

Lisa Stevens has been kind enough to answer a few questions about Paizo Publishing and her Star Wars collection.

- Craig Janssen

Thanks, Lisa.

Q. Can you tell us about Paizo Publishing?

Lisa: Sure. Paizo Publishing is my new company that I have started with magazine veteran Johnny Wilson. Our goal is to publish magazines targeted at fans of various entertainment categories. Our current three magazines are Dragon and Dungeon (both focused on Dungeons and Dragons) and Star Wars Insider, the official magazine of Star Wars. In the future, we may do other magazines targeted at fan bases that are large enough for there to be a viable business.

Q. Can you tell us about what your part in the company will be and what you will be doing on a daily basis?

Lisa: I am the CEO of the company, so I will be helping to drive the vision and direction of the company. I also am handling all the financial and operations issues for the company, so it is keeping me busy. Johnny will be running the magazine side of the business.

Q. Just how big of a Star Wars fan are you?

Lisa: Pretty big. :) I have one of the largest collections of Star Wars merchandise in the world that I have put together with my SO Vic Wertz. It has pretty much overrun our house. We have over 30,000 items in the collection. Of course, I also read all the books and comic books. Does that qualify as being a big fan? :)

Comment: I think it would ;-)

Q. Why did you join Paizo Publishing?

Lisa: When I left Wizards in late 2000, I talked to Johnny Wilson and told him to give me a call when Wizards decides to spin-off its magazine division. I figured it would be a matter of time. Johnny contacted me right before Christmas in 2001. We've been working on it ever since. Why Paizo? I believe in the products and the people behind the products. What more needs to be said?

Q. How long will the transition period from WotC to Paizo be?

Lisa: It is immediate. We took control of the business on July 1.

Q. What can fans expect to see improvement wise now that Paizo will be taking over control of Dungeon and Dragon magazines?

Lisa: Because we are a smaller company, we will be able to react to things more quickly, without all the red tape. So there will be an ability to react to the fan's interests and wishes more quickly. Otherwise, we have the same staff putting out the same great magazines.

Q. The biggest question is why did you personally get involved in the purchase of the magazines and related Star Wars magazines?

Lisa: Like I said above, Star Wars and Dungeons and Dragons are a big part of my life. And I really enjoy the folks who work on those magazines. Put the two together, and you have a recipe for a wonderful company where I can enjoy working until I retire in 20 years or so.

There ya go!

-Lisa Stevens
CEO
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