

## LORIE WOODWARD CANTU & KATIE DICKIE STAVINOHA ROUND TOP REGISTER

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Lorie Woodward Cantu and Katie Dickie Stavinoha publish the Round Top Register, a free quarterly lifestyle publication based in Round Top, Texas — a tiny town with a big reputation. Their paths to publishing and partnership were parallel: balancing professional communication careers with marriage, children, and volunteerism. Now city dwellers, these college friends draw on their small-town Texas roots to tell the down-home stories of this Central Texas area perched between Houston and Austin, one of the country's fastest growing regions.

The owner's tongue was firmly in his cheek when he chose "Run Your Own Media Empire!" as the headline in a Round Top Register advertisement announcing the publication's availability. Round Top, Texas, has a population of 90. The irony worked.

As a long-time visitor to Round Top and the entire area, I was intrigued enough to investigate. After a failed attempt at retirement from a high-pressure corporate gig, I was itching to work, but I really wasn't thinking about launching a business. However, if the opportunity was promising, I knew that two heads were better than one; so while investigating, I sent an email to Lorie Woodward Cantu, my college friend of 30 years who is a writer and editor: "Thinking about buying the Round Top Register. Will need help." After a two-day (very uncharacteristic) pregnant pause, I received, "Your entrepreneurial spirit intrigues me. Let's visit." →

