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Please take a moment to visit them and thank them for their generous support. For information on how you can become a Library Champion, contact the ALA Development Office at 312-280-5050.

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* New Champion
ALSC Offers Members More Than $82,000 In Awards, Grants And Scholarships

The Association for Library Service to Children (ALSC) is offering more than $82,000 to ALSC members through its 2010 professional awards, grants, and scholarships.

ALSC’s professional awards and grants recognize outstanding library service to children through creative programming ideas and dedication to librarianship. Applications for awards and grants will soon be available online on the ALSC Web site at www.ala.org/alsc; applications for scholarships will be posted on the ALSC Web site in the near future. All applications are due Dec. 1, except for the Frederic G. Melcher Scholarship and the Bound to Stay Bound Books Scholarship, which are due March 1.

Awards include:
- **Bookapalooza!** Each year the ALSC office receives almost 3,000 newly published books, videos, audio- books and recordings from children’s trade publishers for award and notables consideration. At the end of the year, after the awards have been given out, ALSC selects three libraries to receive a Bookapalooza collection of these materials (estimated to be worth $10,000 each) to be used in a way that creatively enhances their library service to children and families.
- **The Frederic G. Melcher Scholarship** provides financial assistance in the form of 6,000 scholarships to two students who intend to pursue an MLS degree and who plan to work in children’s librarianship in any type of library.
- **The Bound to Stay Bound Books Scholarship** provides financial assistance in the form of four $6,500 awards to students who intend to pursue an MLS or advanced degree and plan to work in the area of library service to children in any type of library. The scholarship is made possible through the generous contributions of Bound to Stay Bound Books, Inc.
- **Louise Seamen Bechtel Fellowship** provides a $4,000 stipend to allow a qualified children’s librarian to spend a month or more reading at the Baldwin Library of Historical Children’s Literature, which contains a special collection of 85,000 volumes of children’s literature published mostly before 1950.
- **ALSC/BWI Summer Reading Grant** provides $3,000 in financial assistance to a public library for developing outstanding summer reading programs for children.
- **ALSC Distinguished Service Award** honors an individual member who has made significant contributions to and an impact on library services to children and ALSC. The recipient receives $1,000 and an engraved pin at the ALSC Membership Meeting during the ALA Annual Conference.
- **The Penguin Young Readers Group Award** provides a $6,000 scholarship, provided by Penguin Young Readers’ Group, for winners to attend their first ALA Annual Conference. Applicants must have less than 10 years of experience as a children’s librarian and work directly with children.
- **The Maureen Hayes Author/Illustrator Award** was established with funding from Simon & Schuster Children’s Publishing, in honor of Maureen Hayes, to bring together children and nationally recognized authors/illustrators. This award provides $4,000 to fund an author/illustrator visit to a library.
- **The Light the Way Grant** is sponsored by Candlewick Press in honor of author Kate DiCamillo and the themes represented in her books. This grant awards $3,000 to a library to continue its exceptional outreach to underserved populations.

To learn more about ALSC, visit ALSC’s Web site at www.ala.org/alsc.
YALSA Seeks Presenters, Offers Stipends for 2010 Symposium

The Young Adult Library Services Association (YALSA), the fastest-growing division of the American Library Association, seeks preconference, program and paper proposals for its biennial Young Adult Literature Symposium, to be held Nov. 5-7, 2010 in Albuquerque, N.M. In addition, YALSA members may apply for two stipends to attend the 2010 symposium. The 2010 symposium, with a theme of “Beyond Good Intentions: Diversity, Literature, and Teens,” is sponsored in part by the William C. Morris Endowment. “Beyond Good Intentions” recognizes that today’s generation of teens is the most diverse ever and invites attendees to explore whether contemporary literature reflects the many different faces, beliefs and identities of today’s teens. The conference will also examine the impact this diverse generation will have on teen literature in the future.

YALSA invites interested parties to propose a half- or full-day preconference centering on the theme, as well as 90-minute programs and paper presentations offering new, unpublished research relating to the theme. Applications for all proposals can be found www.ala.org/yalitsymposium. Proposals for programs and paper presentations must be sent electronically yalsa@ala.org by Oct. 1, 2009. Applicants will be notified of their proposals’ status by Jan. 15, 2010. In addition, YALSA will again offer two stipends to members to attend the symposium. One stipend will be awarded to a library worker who has worked directly with teens for one to ten years; the other will be awarded to a student in an accredited library school program (the student must be enrolled in an MLS program at the time of the symposium). Each stipend provides up to $1,000 to fund attendance at the symposium. To win a stipend, applicants must be personal members of YALSA.

Stipend applications are available at www.ala.org/yalitsymposium. Complete applications must be sent to yalsa@ala.org by Jan. 4, 2010. Applications that are incomplete or that are not sent electronically will not be accepted. Winners will be announced the week of March 1, 2010. Questions regarding the symposium should be directed to Nichole Gilbert, YALSA Program Officer, at ngilbert@ala.org.

Portland to Host 13th PLA National Conference, March 23–27, 2010

Join the Public Library Association (PLA) in Portland, Ore., a city that continually tops travel destination lists, for its 13th National Conference, March 23–27, 2010. The biennial National Conference is the premier event for public libraries, drawing thousands of librarians, library support staff, trustees, Friends and library vendors.

The PLA National Conference has a reputation for excellence, making it one of the most popular and successful events for public library professionals. The 2010 conference will offer attendees hundreds of high-quality educational programs, world-class speakers and presenters, a bustling exhibits hall with the latest products and information from library and information technology vendors, and countless networking opportunities and social events.

Early bird registration opens in early September. PLA members who register for the National Conference by December 18 can take advantage of the lowest registration fee - $195, compared to ALA members who pay $275 and non-members who pay $330. To find out more about the benefits of PLA membership, visit www.pla.org or call 800.545.2433, extension 5PLA.

Visit www.placonference.org for the latest information about registration, conference programming, special events, travel, and insider tips on everything the conference and Portland have to offer.

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Looking to demonstrate service to your profession without the expense of travel? Become an ACRL Legislative Advocate and help promote a policy climate favorable to academic/research libraries and higher education in two to three hours per month. Attendance at ALA Midwinter and Annual, or visits to Washington, D.C. are not required. Advocates can choose issues in their individual areas of expertise and interest. Apply today and become a leader in supporting teaching, learning, and research.

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Step Up to the Plate @ your library

ALA and the National Baseball Hall of Fame and Museum are batting up for the fourth season of Step Up to the Plate @ your library. The program teams up two American classics — baseball and libraries — to promote the importance of information literacy skills and increase awareness of the library as an essential information resource.

Step Up to the Plate centers on a baseball trivia contest. People of all ages are encouraged to visit their library and answer a series of trivia questions inspired by this history and diversity of our national pastime. Trivia questions, developed by the library staff at the Hall of Fame, focus on multiculturalism in baseball and baseball around the world. Trivia questions are now available to library users on the program's Web site at www.ala.org/baseball.

Library users can visit the Step Up to the Plate Web site to download a playbook of trivia questions for their age group (10 and under; 11-13; 14-17; 18 and up) or can submit their answers online.

One grand-prize winner will receive a trip to the Hall of Fame in October 2009. Librarians are encouraged to register for free tools to help promote the program locally on the program Web site. Tools include new downloadable posters and bookmarks, program logos in both English and Spanish and a toolkit that includes sample press materials and programming ideas. Also available on the Web site are two new library success stories from librarians who have promoted the program.

Librarians who bring in the most entries can win incentives for participation. The library that brings in the most entries will get a $100 bookstore gift certificate. The next three libraries will receive a $50 ALA Graphics gift certificate.

"Step Up to the Plate @ your library was an easy tie-in with our book distribution program," said last year's library winner Jeanne Rose of Maplewood Junior/Senior High School. "It got the students really excited about using the resources at the library."


ACRL Launches Frequent Learner Program

Recognizing the importance of professional development to the success of academic and research librarians in an economic downturn, ACRL e-Learning is launching a new Frequent Learner Program. Starting September 1, individuals or groups that register for three ACRL e-Learning courses or Webcasts will receive registration to a fourth free. Upcoming e-learning offerings include Web design and usability, combating student plagiarism, instructional design, copyright and podcasting. The popular Cyber Zed Shed makes its e-Learning debut this August with a Webcast on online tools and social networks. Complete details on the Frequent Learner Program and a full schedule of e-Learning opportunities are available on the ACRL Web site at http://www.acrl.org/ala/mgrps/divs/acrl/events/elearning/index.cfm.

Crystal Apple Given to Target Brands, Inc.

American Association of School Librarians (AASL) President Ann M. Martin has selected Target Brands, Inc. as the recipient of the 2009 Crystal Apple. The honor is given at the discretion of the AASL president to an individual or group that has had a significant impact on school library media programs and students.

"It is because of Target’s dedication to dynamic school library media programs led by certified school library media specialists that it is the 2009 Crystal Apple recipient," Martin says. The award will be presented during the AASL Awards Luncheon from noon to 2:00 pm today in room 185 of McCormick Place West.

Martin specifically cites Target Brands, Inc. for its leadership in transforming elementary school libraries across the country with its School Library Makeover program. "Target’s collaborative initiatives to underwrite school library makeovers includes light construction and new design elements as well as providing funding for new furniture, paint, books and other library equipment," she notes. "School Library Makeovers is a program that provides students with exciting school libraries that have up-to-date collections and facilities that encourage equal access to the 21st century skills and contribute to academic achievement for all students."

We are currently recruiting for the Librarian I Employment Pool.

King County Library System

King County Library System in Washington State is one of the largest circulating library systems in the U.S. and we invite you to meet with us at the ALA conference in Chicago IL, July 11–14.

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Visit www.kcls.org for more employment information. EOE
Surviving In a Tough Economy: An Advocacy Institute Workshop

By Frederick J. Augustyn, Jr.
The Library of Congress

Addressing an undoubtedly timely topic, ALA’s Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) presented an interactive session on Friday, July 10 aimed at librarians and their supporters designed to teach advocacy techniques. This year, the workshop structured as an intensive half-day rather than full-day preconference, featured four breakout sessions (maintaining your budget; working with decision-makers; tips for a successful campaign in a tough economy; and positive messaging) presided over by coordinators.

Special guest ALA President Jim Rettig reminded those assembled that public librarians are among the first responders in an economic crisis. Librarians, frequently the engines of economic development, are currently addressing the needs of the newly unemployed who previously never had to fill out job applications online, take online classes, or do their own research. Carol Brey-Casiano, Chair of the Committee on Library Advocacy, referenced the Advocacy Action Plan workbook as well as the Library Advocate’s Handbook.

Marcia Merola, Director, ALA Office for Library Advocacy, recognized that maintaining budgets in times of stress can be a success. Budgets will probably get worse before they get better. “Everyone is asking for money. Don’t be shy yourself [on behalf of libraries].” Proportional cuts are understandable; disproportionate cuts are not. “It is not your job to balance the city’s budget. Your goal is to protect the library.” Librarians should talk to the press often since “sometimes reporters are starving for news.” She advised library champions to focus on how library cuts will adversely affect the community, not individual librarians.

Judith Gibbons, Chair, ALA Advocacy Training Subcommittee, suggested that today’s alliances made with decision-makers, while not fruitful at present, could prove useful when the economy turns around. But she noted that some library bond measures have nevertheless passed with the assistance of proper management, strategic endorsements, and volunteer grassroots efforts.

Support IRRT 60th Anniversary Endowment Fund

ALA’s International Relations Round Table (IRRT) has launched an endowment fund drive to support international education and outreach through an exchange of librarians and bringing international librarians to ALA conferences. With a 2009 goal of raising $60,000 from at least 600 donors, the campaign recently surpassed the $10,000 mark, the threshold for establishing an endowment fund at ALA.

The goal of enhancing relationships among librarians around the world can be accomplished with contributions in any amount. Checks payable to ALA to American Library Association, International Relations Office, can be sent to 50 E. Huron Street, Chicago, IL 60611-2795, USA. To donate by credit card, visit http://www.ala.org/irrt60thanniversary. Pledges to be paid in installments are accepted as well. Won’t you help us meet our goal?

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Authors Emphasize Making Connections with Young People

By Regan Brumagen
Corning Museum of Glass, NY

A full crowd attended the American Association of School Librarians (AASL) President’s Program, “Literacy Leadership and Librarian Flair: Engaging 21st-Century Readers” to hear three renowned children’s authors extol the value of the book, reading, and the role of librarians in bringing literature to young people.

Laurie Halse Anderson, author of the award-winning book Speak, as well as Catalyst and Twisted, began the presentation with a promise. “I feel like this is our blind date. Our real date will be in November, because I will be in Charlotte,” she said, referring to the upcoming AASL National Conference.

“We have to be clear and honest. In moments of crisis, when it is most scary, we have the greatest opportunity,” Anderson advised. “The children, more than anyone, need us.” As a child, she read thousands of books checked out from the school library. She believes her experience underscores the importance of organizations like AASL. “The librarians in [the students’] lives are saviors. They give them books and they crack open their heads.”

Anderson read several e-mails from her young readers, including one by a young man who had attempted suicide three times, which highlighted the impact of books and reading in their lives. She told a story of a young man who went through a whole week of school, without anyone speaking to him until he was greeted by the school librarian.

Anderson’s theme of the saving grace of books in the lives of young readers was echoed by Alan Sitomer, award-winning author of Homeboyz and an English teacher in inner city Los Angeles. Sitomer, who has won numerous awards for his teaching, drove home “the spectacular importance of reading real books.”

Sitomer read a story, written by one of his students, Brijonea, which described her experience as a victim of a random shooting. He assigned Brijonea the task of writing her story, because he believes that writing is the way to help students “get back up when trauma hits.”

“So why does a student like [her] still come to school?” he asked. “Brijonea comes to school because of people like us.”

Sitomer urged the audience to “fight the good fight” to keep school libraries, like his own, from closing. He reiterated that “real books are the primary tools to build the real connections to the 21st century.” He listed the new 3Rs he finds to be most meaningful: relevance, relationships, and rigor, all of which he believes can only be built through engaging young people with books. Books, he said, are “an incredibly sticky technology” and the core of 21st century learning and education.

The final speaker, Jacqueline Woodson, award-winning author of Locomotion, Feathers, and Hush, began by emphasizing the educational importance of making connections with young people. “Each time there is that one-on-one connection, it makes a difference; it changes everything,” she said. Woodson described reading books as a child at the public library in Brooklyn and admitted, laughingly, that the first hardcover book she owned was stolen from the public library. It was a book of African American poetry which so profoundly affected her that years later a poem she read from the collection formed the basis of one of her novels. “Literature,” said Woodson, “has a way of resonating with young people. We can’t see those future moments always, but it stays with us.”

Woodson ended with words of encouragement for school librarians facing budget challenges: “I’m so grateful for the work you’re doing. There is no turning back. We are creating change. Even in this moment we are creating change.”

Each author received a standing ovation from the enthusiastic audience and Ann Martin, president of AASL, concluded by thanking the authors. “You energized us. You motivated us and we do believe that reading is the window to the world.”

Libraries, Librarians, and America’s War on Sex

By Frederick J. Augustyn, Jr.
The Library of Congress

ALA’s Intellectual Freedom Round Table sponsored a presentation on Saturday, July 11 by Dr. Marty Klein, for 20 years a licensed marriage counselor in San Francisco; the author of five books on sexuality (most recently America’s War on Sex); and a frequent source of quotations in the popular press.

Contending that “sexuality is a perfect vehicle if you want to attack free expression, church-state separation, or science-based public policy with minimal public resistance,” Klein outlined the challenge that America faces today in a new culture war. In the United States, various levels of government, pressure groups, and the mass media, some of the therapy professions, all reputedly now part of the “sex war disaster industry,” have converged on immorality as the new big enemy that has replaced the defeated spectre of Communism. According to Klein, this converges the amount of sexual violence and danger, creating the illusion of a threatening sexual “other” ranged in “phony categories” linking prostitution and human trafficking, molestation and childhood sexuality, and the question of appropriate sex education.

Klein used the example of the textbook on sex and sexual health It’s Perfectly Normal, one of the top 10 banned books of 2008, as a case in point. Its cartoon illustrations, which demonstrate similarities and differences among types of human bodies, are informative rather than salacious. For most of human history, adults and children have slept in the same room and often in the same bed. Consequently, children for millennia have observed their parents having sex and have survived. People over the ages in primarily rural environments have seen animals engaging in sex without traumatic results. In Europe, all beaches allow nudity. Klein observed that “the social experiment of what happens to children when they see adult nude bodies has already been conducted. It’s called Europe.”

Klein said Americans should recognize the difference between what the constitution outlines we have a right to do, and what is accepted by the accepted moral code says that we should or should not do with those rights.

Klein esteemed “the radical premise of American governance; you can believe what you want — and you must tolerate your neighbors believing whatever they want.” He concluded with an observation made by Sandra Day O’Connor in June 2005: “It is true that many Americans find the Ten Commandments in accord with their personal beliefs. But we do not count heads before enforcing the First Amendment.”
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Grassroots Greening Generates Goodness

By Jonathan Betz-Zall, Highline Community College, Des Moines, Wash.

Would you care for a worm box in your staff kitchen? How about planting a rain garden to help your library manage storm water so it doesn’t flood the neighborhood? A Green Teen blog would help publicize your new environmental books to high school youth in your area. And wouldn’t you like your library to serve as the “environmental information hub” for your community? These ideas were proposed by participants in the “Grassroots Greening” program sponsored by the Task Force on the Environment of the Social Responsibilities Round Table (SSRT) on Saturday.

Since 1989, the Task Force has organized ALA conference programs and proposed resolutions for ALA action on recycled and chlorine-free paper. It works with Conference Services on measures to further “green” the conference. To mark 20 years of service in 2010, they will coordinate a presentation by a major figure in the environmental movement.

Several libraries maintain excellent webliographies on the topic, including the King County Library System and Spokane Public Library in Washington State. A pathfinder on “green libraries” from the last Washington Library Association conference is available at http://www.nwcentral.org/?q=node/1590.
Economy

+ from page 21

Shirley Bruursema, chair, Kent District (Michigan) Library Board of Trustees and Jeff Smith, a professional lobbyist and board member of the Baltimore County Board of Library Trustees, shared their experiences with local campaigns. Bruursema emphasized the importance of institutional partnerships and visual appeals. Smith, stating that “an earmark is only as good as the project for which it is for,” underlined the mileage achieved when library proposals generate enthusiasm. “Bricks and mortar” capital projects are sexy, while raising funds for continuing operating costs are often less attractive and present greater challenges. Successful capital campaigns are often linked to legislative personalities.

Susan Schmidt, Friends of the Library, Montgomery County (Md.), asserted that “whining is not allowed, but you educate the public everyday through advocacy by what you do.” Library supporters should have streamlined information at their disposal — only three, clear, positive messages and “emergency response” answers for the press. Curiously, petitions and automatic emails do not work, according to Schmidt, while, as Merola said earlier, anecdotal stories often do. We should personalize the library for decision makers, she said. Find out how they have benefited from using it and remind them of it.

Fannie Cox, Associate Professor, University of Louisville and former Kentucky Library Association President, emphasized the essential teaching and evaluating role of librarians. Users should not accept what they find on the Web indiscriminately. She proposed that non-librarians lobbying on behalf of libraries can be very effective, since that indicates widespread support.

Many of the handouts are accessible at www.ala.org/tougheconomytoolkit.
Exhibitor News

These listings are paid advertisements. To place an Exhibitor News item in Cognotes in future issues at this meeting, visit the Cognotes office inside the ALA office, McCormick Place West W183, no later than 1:00 pm the day before desired publication.

Library Automation Technologies (Booth 1240): Manufacturers of FlashScan self-checkout and allCIRC DVD dispensers; premieres its newest innovation: CORTEX, which provides patrons instant, no-log-in/no OPAC/no hassle access to synopses and reviews of materials, no ILS or SIP needed.

The Crowley Company (Booth 5054): is pleased to present the U.S. debut of the Qidenus Robotic Book Scanner. Stop by to witness the gentle page-turning, automatic double page control, varying-angle book cradle and intelligent paper adaptation. Crowley offers a full range of conversion and reformatting solutions, including a full-service conversion bureau, and represents AGFA microfilm, InoTec document scanners, Qidenus RBS and Zeutschel imaging systems. The company also owns and manufactures Mekel Technology microfiche/film/and aperture card scanners and Exttek Microsystems and HF Processor duplicators and deep tank processing equipment.

No matter which ILS your library uses, the Encore (Booth #4234) discovery services platform (www.encoreforlibraries.com) provides users with unified search, Did You Mean?, Tag Cloud, community-participation options, and even harvested digital content. The Encore Team backs the product with rapid installation, launch events, and dedicated support. See Encore at the Innovative Interfaces booth (#4234).

Melody Lane Productions (Booth 1450): New Resource for Senior Outreach and Bookmobiles. Providing quality entertainment and music therapy resources for seniors, Melody Lane’s DVD series is recommended by the Video Librarian “…a sincere, touching program—especially made for use in Senior Outreach and Bookmobile Services. Available through your local wholesaler or visit our Librarians’ Page to order direct for a 10% discount. www.melodylane.ca

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INTEGRATING COLLECTIONS WITH THE WORLD BEYOND

University of Calgary Libraries’ new starting point brings Google-like searching to its collections and more

In a few short months, the University of Calgary Libraries will launch a compelling new service that will integrate the breadth of its collections -- from books and full-text digital articles to artifacts found in the university’s museums -- all together, in a single search box. Rather than listings of e-books, journals, databases and a search tool for the physical catalog, the library web site will have one simple, obvious entry that organizes them all -- physical and electronic -- as simply as Google orders searching on the Web.

The change means serving the university’s abundance of users in a way that’s dramatically superior to a general Web search, but just as simple and intuitive. In fact, the service will show off the unique and valuable aspects of the library: hand-picked collections, vetted by experts, amassed especially for the very user behind the query.

The vision of integrating the university’s diverse collection of resources -- spread geographically and across a host of formats -- is courtesy of Tom Hickerson, Vice Provost and University Librarian in UCalgary’s Libraries and Cultural Resources area. The technology bringing the vision to life is the Summon unified discovery service, a groundbreaker from Serials Solutions.

“We are a unique cultural institution supporting research, a museum, a university press, along with archives and special collections,” says Tom. “We’ve been actively searching for ways to provide integrated access to the diversity of our resources, enhancing discovery of an entirely new spectrum of information. I’m optimistic that the Summon service is the mechanism that can do that.”

An important part of Tom’s vision is to integrate not only library assets, but those of the university and perhaps even freely available information on the Web that the library deems credible. It creates a research-world-at-your-fingertips scenario that begs the question, “why go anywhere else?” Indeed, it’s the whole point: the Summon service, shaped by Hickerson and his staff for the specific needs of UCalgary, aims to secure researchers -- whether student, faculty member, or community resident -- with the library as their starting point.

Hickerson has been on the lookout for an integration solution for the university’s vast collections since his arrival at the library in 2006. When an opportunity to become a beta site for the Summon service presented itself, he jumped seeing it as a vehicle to dramatically step up the library’s service and its reputation for innovation within the university.

The Summon service will be invisible behind the library’s own branded Web site. So, when the service goes live across the university, users will simply see a familiar, intuitive tool: a search box... one that opens resources that might never have been found otherwise. Hickerson is committed to exposing users to those resources that make the library unique and valuable, delivering to the researcher information that’s not available anywhere else.

The Summon service is hosted, so Hickerson’s staff needn’t take on the burden of maintaining it. The lightning fast pace of updates to e-content is accomplished through direct feeds from the publishers and content providers who participate in the Summon service. Key among the participants are aggregators ProQuest and Gale, which account for about 4,000 publishers between them. Others include Springer, SAGE, Taylor & Francis and a host of leading academic publishers -- about 100 in all. When the service launches commercially this month, nearly half a billion records will be indexed.

“Our goal is to open the gates to the wealth of information and resources that we can offer,” says Hickerson. “I’m excited about the value these enhancements will add for university faculty and students, and our larger community.”

Visit the University of Calgary and its amazing University Library at www.ucalgary.ca/.

Learn more about the Summon unified discovery service at ALA by visiting Serials Solutions booth #3026. Or visit www.serialissolutions.com/summon. Serials Solutions is a ProQuest company.

Hear more from early library partners and adopters of Summon unified discovery service in the free Webcast series, “Returning the Researcher to the Library,” hosted by Serials Solutions and Library Journal. Parts 1 and 2 of the series are archived at www.libraryjournal.com/nextgenuser. Parts 3 and 4 will be Webcast in Fall 2009.
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