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Charleston Conference Call for Papers

Editor

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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 Hassen’s talk at the PLA program — went just to see him — he’s a great Florida author!

The special showing of Michael 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 him.

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


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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