I love anything that is practical and that I can see a real use for, and this first issue touches on several important tools and skills that can and should become part of your professional arsenal. Beginning with this issue, readers can enjoy a new column, “Practical Competitive Intelligence” by Kevin Miles, which begins by breaking down the basics of conducting effective reference interviews to create competitive intelligence reports for law firms, and will continue to dive into other cutting-edge topics in future issues. David Kamien’s article on cross-selling is also an excellent example of why our members are the hub for legal information needs. This article also provides a great intersection of human interaction, technology, and research.

I hope this issue of AALL Spectrum inspires you to find a way to transform something in your library. I am looking forward to serving as President of AALL as we continue to grow our membership, our opportunities, and our alliances.

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