



A brief portfolio
presenting the work of
Malcolm Campbell

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WHAT'S INSIDE

ABOUT ME



Following graduation from the **University of North Carolina at Chapel Hill** in 1989 (BA, English Literature), I've worked for three employers and launched two successful companies. Each experience has built upon the next to define the professional I am today. Essentially, I am:


- an idea generator;**
- a writer & editor;** and
- a marketer.**

I have experience in the publishing, journalism, advertising, and travel industries, and in the entrepreneurial process of starting and running a small business.

CORE SKILLS

Writing & Editing	Copywriting	Advertising & PR Management
Strategic Planning	Media Relations	Print & Broadcast Production Oversight
Publicity & Promotion	Public Speaking	New Business Development

SECTIONS

For ease in review, this portfolio presents a snapshot of my work divided by the following sections. The final section presents my resume in chronological order. In addition to this document, a CD-ROM contains the files in this portfolio marked by a CD symbol. 

I look forward to sharing my complete portfolio in person, providing writing samples, and learning more about your objectives and how my skills might help you meet them.

- I. WRITING & EDITING**
- II. AD COPYWRITING**
- III. PUBLICITY & PROMOTION**
- IV. STRATEGIC PLANNING**
- V. RESUME**

WRITING & EDITING

BOOKS

In 1998, I sold my first book to a publisher; however, a larger press purchased my publisher, and the book rights returned to me. In January 2000, I launched **Walkabout Press**, a sub-chapter S corporation, to publish a new kind of travel guidebook. The concept? A guidebook for “soft-adventure travelers,” or people who love the outdoors but do not want to sleep outdoors.



Soft-adventure travel mixes adventurous recreation—hiking, biking, paddling, and skiing—with stylish lodgings, superb dining, and civilized relaxation. Numbering 67 million (and climbing), soft-adventure travelers represent the largest group of the \$40 billion adventure-travel market.

We defined our company mission early on: *to produce and sell outstanding books that deliver exactly what they promise to the reader; continue to sell year after year; and earn our competition's respect.* We also pledged to make money and to give some away.

PLAY HARD REST EASY: NEW ENGLAND by Malcolm Campbell

Between 1998 and 2000, I spent time traveling through New England to research and write this title. In June 2001, **Play Hard Rest Easy: New England** released nationwide to excellent sales and critical acclaim. Totaling 464 pages, the guidebook provides everything the reader needs to explore and enjoy one of 11 four-season vacation destinations or regions in Connecticut, Massachusetts, Vermont, New Hampshire and Maine.



It reviews select accommodations, dining establishments, local points of interest, and provides a rundown of the best hiking, mountain biking, cross-country skiing and other active pursuits in each destination. We sold out of our first print run of 5,000 copies and secured excellent national publicity, including some of the following reviews:

“One great guidebook. We wish all guidebooks were as good.”
New York magazine

“Indispensable to anyone planning a trip to New England and may convince those who are not to rethink their vacation plans. Recommended for all public libraries.”
Library Journal

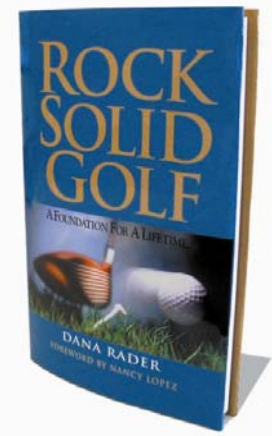
“Presented in an easy-to-read, quick-to-digest format that makes the book perfect for planning a quick escape or a longer vacation.”
The Boston Globe

WRITING & EDITING

ROCK SOLID GOLF: A FOUNDATION FOR A LIFETIME by Dana Rader

Foreword by Nancy Lopez

In 2001, a writer working with **GOLF magazine Top 100 Teacher Dana Rader** approached Walkabout Press with a manuscript presenting Rader’s straightforward model for life-long success on the golf course. Despite offers from other publishing houses, Rader selected Walkabout Press, in part because I shared that the manuscript needed significant revision. Rader agreed. During the subsequent 18 months, Dana and I spent time together talking about the game, her teaching philosophy, and re-working the manuscript.



I am so proud of my association with Malcolm and of what we were able to accomplish. He’s a gifted writer who made my book come to life. He’s probably one of the few writers in America who—without actually playing golf—can write about how to play.

Dana Rader

Released in Spring 2003, **Rock Solid Golf** earned excellent reviews from such national media as **GOLF** magazine, **Golf Digest**, and **Golf for Women**, and went into a second printing just four months after its release.

The book added another dimension to Rader’s already successful career, helping to secure Dana such roles as acting as an **ESPN** commentator for the 2003-2004 LPGA season and as a PGA Tour “shot-of-the-week” analyst for **Sports Illustrated**. In 2003, **GOLF** magazine named the Dana Rader Golf School **One of the Top 25 Golf Schools in America** for 2003-2004.

“Every golfer should read Rock Solid Golf. It provides an excellent blueprint for success.”

Nancy Lopez, four-time National LPGA Champion

“Rock Solid Golf is a great first step in improving your game.”

Gary Wiren, PGA Master Professional

“Rock Solid Golf is the perfect title for Dana’s book, as her understanding of the golf swing and her ability to communicate those mechanics can only be described as ‘rock solid.’”

Lorin Anderson, Manager Editor for Instruction, **GOLF** magazine

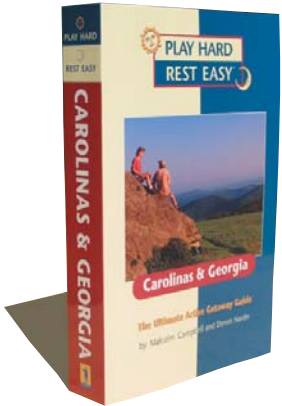
WRITING & EDITING

PLAY HARD REST EASY: CAROLINAS & GEORGIA

by Malcolm Campbell & Deron Nardo

The second title in the Play Hard Rest Easy Series, this 544-page guidebook covers the top 12 vacation destinations in the Carolinas and Georgia. Included are such places as Charleston, Savannah, Beaufort, St. Simons Island, the Grand Strand, Asheville, Highlands & Cashiers, the Great Smoky Mountains National Park, and Blowing Rock & the High Country.

The book released nationwide June 1, 2004 to backorders of 1,500 copies and to date has sold more than 2,300 copies. Co-author Deron Nardo and I have traveled the region for book signings, media interviews, and various events promoting the book. In total, we’ve been on more than 50 radio stations, 10 TV stations, and featured in more than 40 print publications.



“We don’t often review guidebooks, but this one is worth making an exception. Whereas most travel guidebooks are for either outdoorsy types or more laidback food and hotel hounds, this one has everyone covered – especially those who might want to top off a day kayaking or hiking with a massage, followed by a great restaurant meal and a bottle of wine. Pick a spot in the Carolinas or Georgia and you’ll find a well-organized, easily navigated section for it.”

Creative Loafing

“If you're an outdoor enthusiast who loves to combine the rugged and the Ritz, don't leave home without the Play Hard, Rest Easy guidebook series.”

Shape magazine.

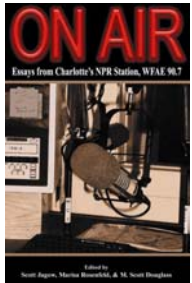
“A fact-filled guide to soft-adventure weekends and vacations on the coast and in the mountains of North Carolina, South Carolina and Georgia. Amazingly detailed; it’s obvious a lot of work went into it.”

The Charlotte Observer

ON AIR: Essays from Charlotte’s NPR Station WFAE

Contributor

As a former, regular WFAE commentator, I wrote and read on air more than five humorous essays. At least one—*What’s in a Name*, an essay about the perils of naming your children—will be anthologized in this book from Main Street Rag Press. The book releases Autumn 2004.



WRITING & EDITING

MAGAZINE WORK

In 1998, I joined **Selling Power** magazine as an Associate Editor and rose shortly to the position of **Senior Editor**, where I was responsible for researching, writing, and editing stories. *Selling Power* is a national trade magazine for sales professionals, ranging from district managers to CEOs. With a circulation of a quarter-million readers, plus national newsstand distribution, the job allowed me the opportunity to write seven high-profile cover stories, as well as more than 50 features and shorter pieces.

One of my cover stories—a 1999 profile on America Online—earned the **Bronze Award** for Editorial Excellence from the **American Society of Business Press Editors** in the Business/Finance category. Further, *Folio*—the magazine industry’s trade journal—recognized *Selling Power* each year I was on staff with its annual **Award for Editorial Excellence** in the Business/Finance competition for Trade Magazines.

The following is merely a sampling of my work from 1998–2000.



Cover profile on Pfizer’s Bill Steere



Cover profile on GE’s Jack Welch



Cover profile on The New York Times’ new incentive plan



1998 cover story on Mark O'Meara

Malcolm attended our three-day Sales Force Incentive Planning seminar with executives from a number of Fortune 500 companies. Without prior experience in the field, he was able to grasp a complicated course intended for upper-level sales management and HR personnel and to ask intelligent questions for clarification. The subsequent cover story in Selling Power communicated the essence of our seminar clearly. It was engaging and well-written. He's a quick study.

Andy Zoltners, Professor of Marketing
Northwestern University’s Kellogg Graduate School of Management

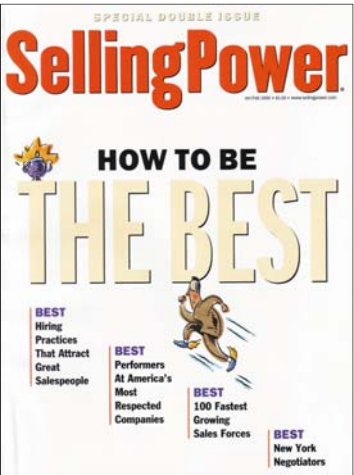
WRITING & EDITING

In the years Malcolm wrote for Selling Power, we threw an enormous variety of assignments at him, and he always fielded them with expertise, insight and clarity. His writing style enhances a story, and he has that magical quality of being able to make contact with anyone on any subject. He draws people out, makes them feel comfortable and always comes away with a great story. In short, he's a real pro.

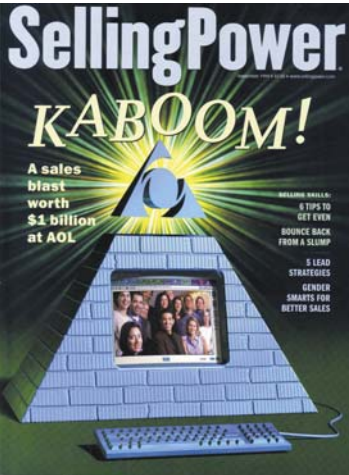
Laura Gschwandtner, Editor, *Selling Power*



Cover story about new sales channels



Cover feature on best practices



Cover profile on America Online



Feature story on the infusion of a sales culture into the Bank of America.

WRITING & EDITING

NEWSLETTERS



Tabloid, 12-page, bi-monthly newsletter for Mann Travels

General Newsletters (most produced on a regular basis)



Muzak International



Coral Construction



Allen Tate Company



Urban Ministry Center

WRITING & EDITING

MISCELLANEOUS WRITING

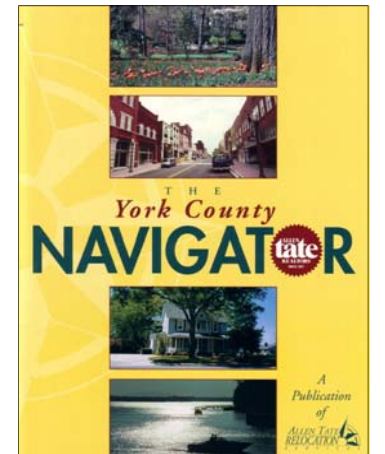


Charlotte Chamber of Commerce
Largest Employer's Directory

This 160-page publication profiles the largest employers by industry in the greater Charlotte Region. I wrote profiles of 21 industries, including Construction, Manufacturing, Print / Telecommunications, Finance & Insurance, Recreation, Education, Hospitality, and Arts & Culture, to name a few.

York County Navigator
Published by The Allen Tate Company

Similar to the Charlotte Chamber of Commerce's publications, this 40-page publication provides a comprehensive overview to York County, including its history, businesses and industries, major cities, educational system, health care, and sports, recreational, and cultural outlets.



Melaragno Design Build Advertorial



The Charlotte Observer
Literary Fiction Book Review

COPYWRITING

COPYWRITING

TELEVISION

While working as an account executive at Loeffler Ketchum Mountjoy, I worked with an art director and copywriter to concept a national TV and print campaign for Vermont American’s new micro-thin-kerf saw blade, The Lightning. The concept promoted that the blade cut so easily and effortlessly through wood that your work essentially ceased to become work.

The :30 second spot, which ran on ESPN, is meant to mimic a beer commercial, to which the audience (men) typically pay attention to.



INFOMERCIALS

While working at Mann Travels, I conceptualized, wrote and oversaw production on two 30-minute infomercials that ran on CBS-affiliate WBTV. Entitled **Cruise Adventures** and hosted by local media personality Don Russell, the infomercials exceeded sales projections, overwhelming our bank of phone operators.

PRINT & COLLATERAL



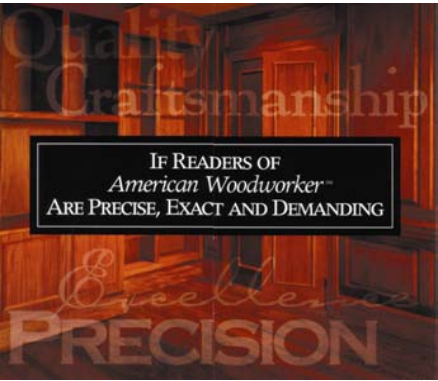
Well, not quite. But Dyanite Lightning, the new thin kerf blade with Dyanite carbide teeth, is the only blade with the guts to make a guarantee like this: Our new Dyanite Lightning blade stays sharp longer and cuts easier than the blade you're using, or we'll refund the full purchase price.

Sound like bragging? Not if we back it up. In tests against other leading brands, Dyanite Lightning cut faster. Cut longer. Kept on performing like a brand new blade, even after 5,000 feet of continuous cutting.

Dyanite Lightning looks like no other blade. Its thin kerf slips through wood with stealth-like ease. Aggressive 36° hook angle cuts deeper. Blasts chips out faster. While the Dyanite carbide teeth last up to five times longer than the competition.

Dyanite Lightning. Available in Thin Kerf and Micro Thin Kerf. Engineered to make your job easy. Guaranteed to make your choice easy.

Vermont American’s Print Campaign for the Lightning Circular Saw Blade



Oldham Saw Tri-Fold Brochure Promoting an Editor’s Choice Award from American Woodworker



Award-winning campaign for Hoechst-Celanese’s Dyes Unit, which introduced a line of environmentally friendly textile dyes.

Beverly Padgett and I formed an ad agency to enter a five-agency review process. Competing against much-larger agencies, we won the account with our comprehensive marketing plan.

The campaign scored highest in readership recall during its six-month run in *Textiles Monthly*, the industry’s primary trade publication.



Our commitment to a greener environment just took an important step forward. Of the reactive dyes available today, our new Remazol® EF Dyes most significantly reduce waste in your effluent. Years of research, driven by our long-standing commitment as the industry innovator, have produced a new generation of reactive dyes that:

- Require 33 - 70% less salt than conventional reactive dyes.
- Provide higher fixation under job salt conditions than conventional reactive dyes.
- Are supported by the expertise of Environmental Technical Service Representatives. Your link to world class research and development.

Are delivered in environmentally responsible packaging. When you want environmentally friendlier product performance, contact your Hoechst Celanese representative or call 1-800-521-4875. And find out more about new Remazol® EF reactive dyes from Hoechst Celanese... committed to coloring your world greener.

Colorants Division
Hoechst Celanese Corporation
PO Box 1026
Charlotte, NC 28217
Hoechst Celanese
Hoechst



Introducing the latest addition in our commitment to a cleaner, greener environment. Remazol® EF Yellow 2R and Yellow R-22. They're two yellows designed to give you environmentally friendly performance. At costs that are friendly to your budget.

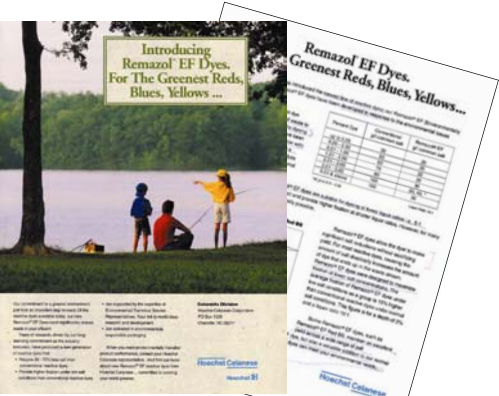
Plus, when you dye with Remazol® EF, you're supported by the expertise of our Environmental Technical Service Representatives. They're your link to world class research and development and will help with all your pressing environmental concerns. Like determining the waste stream. And product performance like this not only reduces the environmental impact, but also cuts costs throughout your dyeing process.

To when you dye with Remazol® EF, you're supported by the expertise of our Environmental Technical Service Representatives. They're your link to world class research and development and will help with all your pressing environmental concerns. Like determining the waste stream. And product performance like this not only reduces the environmental impact, but also cuts costs throughout your dyeing process.

Correct product combinations for optimum performance. Or selecting the environmentally responsible packaging best suited to your company.

To when you want environmentally friendlier product performance, contact your Hoechst Celanese representative. And find out more about new Remazol® EF Reactive Dyes from Hoechst Celanese... committed to coloring your world greener.

Colorants Division
Hoechst Celanese Corporation
PO Box 1026
Charlotte, NC 28201-1026
1-800-521-4875 Ext. 8259
Hoechst Celanese
Hoechst



Remazol® EF Dyes. For The Greenest Reds, Blues, Yellows...

Product	Color	Fixation (%)	Waste (%)
Remazol® EF Yellow 2R	Yellow	85	33
Remazol® EF Yellow R-22	Yellow	85	33
Remazol® EF Blue 2B	Blue	85	33
Remazol® EF Blue R-22	Blue	85	33
Remazol® EF Red 2R	Red	85	33
Remazol® EF Red R-22	Red	85	33

Remazol® EF Dyes are delivered in environmentally responsible packaging. When you want environmentally friendlier product performance, contact your Hoechst Celanese representative or call 1-800-521-4875. And find out more about new Remazol® EF reactive dyes from Hoechst Celanese... committed to coloring your world greener.

Colorants Division
Hoechst Celanese Corporation
PO Box 1026
Charlotte, NC 28217
Hoechst Celanese
Hoechst

Collateral materials from the same campaign

Mann Travels Newspaper Ads & Outdoor Billboard

Stuff Your Stockings With 70,000 Tons.



What to get your loved ones weighing you down? Give the gift of travel this year with a gift certificate from Mann Travels. It's good for travel anywhere Mann goes. Which is, well, anywhere.

Order your gift certificate by calling
1-800-343-MANN

MANN TRAVELS
Carbon/Vacation

Give A Gift Even Santa Can't Get Down The Chimney.



Give the gift of travel this year with a gift certificate from Mann Travels. It's good for travel anywhere Mann goes. Which is, well, anywhere.

Order your gift certificate by calling (800) 343-MANN or visiting any Mann Travels office in Charlotte, Matthews, Monroe, Hickory, Morganton, Thomasville, High Point, or Rock Hill, SC.

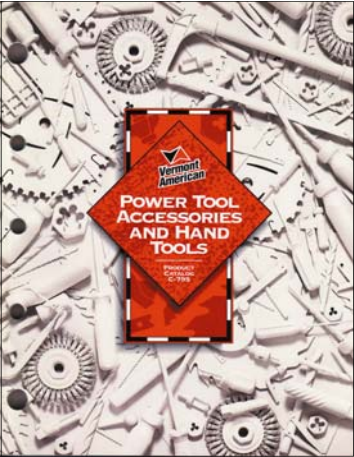
MANN TRAVELS
Carbon/Vacation



COPYWRITING



Trade Print Advertising



Catalog Copy



Consumer Print

Malcolm is as versatile a writer as I've met. From executive speeches to ad copy, he writes clearly and concisely. Allen Tate, The Allen Tate Company



Products & Services Brochures



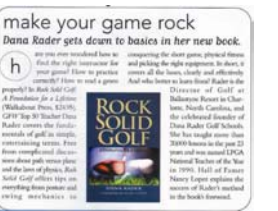
Trade Collateral

PUBLICITY & PROMOTION

GENERATING MEDIA

Because I've been an editor, I know what editors need, want, and most importantly, do not want. There's much more to media relations than writing a good press release—although that's essential, too. To secure attention, you have to tie your product, service, or story to relevant, timely, and interesting angles.

I've secured media for all the companies and clients for which and for whom I've worked. The following highlights media I've generated for Walkabout Press and our books.



Golf Digest published Dana Rader's practice regimen, as described in Rock Solid Golf. GOLF magazine named Dana a Top 100 Teacher and her school one of the nation's Top 25.

PUBLICITY & PROMOTION



Trade Media Relations included numerous *Publishers Weekly* mentions, some prior to having published a book.

Malcolm Campbell, whose initial offering from Walkabout Press will be *Play Hard Rest Easy: New England*, says, "Individual travelers will soon be able to purchase different voices to a single destination." ...

BROADCAST INTERVIEWS

In promoting the Play Hard Rest Easy Series, I've been a guest on nearly ten television shows and been on more than 40 radio stations. A sampling appears on the enclosed CD.

TV Highlights:

WRAL-TV Raleigh (CBS)

WTVD-TV Raleigh (ABC)

WCIV-TV (CBS) Charleston

WXII-TV (NBC) The Triad, NC

WJWJ-TV Beaufort, SC

Time-Warner, Myrtle Beach

Radio Highlights on disc:

WFAE-NPR, Charlotte Talks with Mike Collins: 2001, 2004

WBT-AM, Don Russell Interview & the Outdoor Show

WRAL-FM, North Carolina Now

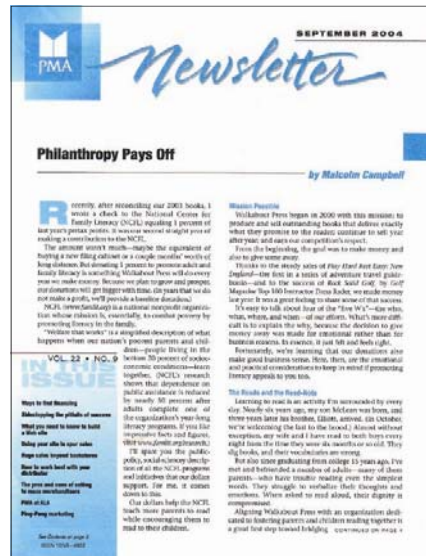
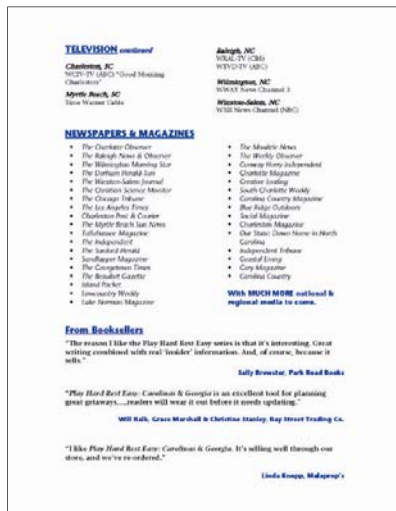
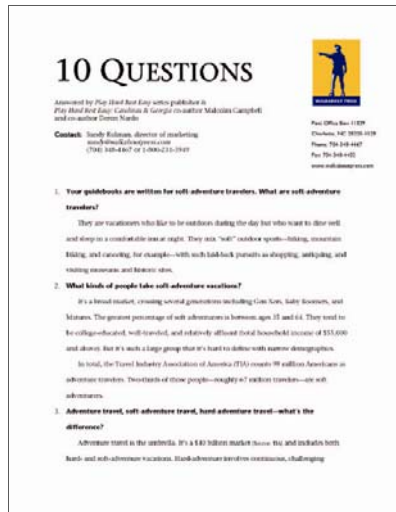


Malcolm is a wonderful radio interview. He's bright, upbeat, and a pleasure to have on the air. I wish more writers had his presence and personality. It's also nice to see someone who is just as friendly to the receptionist as he is to the radio host!

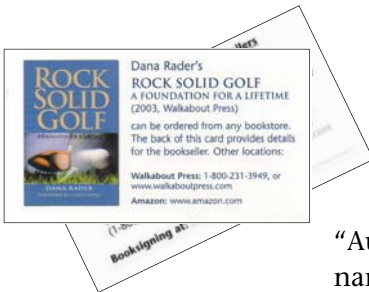
Scott Richards, WEZV Radio

PUBLICITY & PROMOTION

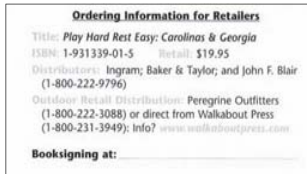
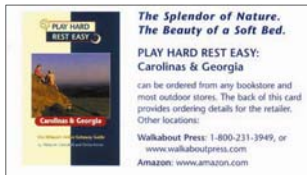
Media kits, including media releases, interviews, suggested stories, sample questions & answers, as well as author & book photographs went out prior to each title's release.



As we secured media, we'd communicate it back to the bookstores with "Media Hits" bulletins for more orders.



"Author cards" reminded customers of the book's name, and "pulled" orders through the stores.

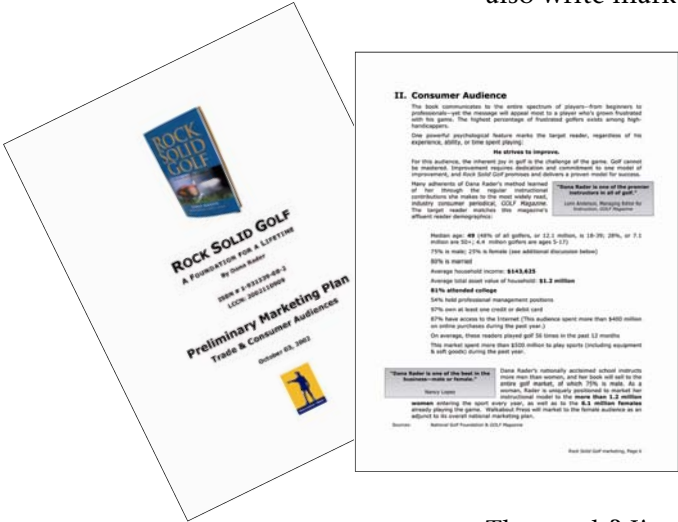


MARKETING PLANS

From my first job as an account executive at Loeffler Ketchum Mountjoy, I learned how to research and write effective marketing plans that combined multiple communications strategies—advertising, public relations, and special events, for example—to achieve specific results.

Probably no discipline has been more beneficial in my career. Before any communication efforts begin—including writing a book—I ask: Who is the audience? What is the objective? What strategies will we use to achieve the objective? How much will it cost? How long will it take? And how will we measure success?

During my career, I’ve written more than 20 annual marketing plans for businesses ranging from banks to hospitals to industrial-dye manufacturers to my business, Walkabout Press. (We also write marketing plans for each one of our books.)



RESEARCH

While creative business decisions—or purely intuitive ideas—do come along once in a while and succeed, the chances for the success of a new product, service, or communications message are exponentially better when accurate research supports them.

During my career, I’ve learned how to research just about anything quickly, thoroughly, and effectively over the Internet, in the library, and by casually or formally interviewing people.

The result? I’m able to identify ideas and communications that are “on target” and those that are not.

EXECUTION & MONITORING

It’s just an intellectual exercise unless the plan is enacted and yields results. Measuring those results and being able to adapt during execution to alter the results is what makes for smart strategic planning. Experience has taught me to include alternate strategies *on the front end*.

SUCCESS

Nothing in my professional life brings me more joy than seeing what was originally just an idea become actualized. Of course, it’s especially nice when the idea succeeds; however, even the best-researched plans run into unforeseen obstacles. I’ve made enough mistakes during my career to realize there’s great value in what can be learned from not meeting an objective. I’ve been fortunate to make very few of the same mistakes twice.

EXPERIENCE

2000 – Present **Walkabout Press, Inc.** Charlotte, NC
President & Publisher

- Founded a traditional trade book publisher with a new branded series of travel guidebooks (the Play Hard Rest Easy series) for soft-adventure travelers.
- Planned and oversaw the successful introduction of two titles, with more in the pipeline (New Mexico & Arizona, Northern California, the Mid-Atlantic). Created comprehensive trade and consumer marketing plans for each book.
- Authored *Play Hard Rest Easy: New England* (2001).
- Edited, ghost-rewrote, and published *Rock Solid Golf* (2002) by *GOLF* magazine Top 100 Instructor Dana Rader.
- Co-authored *Play Hard Rest Easy: Carolinas & Georgia* (2004).
- Managed staff of two and teams of up to six people to produce books on time and to over see their distribution, sales, and marketing.
- Operated company at a profit from 2001 – 2003 and donated one percent of pre-tax earnings to the National Center for Family Literacy in 2002 and 2003.

1998 – 2000 **Selling Power Magazine** Fredericksburg, VA
Senior Editor

- Researched, wrote, and edited seven cover stories, including profiles of such business and sports celebrities as General Electric’s Jack Welch, Pfizer’s Bill Steere, Bank of America’s Hugh McColl, and professional golfer Mark O’Meara.
- Wrote more than 50 articles, ranging in size from 200 to 3,500 words, on all aspects of sales and marketing management. Covered such topics as sales force automation (SFA), customer relationship management (CRM), incentive planning, motivation, skills development, and corporate best practices.
- Earned the Bronze Award for Editorial Excellence from the American Society of Business Press Editors for a September 1999 cover story on America Online. Further, *Folio*—the magazine industry’s trade journal—recognized *Selling Power* each year I was on staff with its annual Award for Editorial Excellence in the Business/Finance competition for Trade Magazines.
- Traveled to six to ten trade shows per year to report on developing trends in various industries affecting sales force management.

EXPERIENCE (continued)

1997–1998	Walkabout Creative President <ul style="list-style-type: none">Operated a full-service advertising agency for one client, offering such services as strategic planning, creative, media placement, and production supervision.Operated a full-time, freelance copywriting service.Wrote marketing plans, print & newspaper ads, sales videos, newsletters, catalogs, direct mail pieces, brochures, newsletters, and feature articles.Sample Clients: Oldham Saw Company; Vermont American Tool Corporation; The Charlotte Chamber of Commerce; The Allen Tate Company; Muzak International; Hoechst-Celanese; Ovako-Ajax; Coral Construction, Inc.; Builder Services, Inc.; Loeffler Ketchum Mountjoy; Mann Travels; Mariner IT, LLC.	Charlotte, NC
1994–1997	Mann Travels Director of Marketing <ul style="list-style-type: none">Instituted a marketing plan that helped increase sales 52% in first two years.Solicited co-operative advertising funds from suppliers. Increased those funds 100+% each year.Concepted, wrote, and oversaw production of newspaper, television, outdoor, direct mail, and magazine advertising.Concepted and produced two episodes of <i>Cruise Adventures</i>, 30-minute sales infomercials on CBS-affiliate WBTB-03.Initiated marketing activity and promoted sales in new markets including bridal, seniors, and adventure travel markets.Purchased television and radio time, print and newspaper space.Maintained media relations program, including responding to media inquiries and writing, sending, and following up on media releases.Wrote, edited, sold advertising space, and supervised production for bi-monthly & quarterly newsletters.	Charlotte, NC
1991–1993	Loeffler Ketchum Mountjoy Account Executive <ul style="list-style-type: none">Served as primary liaison between clients and agency, overseeing more than \$3.6 million in billings.Wrote annual client marketing plans; aided in defining and developing	Charlotte, NC

- creative strategy; planned advertising budgets; supervised all account billing; participated in successful new business pitches.
- Managed account teams of six to twenty people.
- Sample Accounts:** Vermont American Tool Corporation; State of North Carolina Travel & Tourism collateral; McLeod Regional Medical Center, Florence, SC; First Federal of Charleston, Charleston, SC; Amtrak's Carolinian and Piedmont trains; Bojangles' Chicken; Verbatim Corp; Toter, Inc.; and BB&T Bank.

EDUCATION

University of North Carolina at Chapel Hill

- B.A., English Literature, 1989
- Deans List, London Study Abroad Program, Honors Creative Writing Program

ACTIVITIES & AFFILIATIONS

- Deacon, Myers Park Baptist Church (American Baptist Affiliate)
- Board, Through-the-Week-School, Nationally Accredited Pre-School, 2002-2004
- Member, Publishers Marketing Association
- Member, Publishers Association of the South

INTERESTS

- Family (Wife, Lauren; Sons, McLean, 5; Elliott, 3; third child due any day)
- Hiking & Mountain Biking
- Reading & Writing
- Travel

REFERENCES & WRITING SAMPLES

References & writing samples available upon request.

Malcolm Campbell: (704) 348-4467, malcolm@walkaboutpress.com