

Announcing  
the first annual



## *Keeping It Real Tour*

This is your chance to make us an offer we can't refuse!

- Who: George Needham and Joan Frye Williams – and you!
- What: A week of no-fee, expenses-only library consulting
- When: July-August 2010
- Where: You tell us
- Why: To celebrate the anniversary of our cooperative consulting venture by giving back to the library community



We love what we do and it's a privilege to do it. We learn so much from our clients, and we are continually inspired and sustained by their efforts. We also know that nowadays consulting fees are out of reach for many libraries, especially for those serving smaller communities. The solution seems obvious – road trip!! We're offering to take a break from business as usual, waive our fees, and work part of this summer for expenses only.

Interested in a piece of this action? Here's what you need to do:

1. Assemble a group of libraries in your region that are willing to work together to make this happen. "Region" can be pretty much anywhere, including outside the US.
2. Explain why you think your libraries might benefit from our services.
3. Plan a road trip itinerary for us that:
  - a. Lasts approximately one week (negotiable) during July-August 2010;
  - b. Begins and ends at the same airport;
  - c. Identifies the libraries you want us to visit;
  - d. Includes a map and driving (or other transit) instructions for getting from library to library on our own; and
  - e. Describes the services you'd like us to provide at each library.
4. Agree to cover our travel expenses at the all-inclusive rate of \$500 US per day, plus airfare to the tour starting point.
5. Submit your proposal – in whatever form you think tells your story best – to [hello@georgeandjoan.com](mailto:hello@georgeandjoan.com) by May 15, 2010.



Here are the kinds of services we will be happy to provide:

- Consulting re: library services, facilities, staffing, planning, marketing, governance, or funding
- Training, coaching, advising, or just talking with your staff
- Assessment, evaluation, or customer service secret shopping
- Public speaking, including staff day presentations
- Board retreats or study sessions
- Meeting facilitation, interviews, focus groups, or public forums
- Weeding, shelving, or furniture rearranging
- Bartending
- Something else you need that we forgot to list here



Between us we have 70+ years of library experience, so we're game for just about any information about the kind of work we do, take a look at our web site: <http://georgeandjoan.com>

And if even \$500 a day seems like a lot for your libraries, you might try using the in-kind value of our waived fee to leverage matching funds from a local sponsor.

We'll choose the trip based on a combination of need, itinerary, and fun. You can rack up points in that last category by including enticing information about:



- Who you are and why we'll enjoy hanging out with you
- Points of interest along the route
- Opportunities to sample local foods
- Unusual flora, fauna, or scenery in your area
- Sports, arts, music, or cultural events during our visit
- Radio stations, rest stops, or other amenities not to be missed by intrepid travelers

Keeping it real – such a deal! We hope to hear from you soon.