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Subject: Robb Walsh is not leaving Houstonia...and other lies we wanted to clear up.

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Conversation: Robb Walsh is not leaving Houstonia...and other lies we wanted to clear up.



Of late, *CultureMap* has published a series of misleading articles about *Houstonia*. It's time we set the record straight.

1. Robb Walsh is not leaving *Houstonia*.

Robb Walsh, the author of 14 cookbooks, has now been presented with the opportunity to write several more. Even so, he will continue to be *Houstonia*'s monthly restaurant critic/reviewer and contribute to our food-related cover stories and events *to the exact same degree as in the past*.

CultureMap's headline read, "*Houstonia* suffers another big loss: Super hyped, food writer hire leaves full-time position".

It's simply not true.

2. There has been no staffing turmoil and no series of big losses.

In its first year *Houstonia* has lost exactly one editorial employee and gained exactly one editorial employee. Here is the list of editorial employees since the launch of *Houstonia*:

- Scott Vogel
- John Wilburn (departed May 2013)
- Catherine Matusow
- Kerry Howley
- John Nova Lomax
- Michael Hardy
- Peter Holley

- Robb Walsh
- Dan Derozier
- Chris Skiles
- Alese Pickering
- Chesney Fuller
- Katharine Shilcutt (joined May 2013)

CultureMap headlines:

- 1/31/14: “It’s another shakeup for *Houstonia* magazine...” (Or as the caption of an accompanying photo puts it: “*Houstonia*’s seen plenty of change and turmoil in its first year.”)
- 6/21/13: “...Shakeups continue at new magazine”
- 3/9/14: “Another big loss...”

Again, it’s simply not true.

3. Diane Caplan, *Houstonia*’s new Publisher, is a seasoned Sales & Marketing executive.

Over the past seven years, as Marketing & eCommerce Director at Momentum Motors, Diane has bought media from nearly every major media outlet in Houston, making her a perfect fit for *Houstonia*’s customer-focused advertising efforts.

In the January 31 article referenced above, *CultureMap* derided Caplan as someone with “no experience” and as a “car salesman.”

Again, it’s simply not true.

We built this company from the ground up over the last 10 years, from publishing one magazine to publishing over 40 magazines. We have done it with honesty and integrity and we hoped others would do the same. In the absence of that, we felt it was time you heard from us.

Houstonia has had astonishing success in its first year due to the unparalleled contribution of its staff as well as the incredible support of the advertising community. We look forward to serving this remarkable community for many years to come.

If you ever have any questions or concerns, please feel free to reach out directly to me at nvogel@sagacitymedia.com

Thank you,

Nicole Vogel
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