CIC welcomes chair elect, more positions open

By Kate Vilches, SLA CIC Chair

Karen Bleier recently joined the board of the Special Libraries Association Competitive Intelligence Community as chair-elect, bringing 22 years of experience to the role.

She is currently a research librarian at the engineering company Black & Veatch in Overland, Kansas, where she is expanding the firm’s competitive intelligence offerings. Karen has eight years’ experience in special libraries,
including competitive experience roles at engineering and architecture firm Burns & McDonnell, and an additional 14 years’ experience in public and private libraries.

“I’m thrilled to be a part of the CIC community and looking forward to taking a more active role in helping CIC continue to thrive.”

- Karen Bleier

Karen was voted in as chair-elect at the February CIC board meeting. She will take over as Chair in January 2024.

Lisa Dang also joined the ranks of competitive intelligence community volunteers this year, reviving the position of vendor liaison on the Outreach Committee. Lisa is a competitive intelligence specialist at the law firm Nossaman LLP in Orange County, California.

**Positions open**

Are you interested in joining Karen and Lisa as a CIC volunteer? The competitive intelligence community is looking to fill several volunteer positions for the 2023 and 2024 years. The positions of membership chair and student liaison for the outreach committee are open.

For more information on these positions, contact current chair Kate Vilches at kate.vilches@ulteig.com. CIC members are also invited as guests to the board’s virtual meetings on the third Wednesday of every month, 12 p.m. Eastern time. Reach out to any board member if you would like to attend.
Next CIC webinar: 'Using a Competitor Response Model to Anticipate Market Changes'

Your start-up is planning to introduce its new product in the next few months and there are considerable risks involved with its market entry. Your marketing department is working overtime to plan the launch and everything is in place to make the best impression with the market influencers and your customers.

But have you anticipated all potential bumps in the road? Is there an essential piece of your strategy that may have been overlooked? Do you know how your competitors might react? Is there a way to predict their actions? Can you anticipate their moves and "head them off at the pass?" This structured analytic tool can provide a framework for predicting competitor reactions and identifying successful counter-strategies.

CI Tips: links to find, follow, fathom, and fave
by Arthur Weiss, AWARE, CIC Social Media Chair

Unless you’ve been on a desert island, you won’t have escaped the talk about ChatGPT – a new AI chatbot from Open.ai. Articles have appeared globally –
some praising, some damning and in the case of China, some censoring. Interestingly, entering 'ChatGPT' into Google Trends shows China had more interest in the technology than anywhere else, although this may be biased as most Chinese citizens can’t access Google or ChatGPT, owing to the Chinese censors.

Asking ChatGPT where to find information on ChatGPT

However perhaps the best way to show the power of ChatGPT is to ask it to give references and sources to learn more about ChatGPT and AI. The first link it recommends is obvious – OpenAI’s own website, which talks about the ethics of AI and the move towards artificial general intelligence (AGI). It prodives a link to a pretty good source for learning about AI at the Stanford Encyclopedia of Philosophy, including its history, philosophical implications, and technical aspects. It also recommends a few books, including The Deep Learning Book - a comprehensive introduction to deep learning, the technique that underpins many AI applications.

As many have noted, ChatGPT gets things wrong – and it did during this
search on AI resources, when it suggested a podcast on NVIDIA’s site that went to a 404 error page. (NVIDIA does have a blog on the topic.) I also got 404 pages for the sites recommended by ChatGPT when I asked it to give references or sources showing how AI and/or ChatGPT can help competitive intelligence practitioners. (More likely ChatGPT was “hallucinating”, as some have termed it, and making up sources). Nevertheless, one site suggested did let me find something worth thinking about: 10 Reasons Why AI is Essential for Your Competitive Intelligence Program.

Interested in contributing to the SLA CIC Quarterly Newsletter?

Each issue we’ll have this column – CI Tips - offering a great selection of websites to bookmark or remember. If you would like to contribute, email Kristen Palmiere at kristen.l.palmiere@lmco.com. Columns should include 5 – 8 links and up to 300 words. The sites can be random – your favourites – or follow a theme, as this month’s column does.

News and Events

Didn’t catch the last SLA CIC webinar? Check out the recording of CI Toolkit: How to Outmaneuver Your Competitors Using Event Intelligence, presented by Jonathan Calof, Ellen Naylor, and Jim Miller.

Hopefully we'll see you at the MLA/SLA '23 conference, taking place May 16 - 19 online and in-person in Detroit. The theme is 'Looking back, forging ahead," and while there won't be any CI-specific presentations, there will undoubtedly be a lot for special librarians to learn from.

The Institute for Competitive Intelligence's annual Competitive and Market Intelligence Conference, will take place over eight weeks between April 20-June 14, with a Conference Day taking place on May 16.

The AIIP (Association of Independent Information Professionals) is holding its annual conference April 27-30 both online and in-person in Milwaukee. SLA CIC's own social media chair Arthur Weiss will be there, presenting the workshop 'Let's Get Social: How to Find Information Using Social Media.'
Our next newsletter will be released in early July. Is there a CI event coming up later in the year that you'd like included in the newsletter? If so, let us know at SLACID2012@gmail.com.

**Newsletter-naming contest:** This is the SLA Competitive Intelligence Community’s first quarterly newsletter, and we’re looking for a new name for it. Do you have a good name suggestion? Let us know! If we choose your newsletter name, you'll receive a $25 gift card.

Send submissions to SLACID2012@gmail.com by June 1, 2023.

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