

Roy's Report Written Questions (Round 4)

II. Joe Johnson's statement on Amy Wolfe-related matters

One of the things that I have learned is that the life of an entrepreneur is full of ups and downs. The entrepreneurial valleys or “the downs” tend to be painful and leave scars, sometimes permanent ones. My relationship with Amy Wolfe is one of those entrepreneurial valleys that left painful scars. But the good news, especially for those who follow Jesus, is that He can heal the most painful scars no matter how deep. And that's the story of my relationship with Amy Wolfe.

Our story is a testimony of how God can take even the most shattered relationships and piece them back together—not just to the point of forgiveness, but to the point of restoration of the relationship. But even in the beauty of forgiveness and restoration, it can still be messy.

Even though Amy and I have forgiven each other and reconciled, we still don't agree on many issues—and that's to be expected. But I would like to “finally” give my perspective on the core issues around our business venture, as I haven't really spoken on these issues.

For me, the most difficult part of this story was having someone attack me and my character publicly with false statements and false claims to improve their negotiating leverage. Although I am sure Amy disagrees with this characterization, I believe this is exactly what occurred.

I remember getting a call from her attorney in 2013 where he laid out what Amy was going to do, and the bottom line is that it would ultimately damage my reputation. But if I were to agree to pay them a certain amount, I would not have to endure this reputational damage. I felt extorted—and I don't respond well to extortion, whether it's legal or not. So, I told her attorney that I would not be extorted and that Amy would have to do what she felt she needed to do.

This was their strategy, and I would say that it worked. In the ensuing years, they created a narrative with a series of what I would call false statements and claims in court, in the media, in social media, and really to anyone who would listen. This inflicted sustained and significant reputational damage on me.

However, after two years of refusing to be extorted and holding my ground, they agreed to settle their lawsuit for what I had initially offered to pay, which was my personal guarantee of approximately \$1 million.

After that, I moved on with my life because one thing I do is to move on, forget what is behind, and press forward to what is ahead (Philippians 3:13-14). But 10 years later, Amy made the decision to start the process all over again, making false statements and defaming me to the media.

So, I called Amy and her attorney because this time I had had enough and was going to finally hold her accountable, correct the record, and take legal action against her. But in that process, God had other plans. He showed up. Instead of taking legal action against her, in a truly remarkable way, we not only worked through past hurts, forgave each other, and reconciled, but we also ended up working together again. I believe only God can do a 180 like this.