

DJ Doran <dj@latsandatts.com>  
To: Captain Woody <woody@seafaring.com>  
Re: Update

May 26, 2012 3:26 PM

1 Attachment, 41 KB

Thanks. Can't ask for more than that.

**Best regards,**

**DJ Doran, Publisher**

*Latitudes & Attitudes*

A Multimedia Company  
Office 310-798-3445 x208  
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<http://www.latsandatts.com>

On May 26, 2012, at 1:22 PM, Captain Woody wrote:

I understand. We all want the company to survive. I will try to stay focused on the success of my little part of Lats - StS etc. Carry on with your plans to save the company.

On Sat, May 26, 2012 at 12:29 PM, DJ Doran <dj@latsandatts.com> wrote:

Woody,

I understand your comment about doing no one's bidding and appreciate your clarification. The damage that you so readily assign to me regarding the Lats & Atts Brand is inconsequential compared to the damage caused by the massive debt that we assumed and have tried to resolve over the last few months as well as a plethora of other things of which you are not fully privy to. You are correct in your comment that we endured a steep learning curve considering that we did not have ALL of the information needed at first and our own partners in Sextant revealed themselves to be less than what we had hoped or expected. Please note that the emotional damage to the staff you refer to in your email was not directly as a result of any fires that I created but rather from emails and communications that did not come from Joe or I regarding issues that were not anyones business, thus forcing me to respond. I will not make that mistake again.

I honor all contracts and I have every intention of honoring the terms of yours. I made no insinuation that I would not do so. However, I will not be forced to keep someone employed that neither believes in what we are doing or is supportive of our right to do it, regardless of the consequences. The next time you feel that you have the right to dictate what you expect me to do please remember that I own the company and you are an employee. A status and respect that you never enjoyed in the past. I have done everything that I can to make you feel part of the company but it seems that it is not good enough. I take your input and advice as just that, advice. I have always appreciated your honesty, but the decisions I make regarding my own affairs as the head of the company are mine and mine alone.

I appreciate the "Help" but Joe and I are here to stay and what I really need now is positive, focused, committed people on our team that are part of the solution for the significant problems we are trying to resolve. If that is not something that you can deliver I do not see how we can work together once the terms of our contract are fulfilled.

Hope you have a great weekend in the mountains.

**Best regards,**

**DJ Doran, Publisher**



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On May 26, 2012, at 11:41 AM, Captain Woody wrote:

DJ,

When I tell you something, it comes from me. I do no one's bidding. I do what I think is right for all involved.

Arguably there has been some damage to the L&A brand stemming from the steep learning curve you have had to endure. And there has been

emotional damage to the staff from your willingness to involve them in the fires you create. Because of this, to protect the remaining staff and the brand I helped build, I remain involved.

I expect you to honor our contract. It does not benefit you or Bob or the staff, for me to leave Lats and pursue competitive ventures. If I am forced out, I will take the best part of the Lats & Atts reputation with me. If you force me out, our very public disagreement will only benefit my next venture.

Next time I try and help you, I suggest you receive it as help.

Woody

On Sat, May 26, 2012 at 10:40 AM, DJ Doran <[dj@latsandatts.com](mailto:dj@latsandatts.com)> wrote:

See below from Woody,

Is this coming from you guys?

I thought we were moving past all of this.

DJ

Sent from my iPhone

Begin forwarded message:

**From:** Captain Woody <[woody@seafaring.com](mailto:woody@seafaring.com)>  
**Date:** May 26, 2012 9:51:21 AM PDT  
**To:** DJ Doran <[dj@latsandatts.com](mailto:dj@latsandatts.com)>, Latitudes Attitudes <[joe@seafaring.com](mailto:joe@seafaring.com)>  
**Subject:** Re: Update

Deej,

I'm hiding out in the mountains, assembling Grenadines receipts and finalizing details so we can book PNW StS (maybe) and BVI StS (for sure). I have one last delivery June 2-12. Then I am coming home to focus on the magazine.

I have been very clear with you. My intention is to have you move over so we can access Bob's investors. I expect that we can accomplish this with us all being friends and even co-workers in the end. I don't agree with the moves you are taking to keep Lats afloat. They are creating more brand damage at least. I encourage you to follow your bliss and act as head of the acquisition department while that is still on the table. Respectfully,

Woody

On Fri, May 25, 2012 at 12:28 PM, DJ Doran <[dj@latsandatts.com](mailto:dj@latsandatts.com)> wrote:

Hi Woody,

Lets plan on getting together next week to go over the final results for the STS and what the future plans are for additional STS events.

Looks like the Grenadines was a success. It couldn't have happened without your help and I am grateful for everything that you did to save the event.

I look forward to hearing all about it.

**Best regards,**

**DJ Doran, Publisher**



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