It’s July and the Competitive Intelligence Community is turning up the heat on its volunteer recruitment!

by Kate Vilches, SLA CIC Chair

We have several opportunities for members to give back, build their resumes, and shape the future of the CIC community.

**Content Chair**

First up is the Content Chair role which will be open in January 2024 after being held by Liz Frickelton, solutions architect at Aurora WDC, for four wonderful years. The Content Chair is primarily in charge of organizing webinar talent for
SLA CIC members to learn from on a quarterly basis. The Content Chair is supported by the CIC board and broader community, who suggest topics, speakers, as well as a handful of regular moderators, but ultimately it is the chair who sets the agendas. It is an ideal role for a longtime CI professional who wants to share their broad network or a newer professional who is up for the challenge of building one.

“It has been a rewarding opportunity to steward the CIC webinar program as Content Chair for the last four years,” Frickelton said. “It came at a time in my career when I was seeking to delve more into CI and get more involved. Saying yes to this opportunity helped me expand my network, especially with thought leaders in our field. I value being a part of this special community that’s helping to drive our careers forward and provide a space for learning new skills, acquiring new knowledge, sharing new ideas and fostering relationships.”

Chair-elect

Chair-elect is another position opening in 2024 when current Chair-Elect Karen Pierce, Research Librarian at Black & Veatch, steps into the Chair role. The chair-elect is a learning role focused on getting to know the business of the chair role and helping fill gaps as-needed. The chair-elect may pitch in to run a meeting if the chair is out and will definitely get to shape future programming and community engagement.

Student Liaison

The content chair and chair-elect roles are both voting positions on the executive board, but there are also committee positions available for interested volunteers. One key committee position that is currently open is the student liaison. The student liaison builds relationships with student groups and represents the CIC virtually at student events, sharing their knowledge of competitive intelligence with future practitioners. The student liaison may also work closely with Mentorship Chair Phil Britton.
**Want to learn more?** Send questions to CIC Chair Kate Vilches, kate.vilches@ulteig.com, or request an invitation to an upcoming board meeting, planned for July 19 and August 16 at 12 Eastern.

---

Product Spotlight:

![Kaleidoscope Logo](image)

**Profiled by Lisa Dang, CIC Vendor Liaison**

Each newsletter, we plan on publishing a profile of a research tool used by CI practitioners for the purpose of helping CIC members find the resources they need. This month, Lisa Dang, CIC's Vendor Liaison, discusses Kaleidoscope.

**Product:** Kaleidoscope, [kscope.io](http://kscope.io)

**Vendor:** Memterra, LLC.

**What it's for:** SEC & SEDAR research (U.S. and Canadian securities filings)

![Kaleidoscope Interface](image)

**Why consider it:** Despite being lesser-known than Lexis' Intelligize, Kaleidoscope is a comprehensive securities database that has met the research needs of my midsize law firm. We've also found it to be relatively cost-effective. At my firm, private company research is far more common than public company research. Although there is a plethora of raw public company data on the web, the occasional search across public filings warrants the time savings a subscription provides.
**Personal experience:** On one recent occasion, I discovered the usefulness of a securities database. While researching government grants, I found that states varied in their postings about companies. Although grant applicants are often small private companies, I was able to find public companies with subsidiaries eyeing grants through a search in Kaleidoscope. Additionally, the corporate disclosures provided additional insight into the timeline of the grants that some states do not keep updated. Kaleidoscope allows us to set up alerts, so we can potentially receive quarterly updates on these grants since public companies file quarterly reports.

*Note that SLA CIC's newsletters and product spotlights are not sponsored and are for educational purposes only. Is there a platform you use and love? We want to hear about it! Send us an e-mail at SLACID2012@gmail.com.*

---

**Poll:** How often do you search public filings when doing CI research?

- Frequently
- Sometimes
- Never

We'll share the results in our next quarterly newsletter!

---

**News and Events**

You're invited to SLA CIC’s next learning opportunity on September 12th with Victoria Richard and Monique Eddleton - exceptional leaders at the intersection of CX and CI. You can register now.

SLA CIC's final webinar of the year will take place on November 7th and feature Dr. Ken Sawka. You can register now to save your place, but we'll definitely send out more information as the event gets closer.

Didn't catch the last SLA CIC webinar? Check out the recording of How to Use Competitor Response Modeling to Accurately Forecast Potential Competitor
Forrester released its quarterly Market and Competitive Intelligence Platforms report on June 14th. Among the 14 providers recognized were M-Brain, AlphaSense, and InfoDesk.

Our next newsletter will be released in October. Is there an upcoming CI event or interesting industry news item you'd like us to include? Let us know at SLACID2012@gmail.com.