

November 2004

Charleston Conference Call for Papers

Editor

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Recommended Citation

Editor (2004) "Charleston Conference Call for Papers," *Against the Grain*: Vol. 16: Iss. 5, Article 42.

DOI: <https://doi.org/10.7771/2380-176X.4097>

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And They Were There
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tis but his impassioned speech about environmental issues was riveting).

I really enjoyed **Carl Hiassen's** talk at the **PLA** program — went just to see him — he's a great Florida author!

The special showing of **Micheal Moore's** "Farhenheit 911" was a real highlight for many people. I can't think of a better venue than an **ALA**

conference for such a showing. The film had many disturbing, thoughtful, funny and sad moments.

Personally, I was thrilled to get a chance to see **Eric Moon**, the former **ALA** president whose biography I recently reviewed in *Against the Grain*. Apparently the review has been found favorable by both the author and the subject and I was pleased to have a chance to talk to **Moon** some about it.


The **ATG** Breakfast was sparsely attended but I was there and I hope **John Riley** took good notes! Stay cool! **Eleanor**

ALA Annual Conference. Orlando, Florida, June 28, 2004.

Report by **Ellen McCullough** (Marketing Director, xrefer, 31 St. James Ave., Suite 370, Boston, MA 02116; Ph: 617-426-5710; Fax: 617-426-3103) www.xrefer.com

If I had to pick an overarching theme of **ALA 2004**, I would say "integration and collaboration." In addition to its content and technology, the **xreferplus** features that resonate with librarians are those that facilitate integration, including customized collection management capabilities, downloadable **MARC** records, and metasearch compatibility. It's becoming clearer that continuing collaboration among vendors is needed to facilitate such integration, and that by partnering with one another to combine complementary services, we can deliver top-line products and services to our library customers and their patrons.

From an **xrefer** standpoint, **Orlando ALA**

was a busy conference for us. We enjoyed meeting with the 200+ librarians who visited our booth and showing them the latest **xreferplus** features and content. **xrefer's** big news at the conference was a new strategic partnership with **Thomson Gale**, whereby **Thomson Gale** will distribute **xreferplus** as an added, ready-reference component of **Gale Virtual Reference Library** into academic, public, school, military and government libraries in the United States and Canada. We also announced new content partnerships with **Gale** and **Merriam-Webster**; titles from these two publishers will be integrated into **xreferplus** in the fall. 

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