

# Roadabode Productions

## **Evanne Schmarder of Roadabode Productions Named Woodall's Marketing e-Toolbox Editor**

Evanne Schmarder, owner of Roadabode Productions – RV industry communications and PR specialists, has been tapped to develop and edit the bi-monthly Woodall's Marketing e-Toolbox newsletter. The e-publication is designed to deliver cutting-edge as well as tried and true marketing strategies and tips for campground owners and operators across the US and Canada. In a new, interactive feature, readers will be encouraged to submit their most challenging marketing questions for review.

“It is no longer enough to simply mail a color brochure from time to time. While core marketing principles remain the same, both consumers and technology are constantly evolving,” stated Ms. Schmarder. “Business owners and operators must determine how to distinguish themselves, their product and the experience they offer in the most cost-effective and results-driven manner possible. I look forward to providing marketing and business insight to help sustain and grow their companies via efficient marketing,” she continued.

Considered an industry insider herself, Ms. Schmarder provides RV industry focused communication and PR services to several organizations including ARVC, Go Camping America, David Gorin and Associates, Best Parks in America, Woodall's Campground Management, several campgrounds and RV resorts as well as consumer publications and is delighted to do so for this Woodall's product. Look for her premier Woodall's Marketing e-Toolbox, the May 2007 issue, at [www.woodalls.biz](http://www.woodalls.biz) under the News & Info tab.

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