

BRIAN WILLSON BOOK TOUR: NOTES TO EVENT HOSTS

Ordering Books

Brian will not be carrying books with him on his East Coast book tour. Therefore, it is important for all book talk event sponsors/organizers to order books from the book publisher, PM Press, ahead of time. One way to approach book sales is to ask a local progressive bookseller to order the books and set up a table at the event for selling them, but in most cases, event organizers will be responsible for ordering books. To determine number of books to order, start with an estimate of how many people will come to your event, and order one-third to one-half as many books. Leftover books, if not too many, *may* be carried by Brian to the next event. Another possibility is for a regional organizer to purchase enough cases of books to supply all the events in that locale.

Event organizers get a 50% discount for any quantity of books ordered. Shipping is charged at cost (the earlier the books are ordered, the lower the shipping cost). Order books directly from PM Press. Orders may be placed by contacting Ramsey Kanaan at PM Press by phone at 510-658-3906 or by email at ramsey@pmpress.org. Alternatively, you can order online, on the PM Press website, <http://www.pmpress.org>. Just use the coupon code FOPM to automatically apply the 50% discount to your order (at the same time, you can get the 50% discount on anything/everything else published by PM!). A bookstore ordering books for Brian's author event will also receive an additional discount on top of the usual wholesale rate.

Honorarium/Fundraising

Brian and his tour organizers, Becky and Andrés, wish to work with local event organizers to raise money to cover travel, organizing and venue expenses. Depending on the situation and who is sponsoring the event, funds may be raised via book sales, passing the hat, or honorarium. These arrangements may be negotiated with or offers made by, each individual organizer.

Promotional Materials

A variety of PDFs, draft flyers and press releases can be found on Brian's book website, online at bloodonthetracks.info. Scroll down and look for the link "Resources for Event Organizers" on the side bar at left of page. It is a good idea to refer local media folks to this website, as well as to the *Blood on the Tracks* page on the PM Press website.

Brian's Dietary Preferences (based on anti-inflammation diet)

- NO wheat / gluten (which includes corn and barley and rye) (there are many good gluten-free breads and crackers on the market, and are fairly easy to find at natural foods markets or health food stores).

Dietary Preferences continued...

- Oatmeal is Brian's preferred breakfast, with fruit & nuts. He also appreciates protein additions such as soft-boiled organic eggs or chicken or turkey sausages (optional).
- NO refined sugar please (preferred substitutes are agave, honey and maple syrup).

- NO dairy—almond milk, oak milk, rice milk are all okay as substitutes.
- Butter and olive oil are preferred fats.
- Rice, quinoa and millet are fine.
- NO peanuts (he loves almond butter).
- NO pork.
- NO nightshade vegetables (although we have been making exceptions, and eating some during this peak harvest season) which includes tomatoes, potatoes, peppers and eggplant
- Brian doesn't drink coffee or alcohol, although his wife Becky does like coffee and wine on occasion. In addition to nut/grain milks listed above, Brian will drink herbal tea (no caffeine). Otherwise, he mostly prefers plain water rather than juice or soda.

Disability Awareness

It's important for event organizers to be aware of the fact that, despite apparent ease of mobility, Brian is a double, below-the-knee amputee. It is difficult and takes great energy for Brian to walk up and down stairs, steep inclines, or to walk on uneven ground. When steps or stairs are unavoidable, then strong handrails are essential.

Ideally, sleeping accommodations should be located on ground floor with bathroom on same level. Walk-in showers or bathrooms equipped with good grab bars around tub or toilet are a big plus.

For events, Brian prefers to sit on a table, rather than stand at a podium or sit in a chair, so that he can dangle his legs off the edge.

When being transported by private vehicle, due to his clunky prostheses and large size, Brian is most comfortable sitting in the front passenger seat.

Optional Extras

When he's at home, Brian stays fit by riding his handcycle. If it is easy to arrange, and schedule allows, it would be helpful for Brian, on this tour, to occasionally have access to a rowing machines or a handcycle rental. (The latter used to be available on the Northampton Rail Trail.) This is totally optional, however, and not something we expect of organizers.

Telephone and internet access will always be appreciated for the purpose of connecting with event organizers down the road...

Questions? Please email bloodonthetrackstour@gmail.com