he wants to meet with me this afternoon to review an urgent personalized plate matter. Can you let me know what time works and I will clear my calendar...ok?

Carla Hocken
 Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration
 C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpi.mb.ca
 510-234 Donald St., Winnipeg, MB R3C 4A4

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Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 8:39 AM
To: Hocken, Carla
Subject: RE: PLP question

Nicholas A Troller
6 Erindale Cr
Winnipeg, MB R2N 4L9

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Hocken, Carla
Sent: Monday, April 24, 2017 9:54 PM
To: Burns, David (Dave)
Subject: Re: PLP question

Dave can you tell me who applied for this plate?
Customer name and address please?

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:36 PM
To: Hocken, Carla
Subject: RE: PLP question

At this point, I can't say with certainty why that entry in the Urban Dictionary wasn't called out. This is just an opinion but, Urban Dictionary will have entries for many common words and so decisions are made about when to raise a concern about a plate. In this case, it may have been that scenario.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla
Sent: Monday, April 24, 2017 1:29 PM
To: Burns, David (Dave)
Subject: RE: PLP question

http://www.urbandictionary.com/define.php?term=Assimilate&utm_source=search-action

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:24 PM
To: Hocken, Carla
Subject: RE: PLP question

The PLP slogan ASIMIL8 was sent to the committee for approval on July 3, 2015 by Denise Dunlop. The committee consisted of John Hallonquist, Charlene Clark, Brian Smiley, Charray Dutka, and Margaret Kobylinski.

An urban dictionary search was done on the slogan and no hits were found. No concerns were raised to the committee about the slogan. Also, the committee members did not note any concerns about the slogan in their responses. The slogan was not escalated or reviewed by anyone else after the committee reviewed it.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
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From: Hocken, Carla
Sent: Monday, April 24, 2017 12:04 PM
To: Burns, David (Dave)
Subject: RE: PLP question

Can you please go talk to them to find out what the discussion was and why they thought the plate should be approved? I just would like to understand the details please - Who is the PLP committee? Does this mean it didn't go to Lowell back then?

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 12:02 PM
To: Hocken, Carla
Subject: FW: PLP question

Here you go, the PLP was approved in July 2015 by the PLP committee at the time. The reason the customer indicated on the application form for the slogan was "Assimilate".

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:57 AM
To: Burns, David (Dave); Ptosnick, Bev
Subject: RE: PLP question

Hi Dave,

Plate was approved in July 2015 by the PLP committee at the time. I've attached the email as per our conversation.

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
 T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 11:54 AM
To: Ptosnick, Bev
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: PLP question
Importance: High

Please see Carla's request below. Could you send me the info asap?

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla
Sent: Monday, April 24, 2017 11:53 AM
To: Burns, David (Dave)
Subject: PLP question
Importance: High

Hi Dave,

For the plate ASIMIL8, can you get me the details on what date this was approved, who approved it, what was the explanation provided by the customer and any other relevant details.
I need this right away please

Thanks

Carla Hocken
Registrar of Motor Vehicles

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Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 9:47 PM
To: Hocken, Carla
Subject: RE: Urgent concern

I'd also like to know who actually applied for this plate please. There is no customer information provided.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Monday, April 24, 2017 9:45 PM
To: Hocken, Carla
Subject: RE: Urgent concern

It was a committee, not just Hallonquist. Would also like to know for last five years how many personalized plate requests were received and how many were denied.

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From: Hocken, Carla
Sent: Monday, April 24, 2017 8:45 PM
To: Keith, Ward
Subject: Re: Urgent concern

OK, I will dig deeper and have more details by the afternoon. Although remember this was approved by an executive director so that's what the staff will look at

Sent from my BlackBerry 10 smartphone.

From: Keith, Ward
Sent: Monday, April 24, 2017 8:40 PM
To: Hocken, Carla
Subject: FW: Urgent concern

Carla, I need to see you tomorrow afternoon on this enquiry. I won't be going to Ottawa after all.

I need to know the following:

- Who from David's group did the research on this plate and determined no issues?
- Who from the 'committee' responded back to David with approval and were any concerns raised whatsoever by any of the committee members? (I don't want to assume all the committee members responded with approval).
- Are there other plates out there that we need to be concerned about? We need a complete listing for review.
- Effective immediately, I don't want any more plates being approved without knowing you have seen and approved as Registrar.

This is really, really serious and we are considering serious disciplinary action for those who were involved and contributed to approving a plate that is so obviously inappropriate at a time when there was significant media coverage about the work of the truth and Reconciliation Commission, etc. This is a very serious lack of judgment for those who were involved in doing the research and/or approving the plate for issue. Our processes were also not followed.

Let's discuss when I am back from the media event tomorrow. Dan is looking for serious action and full details. Please keep to yourself for now.

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Correction, plate was approved in July 2015, not last summer.

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We have received an enquiry from CSM regarding a personalized plate that was approved in July of last year. The plate is "Asimil8" and a concern has been raised over the slogan in context of indigenous awareness and the Truth and Reconciliation work.

The process here did not work as each plate is to be reviewed and approved based on the rationale/meaning of the slogan requested. In this case, no rationale was provided – only that the meaning is assimilate. Nevertheless the plate was approved.

We can and will recall this plate but my concern is that the person enquiring is knowledgeable about these matters and has suggested that those who were involved in approving the plate receive indigenous cultural awareness training. I want to be very careful with our response given how sensitive this is.

Shannon, can you offer some wording that we can provide back in terms of our commitment to diversity in general and indigenous awareness training in particular. I have also asked Carla to follow up with those who were involved in approving the plate last July to investigate what happened and why the established protocols were not followed.

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Attachments: image001.png; image002.png; PLP Slogans to be Approved
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Cc: Warren, Lisa; Hocken, Carla
Subject: FW: Urgent concern
Attachments: image001.png; image002.png; PLP Slogans to be Approved

Importance: High

Correction, plate was approved in July 2015, not last summer.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Monday, April 24, 2017 7:28 PM
To: Guimond, Dan; Leppky, Shannon
Cc: Warren, Lisa; Hocken, Carla
Subject: Urgent concern
Importance: High

We have received an enquiry from CSM regarding a personalized plate that was approved in July of last year. The plate is "Asimil8" and a concern has been raised over the slogan in context of indigenous awareness and the Truth and Reconciliation work.

The process here did not work as each plate is to be reviewed and approved based on the rationale/meaning of the slogan requested. In this case, no rationale was provided – only that the meaning is assimilate. Nevertheless the plate was approved.

We can and will recall this plate but my concern is that the person enquiring is knowledgeable about these matters and has suggested that those who were involved in approving the plate receive indigenous cultural awareness training. I want to be very careful with our response given how sensitive this is.

Shannon, can you offer some wording that we can provide back in terms of our commitment to diversity in general and indigenous awareness training in particular. I have also asked Carla to follow up with those who were involved in approving the plate last July to investigate what happened and why the established protocols were not followed.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications

Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:26 AM
To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Ward,

See below question/attachments forwarded to me from Communications Services Manitoba. I have confirmed the plate is active: It was issued in July of 2015. (The customers explanation to the slogan was "Assimilate".)

Please advise how you wish me to proceed.

Thanks,
Brian

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 7:28 PM
To: Guimond, Dan; Lepky, Shannon
Cc: Warren, Lisa; Hocken, Carla
Subject: Urgent concern
Attachments: image001.png; image002.png; PLP Slogans to be Approved

Importance: High

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Subject: FW: Facebook Comment

Importance: High

Hello,

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Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 4:13 PM
To: Hocken, Carla
Subject: FW: PLP question
Attachments: PLP Slogans to be Approved.msg

Was there no rationale requested or offered by the customer? This is really not good.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Monday, April 24, 2017 4:03 PM
To: Keith, Ward
Subject: FW: PLP question

Here you go....

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:24 PM
To: Hocken, Carla
Subject: RE: PLP question

The PLP slogan ASIMIL8 was sent to the committee for approval on July 3, 2015 by Denise Dunlop. The committee consisted of John Hallonquist, Charlene Clark, Brian Smiley, Charray Dutka, and Margaret Kobylinski.

An urban dictionary search was done on the slogan and no hits were found. No concerns were raised to the committee about the slogan. Also, the committee members did not note any concerns about the slogan in their responses. The slogan was not escalated or reviewed by anyone else after the committee reviewed it.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?
Take the challenge at whoisdriving.ca

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From: Hocken, Carla
Sent: Monday, April 24, 2017 12:04 PM
To: Burns, David (Dave)
Subject: RE: PLP question

Can you please go talk to them to find out what the discussion was and why they thought the plate should be approved? I just would like to understand the details please - Who is the PLP committee? Does this mean it didn't go to Lowell back then?

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 12:02 PM
To: Hocken, Carla
Subject: FW: PLP question

Here you go, the PLP was approved in July 2015 by the PLP committee at the time. The reason the customer indicated on the application form for the slogan was "Assimilate".

Dave Burns
Manager, Licensing Services
Manitoba Public Insurance
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From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:57 AM
To: Burns, David (Dave); Ptosnick, Bev
Subject: RE: PLP question

Hi Dave,

Plate was approved in July 2015 by the PLP committee at the time. I've attached the email as per our conversation.

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 11:54 AM
To: Ptosnick, Bev

Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: PLP question
Importance: High

Please see Carla's request below. Could you send me the info asap?

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Hocken, Carla
Sent: Monday, April 24, 2017 11:53 AM
To: Burns, David (Dave)
Subject: PLP question
Importance: High

Hi Dave,

For the plate ASIMIL8, can you get me the details on what date this was approved, who approved it, what was the explanation provided by the customer and any other relevant details.
I need this right away please

Thanks

Carla Hocken
Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration
C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpi.mb.ca
510-234 Donald St., Winnipeg, MB R3C 4A4

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Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 4:01 PM
To: Hocken, Carla
Subject: plate

You said you had sent me info on that plate but I didn't receive.....

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:37 PM
To: Hocken, Carla
Subject: RE: PLP question

At this point, I can't say with certainty why that entry in the Urban Dictionary wasn't called out. This is just an opinion but, Urban Dictionary will have entries for many common words and so decisions are made about when to raise a concern about a plate. In this case, it may have been that scenario.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
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From: Hocken, Carla
Sent: Monday, April 24, 2017 1:29 PM
To: Burns, David (Dave)
Subject: RE: PLP question

http://www.urbandictionary.com/define.php?term=Assimilate&utm_source=search-action

From: Burns, David (Dave)
Sent: Monday, April 24, 2017 1:24 PM
To: Hocken, Carla
Subject: RE: PLP question

The PLP slogan ASIMIL8 was sent to the committee for approval on July 3, 2015 by Denise Dunlop. The committee consisted of John Hallonquist, Charlene Clark, Brian Smiley, Charray Dutka, and Margaret Kobylinski.

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From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:57 AM
To: Burns, David (Dave); Ptosnick, Bev
Subject: RE: PLP question

Hi Dave,

Plate was approved in July 2015 by the PLP committee at the time. I've attached the email as per our conversation.

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

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Cc: Carrière Kuzmik, Marie-Josée
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Supervisor

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Importance: High

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Carla Hocken

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Attachments: RE: Facebook Comment

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Brown, Trevor

From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:18 AM
Subject: RE: Facebook Comment

Hi,

If a customer has an official complaint about a plate on the road, they would contact CRO who would then forward it the correct department "us" to review.

From there we do take immediate action with the existing committee to make a decision to keep or pull the plate. If the agreement is made to pull the plate it is then forwarded to Carla Hocken and Carol Hora to make the final decision.

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:15 AM
To: Carrière Kuzmik, Marie-Josée
Cc: Irving, Caleb; Kobylinski, Margaret
Subject: RE: Facebook Comment

Thanks for the confirmation. If a customer has a complaint about a plate, who do they contact? Do we take immediate action?

Gov folks will be asking these questions.....

From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:14 AM
To: Smiley, Brian
Cc: Irving, Caleb; Kobylinski, Margaret
Subject: FW: Facebook Comment
Importance: High

Hi Brian,

I have just reviewed the PLP program and it appears this plate was approved by the PLP Committee back in July of 2015. The customers explanation to the slogan was "Assimilate".

Please let me know if there is anything else that you need.

Thanks,

Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Irving, Caleb
Sent: Monday, April 24, 2017 11:03 AM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: Facebook Comment
Importance: High

Caleb Irving
Commercial Registrations Supervisor

Manitoba Public Insurance | Licensing Services | Vehicle Registrations
T: 204-985-8770 ext 8040 | F: 204-953-4998 | E: cirving@mpi.mb.ca

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From: Smiley, Brian
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Subject: FW: Facebook Comment
Importance: High

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
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Brown, Trevor

From: Hocken, Carla
Sent: Thursday, April 27, 2017 1:27 PM
To: Keith, Ward
Subject: RE: PLP



From: Keith, Ward
Sent: Thursday, April 27, 2017 1:04 PM
To: Hocken, Carla
Subject: RE: PLP

It is good she is acknowledging her role in terms of overall oversight, or lack of in this case.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Thursday, April 27, 2017 12:07 PM
To: Keith, Ward
Subject: PLP

Margaret came to see me this morning to tell me that she has some work to do with the PLP process and to tighten up their processes so something like this does not happen again....just wanted you to know this ☺

Carla Hocken
Registrar of Motor Vehicles

Driver & Vehicle Policy and Administration

C: (204) 781-4743 | F: (204) 954-5397 | W: www.mpi.mb.ca
510-234 Donald St., Winnipeg, MB R3C 4A4

DON'T TEXT AND DRIVE. Here's why.

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Brown, Trevor

From: Keith, Ward
Sent: Thursday, April 27, 2017 3:25 PM
To: Hocken, Carla
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Okay thanks. So I guess now I am wondering how Margaret approached the conversation. I am leery how that was handled.

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Phone: 204-985-8770 extension 8298
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From: Hocken, Carla
Sent: Thursday, April 27, 2017 2:36 PM
To: Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

On Tuesday, when I advised Dave to pull the plate and to execute our recall process, Margaret first called the customer. On Wednesday, Dave's team prepared the letter and called the process server because I asked to make sure the customer received the letter that day.

Dave and I discussed that he should call the customer to offer to help him pick another slogan. Dave was not able to say much when he called Mr. Troller as he was angry and didn't want to return the plate and Mr. Troller hung up on Dave. Now today, he called us and requested another slogan and is going to return the plate.

From: Keith, Ward
Sent: Thursday, April 27, 2017 2:07 PM
To: Hocken, Carla
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Sorry what do you mean as a follow up. Did someone call him before Dave. I'd like to understand how the recall was positioned.

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From: Hocken, Carla
Sent: Thursday, April 27, 2017 1:52 PM
To: Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Dave contacted the customer as a follow-up to advise him he would be receiving a letter from us and to offer the option to choose another slogan.

Dave said he really wasn't able to say much as the customer hung up on him before he could finish.

He came to tell me right away that the call did not go well – I think in this case, it may just be that the customer has issues

From: Keith, Ward
Sent: Thursday, April 27, 2017 1:47 PM
To: Hocken, Carla
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

I think you should talk to Dave and get a debrief on how he handled this call with the customer. It obviously went poorly and I'd like your take on whether he handled it appropriately or if his approach may have contributed to the outcome. Thanks Carla.

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From: Smiley, Brian
Sent: Thursday, April 27, 2017 11:29 AM
To: Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I agree. Background: The customer was livid when contacted by David Burns. Apparently, the customer explained his PLP was in recognition of Star Trek. (Star Trek?) Sending you the link: [https://en.wikipedia.org/wiki/Borg_\(Star_Trek\)](https://en.wikipedia.org/wiki/Borg_(Star_Trek))
In the meantime.....the customer hung up on David, and obviously immediately called CTV with his tale of woe. I just hope CTV interviews elders/members of the Indigenous community.....

B.

From: Keith, Ward
Sent: Thursday, April 27, 2017 11:25 AM
To: Smiley, Brian
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

This is nuts.

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To: Hocken, Carla; Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

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From: Hocken, Carla
Sent: Thursday, April 27, 2017 11:18 AM
To: Smiley, Brian; Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Hi Brian,

No we don't have a process to appeal. In these cases, customers can contact Fair Practices
However, because of the sensitivity of this enquiry I would not provide this response until we involve Ward.
Ward, this customer is not happy that he has to return his plate and from reading below, it seems like he has now contacted CTV
Dave spoke to him yesterday afternoon and offered the option to select another slogan and the customer hung up on him.
Not sure if we should share the information that this plate would have never been issued in the first place if our policy was followed

From: Smiley, Brian
Sent: Thursday, April 27, 2017 10:48 AM
To: Hocken, Carla
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Carla,

See question below.....Please advise.

Thanks,
Brian

From: Hendricks, Jon [<mailto:Jon.Hendricks@bellmedia.ca>]
Sent: Thursday, April 27, 2017 10:46 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive incorrectly, are they able to appeal the decision?

Thanks,

Jon

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Thursday, April 27, 2017 10:38 AM
To: Hendricks, Jon
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Hi Jon,

See below for your background, including the statement from MPI.

B.

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

Due to confidentiality issues, MPI cannot discuss a specific customer/their claim/or licence plate complaint. If the customer chooses to discuss their issue, that is certainly their right.

Below is the statement MPI provided to Susan T yesterday. It remains unchanged:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Brian

From: Rodgers, Renee [<mailto:Renee.Rodgers@bellmedia.ca>]
Sent: Wednesday, April 26, 2017 5:21 PM

To: Smiley, Brian
Subject: CTV Inquiry - "ASIMIL8" vanity plates

Hi Brian,

My name is Renee Rodgers and I work with the team at CTV Winnipeg.
We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

1. He says he has been told by MPI he must get rid of the plates. At our last check with MPI, an investigation was taking place. Can you please confirm whether MPI has told him he must replace them?
2. Can you also confirm ***two*** complaints have been directed to MPI about the plates?
3. Also, I was wondering if you are able to shed any light on what the complaints had to do with? I understand one complainant read it as a racial slur. Is that correct?

Thanks so much,
Renee Rodgers

Renee Rodgers | Late News Anchor
CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Keith, Ward
Sent: Thursday, April 27, 2017 2:06 PM
To: Hocken, Carla; Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I agree, copying Brian,.

It's like what I suggested you tell the woman who first complained – honest truth: we have processes to safeguard against inappropriate or potentially offensive plates, our processes did not work in this case, we are investigating why, and that as an organization we are firmly committed to diversity and cultural inclusion.

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From: Hocken, Carla
Sent: Thursday, April 27, 2017 2:01 PM
To: Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I don't know how you feel about this but I really think we need to say that it should have never been issued in the first place and it was a slip up that it got issued as this type of slogan goes against our policy. Because the impression is, we are only recalling the plate because someone complained – that impression is worse because it implies that we don't have the judgement to know better. The customer was asking "who complained" Who complained is not the point, the point is, If we hadn't made a slip up with our processes, he would've never got the plate in the first place.

From: Keith, Ward
Sent: Thursday, April 27, 2017 1:49 PM
To: Hocken, Carla
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I just told Dan that even with the rationale he provided, the meaning is the exact same regardless of what race – human or alien – it applies to.
 My only concern is if we get asked why we issued it in the first place. We are still vulnerable.

I hope the people involved in this mess now see why we take this stuff so seriously and expect some common sense judgment to apply – or at the very least, following our own procedures.

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From: Hocken, Carla
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OMG!

The guy can't see how the Star Trek analogy is still outrageous when translated to real life!!!

From: Keith, Ward
Sent: Thursday, April 27, 2017 1:31 PM
To: Hocken, Carla
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

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They are definitely not killing this story. The plate owner is making a lot of noise: makes for good TV.

I believe the focus of the story will be how the plate owner is ticked off with MPI; while aboriginal members are pleased this "offensive" plate was quickly pulled.

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Do you think they'll kill the story on this basis – or at least position MPI as having taken quick action to address once the matter was brought to our attention? I hope they don't run with it.

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Just got off the phone with CTV. They have spoken to several high-profile members of the Aboriginal community, who were happy MPI did the "right thing" and pulled the plate. They also said the plate holder should "be ashamed" of himself for wanting to keep the plate.

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In the meantime.....the customer hung up on David, and obviously immediately called CTV with his tale of woe. I just hope CTV interviews elders/members of the Indigenous community.....

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Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Hi Brian,

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However, because of the sensitivity of this enquiry I would not provide this response until we involve Ward.
Ward, this customer is not happy that he has to return his plate and from reading below, it seems like he has now contacted CTV

Dave spoke to him yesterday afternoon and offered the option to select another slogan and the customer hung up on him.

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Carla,

See question below.....Please advise.

Thanks,
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Sent: Thursday, April 27, 2017 10:46 AM
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Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive incorrectly, are they able to appeal the decision?

Thanks,

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Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

Due to confidentiality issues, MPI cannot discuss a specific customer/their claim/or licence plate complaint. If the customer chooses to discuss their issue, that is certainly their right.

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My name is Renee Rodgers and I work with the team at CTV Winnipeg.
We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

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Renée Rodgers | Late News Anchor

CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Keith, Ward
Sent: Thursday, April 27, 2017 1:46 PM
To: Guimond, Dan; Leppky, Shannon
Cc: Smiley, Brian
Subject: Asimil8 Plate

Importance: High

As an update, CTV is likely going to run this story as much as we are trying to kill it. However a different twist.

I advised earlier that the original complainant was very pleased with our quick response and contacted CTV to advise her earlier complaint had been resolved. Now the owner of the plate has gone to CTV complaining his plate was taken away, no appeal, etc, etc. He claims he is a Star Trek fan and the term is tied to the activities of the "Borg" alien race. (note based on what we found in Star Trek trivia, the meaning is exactly the same regardless of what race – human or alien – does it).

We provided a comment that we have to consider all potential interpretations and make decisions based on established criteria which includes slogans that may be considered racial or discriminatory. We also said that the plates are the property of the Crown and can be recalled at any time by the Registrar under legislation.

CTV subsequently reached out to people in the indigenous community who commented that MPI did the right thing in recalling the plate and that the owner should be ashamed of himself for wanting to keep it.

Brian is cautiously optimistic that MPI will be portrayed in a positive light as being responsive to cultural sensitivities, etc. So far no questions about why the plate was issued in the first place so we are still vulnerable but working to manage the narrative.

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Brown, Trevor

From: Keith, Ward
Sent: Thursday, April 27, 2017 11:45 AM
To: Hocken, Carla; Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

I think we need to say that we look at all potential interpretations, not just the interpretation that may be declared by the applicant and make a decision based on the criteria established, which includes a prohibition against plates that may be deemed racial or discriminatory in nature, regardless of the applicant's intent.

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To: Smiley, Brian; Keith, Ward
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Hi Brian,

No we don't have a process to appeal. In these cases, customers can contact Fair Practices
However, because of the sensitivity of this enquiry I would not provide this response until we involve Ward.
Ward, this customer is not happy that he has to return his plate and from reading below, it seems like he has now
contacted CTV

Dave spoke to him yesterday afternoon and offered the option to select another slogan and the customer hung up on
him.

Not sure if we should share the information that this plate would have never been issued in the first place if our policy
was followed

From: Smiley, Brian
Sent: Thursday, April 27, 2017 10:48 AM
To: Hocken, Carla
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates
Importance: High

Carla,

See question below.....Please advise.

Thanks,
Brian

From: Hendricks, Jon [<mailto:Jon.Hendricks@bellmedia.ca>]
Sent: Thursday, April 27, 2017 10:46 AM
To: Smiley, Brian
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Thanks so much for this Brian! Quick question for you. If a person feels their plate has been deemed offensive
incorrectly, are they able to appeal the decision?

Thanks,

Jon

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Thursday, April 27, 2017 10:38 AM
To: Hendricks, Jon
Subject: FW: CTV Inquiry - "ASIMIL8" vanity plates

Hi Jon,

See below for your background, including the statement from MPI.

B.

From: BSmiley@mpi.mb.ca [<mailto:BSmiley@mpi.mb.ca>]
Sent: Wednesday, April 26, 2017 5:30 PM
To: Rodgers, Renee
Subject: RE: CTV Inquiry - "ASIMIL8" vanity plates

Hello Renee,

Due to confidentiality issues, MPI cannot discuss a specific customer/their claim/or licence plate complaint. If the customer chooses to discuss their issue, that is certainly their right.

Below is the statement MPI provided to Susan T yesterday. It remains unchanged:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Brian

From: Rodgers, Renee [<mailto:Renee.Rodgers@bellmedia.ca>]

Sent: Wednesday, April 26, 2017 5:21 PM

To: Smiley, Brian

Subject: CTV Inquiry - "ASIMIL8" vanity plates

Hi Brian,

My name is Renee Rodgers and I work with the team at CTV Winnipeg.

We are planning to interview Nick Troller this evening, the man with the "ASIMIL8" vanity plates.

1. He says he has been told by MPI he must get rid of the plates. At our last check with MPI, an investigation was taking place. Can you please confirm whether MPI has told him he must replace them?
2. Can you also confirm ***two*** complaints have been directed to MPI about the plates?
3. Also, I was wondering if you are able to shed any light on what the complaints had to do with? I understand one complainant read it as a racial slur. Is that correct?

Thanks so much,
Renee Rodgers

Renee Rodgers | Late News Anchor

CTV Winnipeg | t 204-775-8016 | m 204-781-5614 | renee.rodgers@bellmedia.ca



Brown, Trevor

From: Keith, Ward
Sent: Wednesday, April 26, 2017 5:16 AM
To: Hocken, Carla
Subject: Re: Plate

Well it is reassuring he had another explanation but it still really doesn't matter based on Public perception.

Sent from my BlackBerry 10 smartphone.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 10:05 PM
To: Keith, Ward
Subject: Re: Plate

Oh, and one more thing.

The customer who bought the plate told them today that Assimilate was the Star Trek reference and he even has Borgs (sp?) on his plate holder.

Which begs the question....did he tell Bev the clerk that? Or did she not even ask?

Either way, this should never have been in circulation

Sent from my BlackBerry 10 smartphone.

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 9:05 PM
To: Keith, Ward
Subject: Re: Plate

Thanks Ward

Sent from my BlackBerry 10 smartphone.

From: Keith, Ward
Sent: Tuesday, April 25, 2017 8:32 PM
To: Hocken, Carla
Subject: FW: Plate

Thank you Carla!

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Tuesday, April 25, 2017 8:32 PM
To: Guimond, Dan; Leppky, Shannon
Subject: Plate

Hi, I can brief you further but we talked to Government Communications on this today and they agreed to just let us handle. As registrar, Carla then reached out to the person who complained (MaryAnn Wilhelm who sits on the national NDP Aboriginal Commission in Ontario). They had a very positive conversation. She acknowledged this must have been a miss because the info on our website is clear that racist or discriminatory slogans are restricted. She also asked about cultural awareness.

We told her our processes did not work in this case, we are investigating why, we are recalling the plate, and that as an organization we are firmly committed to celebrating diversity and cultural inclusion and have in 2016 launched indigenous cultural awareness training throughout the organization. She was very pleased with this and made a comment how progressive we were.

She also admitted it was her who contacted the local media here (CTV) but that she would be calling them back after the call to tell them the matter had been resolved and was not a story. Hopefully that will kill the media interest on this.

Dan, I'll speak to you tomorrow about what I learned when I investigated this today and we can decide on further actions.

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Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:54 PM
To: Smiley, Brian; Hocken, Carla
Cc: McKinnon, Sheri
Subject: RE: Facebook Comment

Okay so they are okay with us handling directly? I think that is what they are saying although they didn't really offer that.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 4:53 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: Fw: Facebook Comment

Ward,

See below from CSM.....

B.

Sent from my BlackBerry 10 smartphone.

From: Thorpe, John (SCH) <John.Thorpe@gov.mb.ca>
Sent: Tuesday, April 25, 2017 4:09 PM
To: Smiley, Brian
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

We sent this, early this morning:

Hi Mary Ann, this is a MPI issued licence plate. Personalized licence plates are handled through an approval process run by MPI. Please share your concerns with MPI as they govern the screening and issuing of personalized licence plates.
https://apps.mpi.mb.ca/english/contact/s_contact/inquiries.asp

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:48 PM
To: Thorpe, John (SCH)
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Thanks. Ok.

B.

From: Thorpe, John (SCH) [mailto:John.Thorpe@gov.mb.ca]
Sent: Tuesday, April 25, 2017 3:47 PM
To: Smiley, Brian
Cc: White, Paul (SCH)
Subject: RE: Facebook Comment

Let me check here as to how we responded to the complaint, yesterday afternoon.

John T.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-25-17 3:43 PM
To: White, Paul (SCH)
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

An update:

CTV has contacted MPI about this plate. Here is the statement MPI plans to send them:

“All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles.”

Paul/John: Do you want us to respond directly to the person who first enquired?

Brian

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 4:18 PM
To: Smiley, Brian
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

Do you have a “public” email address our social media people can send to the individual making the inquiry?

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

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]

Sent: April-24-17 4:03 PM
To: White, Paul (SCH)
Cc: Thorpe, John (SCH)
Subject: Re: Facebook Comment

Sounds good. Our folks are looking into this. The plate is legit.

Sent from my BlackBerry 10 smartphone.
From: White, Paul (SCH)
Sent: Monday, April 24, 2017 4:00 PM
To: Smiley, Brian
Cc: Thorpe, John (SCH)
Subject: RE: Facebook Comment

I am out of the office for the next couple of days. John Thorpe is covering MI. He will inform our social media unit of the outcome of your research. Thanks.

From: BSmiley@mpi.mb.ca [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:37 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

Our folks are checking.....I'm waiting for them to get back to me.

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 11:36 AM
To: Smiley, Brian
Subject: RE: Facebook Comment

What you see is it... a comment plus request for investigation and apology.. Photoshop or real first off?

From: BSmiley@mpi.mb.ca<mailto:BSmiley@mpi.mb.ca> [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:33 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

Was it an official complaint filed? Or just messaged?

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 11:32 AM
To: Smiley, Brian
Subject: RE: Facebook Comment

It was messaged to our government Facebook account.

From: BSmiley@mpi.mb.ca<mailto:BSmiley@mpi.mb.ca> [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:30 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

How did then come your way?

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 11:30 AM
To: Smiley, Brian

Subject: RE: Facebook Comment

Thanks.

From: BSmiley@mpi.mb.ca<mailto:BSmiley@mpi.mb.ca> [mailto:BSmiley@mpi.mb.ca]
Sent: April-24-17 11:00 AM
To: White, Paul (SCH)
Subject: RE: Facebook Comment

Hey Paul. I'll check and get back to you.

From: White, Paul (SCH) [mailto:Paul.White@gov.mb.ca]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:49 PM
To: Hocken, Carla; Smiley, Brian
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Here is what Shannon gave me but I would keep even simpler. I think we need to acknowledge our processes did not work in this case, we are investigating why, we are recalling the plate, and that as an organization we are firmly committed to celebrating diversity and cultural inclusion and have in 2016 launched indigenous cultural awareness training throughout the organization. This needs to be a verbal conversation – and only once Brian confirms with CSM that we are to handle.

Manitoba Public Insurance believes that an inclusive and diverse workforce is key to providing exceptional customer service that reflects the needs of Manitoba's diverse population. Manitoba Public Insurance celebrates diversity and recognizes that providing an inclusive work environment provides the opportunity to leverage the knowledge and skills of all staff to help the organization achieve its business objectives.

For example:

Manitoba Public Insurance has a long history of partnering with the Indigenous community on a variety of initiatives to ensure that its workforce understands Indigenous history and reflects the diverse population of the province. Specifically, in support of the Truth and Reconciliation Commission of Canada's recent recommendations, in 2016/17 Manitoba Public Insurance rolled out Indigenous awareness training to all staff across the organization.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:45 PM
To: Keith, Ward; Smiley, Brian
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ward, in her voicemail she talks about the need for cultural training, did you receive any scripting that I can use in regard to the cultural training our staff have taken?

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:38 PM

To: Smiley, Brian
Cc: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Perfect, this is the person who posted the facebook message so once you confirm with CSM that we can handle Carla can call her back to advise of the same messaging we provided to media today. This plate is being recalled as we speak.

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From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:33 PM
To: Keith, Ward
Cc: Smiley, Brian
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

For info.....

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:32 PM
To: Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

As we discussed, do not call her back and forward to Brian Smiley for handling
 Thanks

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:47 PM
To: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Carla,
 We received the attached voicemail on the PLP phone line today. Mary Ann Welham (maybe misspelled), she lives in Ontario and works for the NDP. She has asked that we recall the ASIMIL8 plate sighting the negative history associated with the term assimilate as you and I have discussed. We have not called her back. As we talk about taking action on the plate, I'd like to make sure we chat and I get your direction how to handle Mary Ann's callback.

Thanks,
Dave Burns
 Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

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 Take the challenge at whoisdriving.ca

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
12:47:42: Offering
12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length
147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 4:38 PM
To: Smiley, Brian
Cc: Hocken, Carla
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Perfect, this is the person who posted the facebook message so once you confirm with CSM that we can handle Carla can call her back to advise of the same messaging we provided to media today. This plate is being recalled as we speak.

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 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
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 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Hocken, Carla
Sent: Tuesday, April 25, 2017 4:33 PM
To: Keith, Ward
Cc: Smiley, Brian
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

For info.....

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Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

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To: Hocken, Carla
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Dave Burns

Manager, Licensing Services
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dburns@mpi.mb.ca

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From: LicencePlateAdmin

Sent: Tuesday, April 25, 2017 1:10 PM

To: Carrière Kuzmik, Marie-Josée

Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

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Directory Info

Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing

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12:47:42: Call answered

12:47:49: Entered Workgroup PLP VM

12:47:49: Offering

12:48:34: Voice Mail

12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 10:11 PM
To: Guimond, Dan
Subject: Re: Urgent concern

[REDACTED]

Sent from my BlackBerry 10 smartphone.

From: Guimond, Dan
Sent: Monday, April 24, 2017 9:56 PM
To: Keith, Ward
Subject: Re: Urgent concern

[REDACTED]

Sent from my BlackBerry 10 smartphone.

From: Keith, Ward
Sent: Monday, April 24, 2017 9:45 PM
To: Guimond, Dan
Subject: RE: Urgent concern

~~Yes, have spoken to Carla already. Meeting her right after the media event.~~

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Guimond, Dan
Sent: Monday, April 24, 2017 9:03 PM
To: Keith, Ward
Subject: Re: Urgent concern

Can we get some stats for the last five years how many request we have received and how many we denied

I just can't believe we approved this.

Sent from my BlackBerry 10 smartphone.

From: Keith, Ward
Sent: Monday, April 24, 2017 7:31 PM
To: Guimond, Dan; Leppky, Shannon
Cc: Warren, Lisa; Hocken, Carla
Subject: FW: Urgent concern

Correction, plate was approved in July 2015, not last summer.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Monday, April 24, 2017 7:28 PM
To: Guimond, Dan; Leppky, Shannon
Cc: Warren, Lisa; Hocken, Carla
Subject: Urgent concern
Importance: High

We have received an enquiry from CSM regarding a personalized plate that was approved in July of last year. The plate is "Asimil8" and a concern has been raised over the slogan in context of indigenous awareness and the Truth and Reconciliation work.

The process here did not work as each plate is to be reviewed and approved based on the rationale/meaning of the slogan requested. In this case, no rationale was provided – only that the meaning is assimilate. Nevertheless the plate was approved.

We can and will recall this plate but my concern is that the person enquiring is knowledgeable about these matters and has suggested that those who were involved in approving the plate receive indigenous cultural awareness training. I want to be very careful with our response given how sensitive this is.

Shannon, can you offer some wording that we can provide back in terms of our commitment to diversity in general and indigenous awareness training in particular. I have also asked Carla to follow up with those who were involved in approving the plate last July to investigate what happened and why the established protocols were not followed.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance

Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:26 AM
To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Ward,

See below question/attachments forwarded to me from Communications Services Manitoba. I have confirmed the plate is active: It was issued in July of 2015. (The customers explanation to the slogan was "Assimilate".)

Please advise how you wish me to proceed.

Thanks,
Brian

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 9:47 PM
To: Hocken, Carla
Subject: RE: Urgent concern

I'd also like to know who actually applied for this plate please. There is no customer information provided.

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Vice President, Loss Prevention and Communications
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From: Keith, Ward
Sent: Monday, April 24, 2017 9:45 PM
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Subject: RE: Urgent concern

It was a committee, not just Hallonquist. Would also like to know for last five years how many personalized plate requests were received and how many were denied.

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Vice President, Loss Prevention and Communications
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From: Hocken, Carla
Sent: Monday, April 24, 2017 8:45 PM
To: Keith, Ward
Subject: Re: Urgent concern

OK, I will dig deeper and have more details by the afternoon. Although remember this was approved by an executive director so that's what the staff will look at

Sent from my BlackBerry 10 smartphone.

From: Keith, Ward
Sent: Monday, April 24, 2017 8:40 PM
To: Hocken, Carla
Subject: FW: Urgent concern

Carla, I need to see you tomorrow afternoon on this enquiry. I won't be going to Ottawa after all.

I need to know the following:

- Who from David's group did the research on this plate and determined no issues?
- Who from the 'committee' responded back to David with approval and were any concerns raised whatsoever by any of the committee members? (I don't want to assume all the committee members responded with approval).
- Are there other plates out there that we need to be concerned about? We need a complete listing for review.
- Effective immediately, I don't want any more plates being approved without knowing you have seen and approved as Registrar.

This is really, really serious and we are considering serious disciplinary action for those who were involved and contributed to approving a plate that is so obviously inappropriate at a time when there was significant media coverage about the work of the truth and Reconciliation Commission, etc. This is a very serious lack of judgment for those who were involved in doing the research and/or approving the plate for issue. Our processes were also not followed.

Let's discuss when I am back from the media event tomorrow. Dan is looking for serious action and full details. Please keep to yourself for now.

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Cc: Warren, Lisa; Hocken, Carla
Subject: FW: Urgent concern
Importance: High

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Shannon, can you offer some wording that we can provide back in terms of our commitment to diversity in general and indigenous awareness training in particular. I have also asked Carla to follow up with those who were involved in approving the plate last July to investigate what happened and why the established protocols were not followed.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:26 AM
To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Ward,

See below question/attachments forwarded to me from Communications Services Manitoba. I have confirmed the plate is active: It was issued in July of 2015. (The customers explanation to the slogan was "Assimilate".)

Please advise how you wish me to proceed.

Thanks,
Brian

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 8:40 PM
To: Hocken, Carla
Subject: FW: Urgent concern
Attachments: image001.png; image002.png; PLP Slogans to be Approved
Importance: High

Carla, I need to see you tomorrow afternoon on this enquiry. I won't be going to Ottawa after all.

I need to know the following:

- Who from David's group did the research on this plate and determined no issues?
- Who from the 'committee' responded back to David with approval and were any concerns raised whatsoever by any of the committee members? (I don't want to assume all the committee members responded with approval).
- Are there other plates out there that we need to be concerned about? We need a complete listing for review.
- Effective immediately, I don't want any more plates being approved without knowing you have seen and approved as Registrar.

This is really, really serious and we are considering serious disciplinary action for those who were involved and contributed to approving a plate that is so obviously inappropriate at a time when there was significant media coverage about the work of the truth and Reconciliation Commission, etc. This is a very serious lack of judgment for those who were involved in doing the research and/or approving the plate for issue. Our processes were also not followed.

Let's discuss when I am back from the media event tomorrow. Dan is looking for serious action and full details. Please keep to yourself for now.

Ward Keith MBA, FCIP, CIM
 Vice President, Loss Prevention and Communications
 Manitoba Public Insurance
 Phone: 204-985-8770 extension 8298
 Cellular: 204-781-4742
 E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Monday, April 24, 2017 7:32 PM
To: Guimond, Dan; Leppky, Shannon
Cc: Warren, Lisa; Hocken, Carla
Subject: FW: Urgent concern
Importance: High

Correction, plate was approved in July 2015, not last summer.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Keith, Ward
Sent: Monday, April 24, 2017 7:28 PM
To: Guimond, Dan; Leppky, Shannon
Cc: Warren, Lisa; Hocken, Carla
Subject: Urgent concern
Importance: High

We have received an enquiry from CSM regarding a personalized plate that was approved in July of last year. The plate is "Asimil8" and a concern has been raised over the slogan in context of indigenous awareness and the Truth and Reconciliation work.

The process here did not work as each plate is to be reviewed and approved based on the rationale/meaning of the slogan requested. In this case, no rationale was provided – only that the meaning is assimilate. Nevertheless the plate was approved.

We can and will recall this plate but my concern is that the person enquiring is knowledgeable about these matters and has suggested that those who were involved in approving the plate receive indigenous cultural awareness training. I want to be very careful with our response given how sensitive this is.

Shannon, can you offer some wording that we can provide back in terms of our commitment to diversity in general and indigenous awareness training in particular. I have also asked Carla to follow up with those who were involved in approving the plate last July to investigate what happened and why the established protocols were not followed.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:26 AM
To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Ward,

See below question/attachments forwarded to me from Communications Services Manitoba. I have confirmed the plate is active: It was issued in July of 2015. (The customers explanation to the slogan was "Assimilate".)

Please advise how you wish me to proceed.

Thanks,
Brian

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]

Sent: Monday, April 24, 2017 10:59 AM

To: Smiley, Brian

Subject: FW: Facebook Comment

Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Keith, Ward
Sent: Monday, April 24, 2017 11:37 AM
To: Hocken, Carla
Cc: Smiley, Brian; McKinnon, Sheri
Subject: FW: Facebook Comment
Attachments: image001.png; image002.png

Importance: High

Carla, we need the detail on this plate. On what basis was it approved, who approved, what was the rationale provided by the requestor, etc, etc. This is urgent please.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:26 AM
To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Ward,

See below question/attachments forwarded to me from Communications Services Manitoba. I have confirmed the plate is active: It was issued in July of 2015. (The customers explanation to the slogan was "Assimilate".)

Please advise how you wish me to proceed.

Thanks,
Brian

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Smiley, Brian
Sent: Thursday, April 27, 2017 3:53 PM
Subject: Today's Media

For Thursday, April 27, 2017

CTV: Enquired why MPI pulled the personalized licence plate of a Winnipeg man. (**Background:** CTV first enquired about this issue earlier in the week; no story at that time. MPI initiated an investigation about this personalized licence plate after receiving an official complaint.) The vehicle owner has since contacted CTV, complaining that MPI has asked him to give up his personalized licence plate as it was determined to be inappropriate/offensive in nature. MPI provided the following statement to CTV:

"All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation, plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Brown, Trevor

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 4:07 PM
Subject: Today's Media

For Tuesday, April 25, 2017

CTV: Enquired about MPI's process reviewing/approving personalized licence plates. Enquiry is in response to a complaint CTV received about a PLP. Media Relations provided the following statement:

- "All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles."

Proactive Media: This morning MPI, in partnership with Hon. Ron Schuler (Crown Services) and Jon Reyes (Manitoba's Special Envoy for Military Affairs), announced at a news conference that MPI is now accepting Canadian Forces driver's licences/identification cards from members who have transferred into the province when they apply for a driver's licence, or Identification Card. A news release was also issued to Manitoba media outlets. CTV attended the event. Interview was also conducted with CKLQ (Brandon).

Brown, Trevor

From: Keith, Ward
Sent: Tuesday, April 25, 2017 3:39 PM
To: Smiley, Brian
Cc: Hocken, Carla
Subject: RE: Facebook Comment

Here is our comment:

All personalized licence plate requests are reviewed against established guidelines. Manitoba Public Insurance takes complaints about inappropriate or offensive personalized licence plates very seriously and we are investigating this plate approval. Under legislation plates that are deemed to be offensive can be recalled by the Registrar of Motor Vehicles.

Brian, we also need to get back to Communication Services to let them know 1) we got this enquiry, 2) how we are responding, 3) that the plate is real, and 4) that we are investigating how it was approved and will be taking immediate action to recall. Please also find out if they want us to respond directly to the person who first enquired.

Important we get back to CSM before this story runs....

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 3:24 PM
To: Keith, Ward
Subject: RE: Facebook Comment

Revised statement as per your comments:

"All personalized licence plate requests are reviewed against established guidelines. MPI is aware of the complaint and currently reviewing. Plates which are deemed offensive are recalled."

I don't think we want to confirm plate is being recalled. Is that not violating the plate holder's privacy?

B.

From: Keith, Ward
Sent: Tuesday, April 25, 2017 3:21 PM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Do you think this is enough? I wonder if we need to say that plate requests are reviewed against established guidelines. The plate in question has been reviewed, should not have been issued, and is being recalled.

Please advise as I'd like to review with Dan before we respond.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Tuesday, April 25, 2017 2:56 PM
To: Keith, Ward; Hocken, Carla
Cc: McKinnon, Sheri
Subject: RE: Facebook Comment
Importance: High

Ward,

An update: CTV is now aware of this plate, and wanting an interview this afternoon with MPI as to how PLP requests are reviewed/approved.

Suggested response:

"MPI is aware of this plate and reviewing. PLP applications are reviewed on an individual basis. Customers are asked for an explanation as to their request. Complaints about PLPs are also dealt with on an individual basis."

Brian

From: Keith, Ward
Sent: Monday, April 24, 2017 11:37 AM
To: Hocken, Carla
Cc: Smiley, Brian; McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Carla, we need the detail on this plate. On what basis was it approved, who approved, what was the rationale provided by the requestor, etc, etc. This is urgent please.

Ward Keith MBA, FCIP, CIM
Vice President, Loss Prevention and Communications
Manitoba Public Insurance
Phone: 204-985-8770 extension 8298
Cellular: 204-781-4742
E-mail: wkeith@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:26 AM
To: Keith, Ward
Cc: McKinnon, Sheri
Subject: FW: Facebook Comment
Importance: High

Ward,

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Please advise how you wish me to proceed.

Thanks,
Brian

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

Brown, Trevor

From: Plante, Jody
Sent: Wednesday, April 26, 2017 1:17 PM
To: Kobylinski, Margaret
Subject: Customer Email

Good Afternoon Margaret

We at the Contact Centre respond to emails sent in via the MPI Website. One came in yesterday regarding a PLP that has been spotted on Manitoba roadways. A picture of the plate has been floating around Social Media. I wanted to make you aware of the message in the event any other follow up is required. We have provided a reply (apologizing naturally) and confirming the plate has been recalled.

---Original Message-----

From: maryann [mailto:maryann_wilhelm@yahoo.com]
Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann

Last Name: wilhelm

Phone Number: (519) 3770321

Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound

Postal Code: on

Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

In an era of TRC, where we, Canadians, and Indigenous are working to reset relations, I found this vanity plate to be appalling to this country.

This country has a dark history of attempting assimilation on Indigenous and it's been met with long term ramifications, that impact Indigenous even to today.

How did this even manage to pass the desk of those who analyze and approve plates is beyond my imagination unless they simply thought that it was acceptable to do so.

If that was the case, then departments who approve these plates should be required to take Indigenous cultural training to ensure offensive plates like ASILIM8 don't end up on Canadian roads.

I am requesting an investigation and a public apology (it's moving across the internet) over the issuance of the plates, and request training take place at these agencies that process vanity plates.

Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

935-8770 ext 4033

Brown, Trevor

From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:34 PM
To: Kobylinski, Margaret
Subject: RE: Customer Email

I responded via email. We use the Interaction Client phone software to send/receive emails from the website. I did consult with a Supervisor as well on this situation. Here is what was sent:

Dear Maryann Wilhelm

Thank you for taking the time to send us an email.

We greatly apologize for this plate having been issued.

We can confirm that the licence plate in question has already been recalled. Your concerns will be forwarded to the Personalized Licence Plate department.

We felt it was best to keep it simple in this case.

Thank you!

Jody Plante

Team Lead
Contact Centre Operations
Manitoba Public Insurance
985-8770 ext 4033

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

We need your exact response to the customer as my Director is to give Ms. Wilhelm a call back. Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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Sent: Wednesday, April 26, 2017 1:17 PM
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Good Afternoon Margaret

We at the Contact Centre respond to emails sent in via the MPI Website. One came in yesterday regarding a PLP that has been spotted on Manitoba roadways. A picture of the plate has been floating around Social Media. I wanted to make you aware of the message in the event any other follow up is required. We have provided a reply (apologizing naturally) and confirming the plate has been recalled.

---Original Message-----

From: maryann [mailto:maryann_wilhelm@yahoo.com]
Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
 Last Name: wilhelm

Phone Number: (519) 3770321
 Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
 Postal Code: on
 Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

In an era of TRC, where we, Canadians, and Indigenous are working to reset relations, I found this vanity plate to be appalling to this country.

This country has a dark history of attempting assimilation on Indigenous and it's been met with long term ramifications, that impact Indigenous even to today.

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If that was the case, then departments who approve these plates should be required to take Indigenous cultural training to ensure offensive plates like ASILIM8 don't end up on Canadian roads.

I am requesting an investigation and a public apology (it's moving across the internet) over the issuance of the plates, and request

training take place at these agencies that process vanity plates.

Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4033

Brown, Trevor

From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:52 PM
To: Kobylinski, Margaret
Subject: RE: Customer Email

The notes on file indicate the Customer was contacted to return the plate (thus I used recall) and receive a new plate at no cost. The plate is still showing as on the vehicle however so I don't believe it has been returned officially.

Jody Plante

Team Lead
 Contact Centre Operations
 Manitoba Public Insurance
 985-8770 ext 4033

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:42 PM
To: Plante, Jody
Subject: RE: Customer Email

Thank you;
 Have you confirmed that the plate has been recalled before you advised the customer?

Maggie (Margaret) Kobylinski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance
 cell: (204) 806-1277
 fax: (204) 953-4999
 e-mail: MKobylinski@mpi.mb.ca

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Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4033

From: Kobylinski, Margaret
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To: Plante, Jody
Subject: RE: Customer Email

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We need your exact response to the customer as my Director is to give Ms. Wilhelm a call back. Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
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Subject: Web Site General Inquiries

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Last Name: wilhelm

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Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
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Thank you and let me know if you require anything further.

Jody Plante

**Team Lead
Contact Centre Operations
Manitoba Public Insurance
985-8770 ext 4033**

Brown, Trevor

From: Burns, David (Dave)
Sent: Wednesday, April 26, 2017 3:45 PM
To: Carrière Kuzmik, Marie-Josée; Kobylinski, Margaret
Subject: PLP

The letter was sent via process server (Craig @ world investigations, 204-227-3065). It will be delivered tonight.

I just called the customer to let him know I was sending him a letter. He was not very cooperative and disconnected the call. I noted his IWS account and advised the IWS user to contact Maggie if the customer would like a refund. Customer has until May 1, 2017 to comply. If he does not, give me a heads up and then we will follow existing process on sharepoint.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:46 PM
To: Kobylinski, Margaret
Subject: RE: Plate recall

Carla and I are going to talk tomorrow. She doesn't want to wait for the customer to attend a broker and wants the plate off the road immediately. We may also switch to a process server instead of a certified mail so the customer gets the letter in the morning. I'll let you know as soon as we've discussed, please prepare the letter so it is ready to go but do not send it until you hear from me.

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 5:44 PM
To: Burns, David (Dave)
Subject: Re: Plate recall

I will call again for sure.

I did explain the urgency and advised the cust the letter will be sent tomorrow morning.

I will ensure this is looked after first thing in the morning.

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:30 PM
To: Kobylinski, Margaret
Subject: RE: Plate recall

We can't wait the week. Please contact the customer tomorrow and ensure the plate is returned immediately. Also, please send the certified letter as we discussed.

Thanks,

Dave Burns

Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Kobylinski, Margaret**Sent:** Tuesday, April 25, 2017 5:27 PM**To:** Burns, David (Dave)**Subject:** Plate recall

Hi

Called the customer and he feels his rights are being violated. He said the slogan is from Star Trek, Borg Assimilation. He said he even has a frame around the plate that says "we are the Borg" or something to that effect.

He seems to be upset but I think I stressed out the importance of this issue very clearly. He wanted to know who complained, I did not revealed that information and instead explained why the slogan was viewed offensive.

He mentioned he may not be able to attend brokers office until the end of the week. I explained the process and the urgency of this situation again.

Maggie

Sent from my BlackBerry 10 smartphone.

Brown, Trevor

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Subject: RE: Plate recall

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Sent from my BlackBerry 10 smartphone.

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To: Smiley, Brian
Cc: Kobylinski, Margaret
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Brian,

We received the attached voicemail on the Personalized Plate phone line today. Given the media attention and sensitivity of the issue, could you respond to this enquiry? That way we will ensure the customer gets the approved response.

Just FYI, we are in the process of recalling the plate.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 1:37 PM
To: Burns, David (Dave)
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Dave –

We have received the following phone call – see the attached audio file.

Carla and Ward are dealing with this complaint and should know about the call. Please let me know how we can further assist.

Thank you

Maggie (Margaret) Kobylinski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance
 cell: (204) 806-1277
 fax: (204) 953-4999
 e-mail: MKobylinski@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylinski, Margaret; Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
12:47:42: Offering
12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:21 PM
To: Carrière Kuzmik, Marie-Josée; Kobylinski, Margaret
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Have we replied to this message. If not, let's wait and I'll discuss with Carla.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylinski, Margaret; Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

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From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info

Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
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Recording Length

147 seconds

[ID:3001174899#5193770321]

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+1 317.872.3000 voice and fax

Brown, Trevor

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:42 PM
To: Plante, Jody
Subject: RE: Customer Email

Thank you;
Have you confirmed that the plate has been recalled before you advised the customer?

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:34 PM
To: Kobylinski, Margaret
Subject: RE: Customer Email

I responded via email. We use the Interaction Client phone software to send/receive emails from the website. I did consult with a Supervisor as well on this situation. Here is what was sent:

Dear Maryann Wilhelm

Thank you for taking the time to send us an email.

We greatly apologize for this plate having been issued.

We can confirm that the licence plate in question has already been recalled. Your concerns will be forwarded to the Personalized Licence Plate department.

We felt it was best to keep it simple in this case.

Thank you!

Jody Plante

Team Lead
Contact Centre Operations
Manitoba Public Insurance
905-8770 ext 4033

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

We need your exact response to the customer as my Director is to give Ms. Wilhelm a call back. Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
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From: Plante, Jody
Sent: Wednesday, April 26, 2017 1:17 PM
To: Kobylinski, Margaret
Subject: Customer Email

Good Afternoon Margaret

We at the Contact Centre respond to emails sent in via the MPI Website. One came in yesterday regarding a PLP that has been spotted on Manitoba roadways. A picture of the plate has been floating around Social Media. I wanted to make you aware of the message in the event any other follow up is required. We have provided a reply (apologizing naturally) and confirming the plate has been recalled.

---Original Message---

From: maryann [mailto:maryann_wilhelm@yahoo.com]
Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
Last Name: wilhelm

Phone Number: (519) 3770321
Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
Postal Code: on
Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER. While I question the pulling of ones own name, I understand the issues around that plate. I have no questions however when it comes this vanity plate roaming the streets of a highly populated indigenous city with the ID of ASIMIL8.

In an era of TRC, where we, Canadians, and Indigenous are working to reset relations, I found this vanity plate to be appalling to this country.

This country has a dark history of attempting assimilation on Indigenous and it's been met with long term ramifications, that impact Indigenous even to today.

How did this even manage to pass the desk of those who analyze and approve plates is beyond my imagination unless they simply thought that it was acceptable to do so.

If that was the case, then departments who approve these plates should be required to take Indigenous cultural training to ensure offensive plates like ASILIM8 don't end up on Canadian roads.

I am requesting an investigation and a public apology (it's moving across the internet) over the issuance of the plates, and request training take place at these agencies that process vanity plates.

Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

985-8770 ext 4033

Brown, Trevor

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:36 PM
To: Burns, David (Dave)
Subject: FW: Customer Email

FYI

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Plante, Jody
Sent: Wednesday, April 26, 2017 2:34 PM
To: Kobylinski, Margaret
Subject: RE: Customer Email

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Jody Plante

Team Lead
Contact Centre Operations
Manitoba Public Insurance
985-8770 ext 4033

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM

To: Plante, Jody
Subject: RE: Customer Email

Jody –

Thank you for the information.

We are aware of this situation and handling it. What has been said to the customer exactly?

Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
 Assistant Manager, Licensing Services
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 cell: (204) 806-1277
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From: Plante, Jody
Sent: Wednesday, April 26, 2017 1:17 PM
To: Kobylinski, Margaret
Subject: Customer Email

Good Afternoon Margaret

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Sent: Tuesday, April 25, 2017 12:39:57 PM
To: inquiries
Subject: Web Site General Inquiries

First Name: maryann
 Last Name: wilhelm

Phone Number: (519) 3770321
 Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
 Postal Code: on
 Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

First, I want to mention that I am aware that a man lost his vanity plate in the east coast of Canada, his vanity plate said GRABHER.

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Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

983-8770 ext 4033

Brown, Trevor

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:28 PM
To: Plante, Jody
Subject: RE: Customer Email

Jody –

We need your exact response to the customer as my Director is to give Ms. Wilhelm a call back. Did you respond by email? Please forward it to me asap – thank you very much

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
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e-mail: MKobylinski@mpi.mb.ca

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Subject: Customer Email

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To: inquiries
Subject: Web Site General Inquiries

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Last Name: wilhelm

Phone Number: (519) 3770321
Email Address: maryann_wilhelm@yahoo.com

City: Owen Sound
Postal Code: on

Plate Number: ASIMIL8

Comments: I am MaryAnn Wilhelm, while I am the Outreach Director for the NDP Aboriginal Commission, I am calling on behalf of myself, and of those who've been shocked and offended by what is being driven around in Winnipeg Manitoba.

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Please keep me updated as to the process that is being done to remove these plates and what is being done to train staff to be more sensitive to the Indigenous population.

Thank you and let me know if you require anything further.

Jody Plante

Team Lead

Contact Centre Operations

Manitoba Public Insurance

905-8770 ext 4033

Brown, Trevor

From: Kobylinski, Margaret
Sent: Wednesday, April 26, 2017 2:18 PM
To: Burns, David (Dave)
Subject: FW: Customer Email

Dave

Contact Centre responded to the message regarding the plate – please see below.

What is the direction

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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Sent: Wednesday, April 26, 2017 1:17 PM
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Jody Plante

Team Lead
Contact Centre Operations
Manitoba Public Insurance
905-8770 ext 4033

Brown, Trevor

From: Kobylnski, Margaret
Sent: Wednesday, April 26, 2017 2:12 PM
To: Plante, Jody
Subject: RE: Customer Email

Hi Jody,

Thank you for the information.

We are aware of this situation and handling it. What has been said to the customer exactly?

Maggie (Margaret) Kobylnski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance
 cell: (204) 806-1277
 fax: (204) 953-4999
 e-mail: MKobylnski@mpi.mb.ca

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Subject: Customer Email

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Jody Plante

**Team Lead
Contact Centre Operations
Manitoba Public Insurance
985-8770 ext 4033**

Brown, Trevor

From: Kobylnski, Margaret
Sent: Tuesday, April 25, 2017 5:52 PM
To: Carrière Kuzmik, Marie-Josée
Subject: Fw: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Josee

Please prepare the recall letter first thing in the morning but do not send it until I talk to you.

Thank you

Maggie

Sent from my BlackBerry 10 smartphone.

From: Kobylnski, Margaret <MKobylnski@mpi.mb.ca>
Sent: Tuesday, April 25, 2017 1:37 PM
To: Burns, David (Dave)
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Dave –

We have received the following phone call – see the attached audio file.

Carla and Ward are dealing with this complaint and should know about the call. Please let me know how we can further assist.

Thank you

Maggie (Margaret) Kobylnski
 Assistant Manager, Licensing Services
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Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylnski, Margaret; Burns, David (Dave)
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Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
Supervisor

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T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
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Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
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Directory Info
Owen Sound ON

1 (519) 377-0321

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12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length
147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 5:48 PM
To: Burns, David (Dave)
Subject: Re: Plate recall

Yes, thank you for the directions.

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:46 PM
To: Kobylinski, Margaret
Subject: RE: Plate recall

Carla and I are going to talk tomorrow. She doesn't want to wait for the customer to attend a broker and wants the plate off the road immediately. We may also switch to a process server instead of a certified mail so the customer gets the letter in the morning. I'll let you know as soon as we've discussed, please prepare the letter so it is ready to go but do not send it until you hear from me.

Dave Burns

Manager, Licensing Services
 Manitoba Public Insurance
 Cell: (204) 918-7321
dburns@mpi.mb.ca

If you're texting, who's driving?

Take the challenge at whoisdriving.ca

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From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 5:44 PM
To: Burns, David (Dave)
Subject: Re: Plate recall

I will call again for sure.

I did explain the urgency and advised the cust the letter will be sent tomorrow morning.

I will ensure this is looked after first thing in the morning.

Sent from my BlackBerry 10 smartphone.

From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 5:30 PM
To: Kobylinski, Margaret
Subject: RE: Plate recall

We can't wait the week. Please contact the customer tomorrow and ensure the plate is returned immediately. Also, please send the certified letter as we discussed.

Thanks,

Dave Burns

Manager, Licensing Services

Manitoba Public Insurance

Cell: (204) 918-7321

dburns@mpi.mb.ca

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From: Kobylinski, Margaret

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Subject: Plate recall

Hi

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He seems to be upset but I think I stressed out the importance of this issue very clearly. He wanted to know who complained, I did not revealed that information and instead explained why the slogan was viewed offensive.

He mentioned he may not be able to attend brokers office until the end of the week. I explained the process and the urgency of this situation again.

Maggie

Sent from my BlackBerry 10 smartphone.

Brown, Trevor

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Maggie

Sent from my BlackBerry 10 smartphone.

Brown, Trevor

From: Kobylinski, Margaret
Sent: Tuesday, April 25, 2017 3:32 PM
To: Burns, David (Dave)
Cc: Carrière Kuzmik, Marie-Josée
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

We haven't. Yes, we need to discuss with Carla - thanks

Maggie (Margaret) Kobylinski
Assistant Manager, Licensing Services
Manitoba Public Insurance
cell: (204) 806-1277
fax: (204) 953-4999
e-mail: MKobylinski@mpi.mb.ca

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From: Burns, David (Dave)
Sent: Tuesday, April 25, 2017 3:21 PM
To: Carrière Kuzmik, Marie-Josée; Kobylinski, Margaret
Subject: RE: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Have we replied to this message. If not, let's wait and I'll discuss with Carla.

Dave Burns
Manager, Licensing Services
Manitoba Public Insurance
Cell: (204) 918-7321
dburns@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Tuesday, April 25, 2017 1:29 PM
To: Kobylinski, Margaret; Burns, David (Dave)
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Phone call/voicemail received from Ontario regarding the PLP Plate ASIMIL8.

Should this one be forwarded to Brian Smiley or anyone else?

Thanks,
Josée

Marie-Josée Carrière Kuzmik
Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: LicencePlateAdmin
Sent: Tuesday, April 25, 2017 1:10 PM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Ontario resident complaining about ASIMIL8

Bev

From: ICAdmin
Sent: Tuesday, April 25, 2017 12:51 PM
To: LicencePlateAdmin
Subject: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds

Directory Info
Owen Sound ON

1 (519) 377-0321

Call Log

12:47:42: Initializing
12:47:42: Offering
12:47:42: ANI: 5193770321
12:47:42: DNIS: 2049857722
12:47:42: Call answered
12:47:49: Entered Workgroup PLP VM
12:47:49: Offering
12:48:34: Voice Mail
12:51:18: Caller has recorded and sent a voicemail message

Recording Length
147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Kobylnski, Margaret
Sent: Tuesday, April 25, 2017 1:37 PM
To: Burns, David (Dave)
Cc: Carrière Kuzmik, Marie-Josée
Subject: FW: IC Voicemail: from Owen Sound ON 1 (519) 377-0321 - 147 seconds
Attachments: Voicemail_20170425175119Z.wav

Dave –

We have received the following phone call – see the attached audio file.

Carla and Ward are dealing with this complaint and should know about the call. Please let me know how we can further assist.

Thank you

Maggie (Margaret) Kobylnski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance
 cell: (204) 806-1277
 fax: (204) 953-4999
 e-mail: MKobylnski@mpi.mb.ca

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Recording Length

147 seconds

[ID:3001174899#5193770321]

Brown, Trevor

From: Kobylinski, Margaret
Sent: Monday, April 24, 2017 11:23 AM
To: Carrière Kuzmik, Marie-Josée; Smiley, Brian
Cc: Irving, Caleb
Subject: RE: Facebook Comment

I suggest we send this unofficial complaint for the committee's review right now – no need to wait for CRO enquiry...

This is on Social Media already....

Maggie (Margaret) Kobylinski
 Assistant Manager, Licensing Services
 Manitoba Public Insurance
 cell: (204) 806-1277
 fax: (204) 953-4999
 e-mail: MKobylinski@mpi.mb.ca

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From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:18 AM
To: Smiley, Brian
Cc: Irving, Caleb; Kobylinski, Margaret
Subject: RE: Facebook Comment

Hi,

If a customer has an official complaint about a plate on the road, they would contact CRO who would then forward it the correct department "us" to review.

From there we do take immediate action with the existing committee to make a decision to keep or pull the plate. If the agreement is made to pull the plate it is then forwarded to Carla Hocken and Carol Hora to make the final decision.

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
 T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Smiley, Brian
Sent: Monday, April 24, 2017 11:15 AM
To: Carrière Kuzmik, Marie-Josée

Cc: Irving, Caleb; Kobylinski, Margaret
Subject: RE: Facebook Comment

Thanks for the confirmation. If a customer has a complaint about a plate, who do they contact? Do we take immediate action?

Gov folks will be asking these questions.....

From: Carrière Kuzmik, Marie-Josée
Sent: Monday, April 24, 2017 11:14 AM
To: Smiley, Brian
Cc: Irving, Caleb; Kobylinski, Margaret
Subject: FW: Facebook Comment
Importance: High

Hi Brian,

I have just reviewed the PLP program and it appears this plate was approved by the PLP Committee back in July of 2015. The customer's explanation to the slogan was "Assimilate".

Please let me know if there is anything else that you need.

Thanks,
 Josée

Marie-Josée Carrière Kuzmik
 Supervisor

Manitoba Public Insurance | Licensing Services | Driver Licence Processing and Personalized Licence Plates
 T: 204-985-8770 ext 7221 | F: 204-953-4999 | E: mcarrierekuzmik@mpi.mb.ca

From: Irving, Caleb
Sent: Monday, April 24, 2017 11:03 AM
To: Carrière Kuzmik, Marie-Josée
Subject: FW: Facebook Comment
Importance: High

Caleb Irving
 Commercial Registrations Supervisor

Manitoba Public Insurance | Licensing Services | Vehicle Registrations
 T: 204-985-8770 ext 8040 | F: 204-953-4998 | E: cirving@mpi.mb.ca

DON'T TEXT AND DRIVE. [Here's why.](#)

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From: Smiley, Brian
Sent: Monday, April 24, 2017 11:02 AM
To: Irving, Caleb

Subject: FW: Facebook Comment
Importance: High

From: White, Paul (SCH) [<mailto:Paul.White@gov.mb.ca>]
Sent: Monday, April 24, 2017 10:59 AM
To: Smiley, Brian
Subject: FW: Facebook Comment
Importance: High

Hello,

DO you have this already? IS this a real, MPI-issued plate?

PLP Surrender Process

1. Driver is contacted by phone advising him/her their personalized licence plate is deemed inappropriate and is being recalled. We advise the customer we will be sending a certified letter in the mail requesting the return of the inappropriate plate.
2. Letter indicates the following - as noted in our Specialized Licence Plates brochure, *the Registrar of Motor Vehicles reserves the right to recall personalized licence plates that are later deemed inappropriate*. In accordance with *Section 60(2) of the DVA* which states that a number plate is the property of the Crown we advise the customer to surrender the plate and offer that a replacement can be obtained at no charge. Time frame given for return of plate is **15 days**.
3. **Plate is not returned within the 15 day time frame.** Driver is called and notified of the next certified letter that will be coming requesting cancellation of the plates and seizure of the plates. Letter is sent advising driver failure to return plate in accordance with *Section 90(1) of the DVA* will result in cancellation of their vehicle registration. Under *Section 94(1) of the DVA* the driver must without delay deliver the vehicle's registration card and number plates to the registrar within a **7 day time frame**.
4. **Failure to return plates (within 7 days) will result in accordance with Section 94(2) of the DVA** cause a peace officer or a person authorized by the registrar to recover possession of anything subsection (1) requires the person to deliver. This seizure will be carried out within **5 days of the date of the letter**.

The location of the PLP Recall spreadsheet is located here:

\\aantares\sacCT\GROUP\Licensing Services\Driver Licensing\Licensing\ PLP

This document is saved in the following location:

\\aantares\sacCT\GROUP\Licensing Services\ Process Documentation Project\DLP Processes Documentation 2014

THIS IS EXHIBIT " E "

referred to in the Affidavit of

Michelle Gurdal

Sworn before me this 26

day of November A.D. 20 18


James Kitchen
Barrister & Solicitor