

How Can Guest Editors Make *Elements Magazine* Even Better?

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Elements' Guest Editors hold the keys to making the Magazine an even better and more vital 21st century scientific publication. One can envision that the current goals for the Magazine include improving *Elements'* impact factor, helping to make Earth science more important and vital among all sciences, and, most importantly, working towards providing a better future for all people on this planet. These goals are not unrealistic dreams. They can be accomplished with Guest Editors bringing together six articles in each issue that, collectively, speak well beyond who we are as mineralogists, geochemists, and petrologists. In doing so, our desire is to be more faithful to the rationale as to why *Elements* was created in the first place. In the early 2000's, many of us thought that we, as scientists of the Earth, were speaking too much to ourselves, and not enough to scientists in other fields, to academic and business managers, to politicians, and especially to the public at large. The fact that we had become, at times, stagnant meant that we were not attracting the attention of the most talented students or the funding agencies that support our research. Were we in danger of becoming too disconnected from what society's most important needs are? *Elements* was meant to be a new bridge – our connection to other fields (such as environmental science, materials science, solid-state physics, the biosciences, and chemistry), and also our new supercharged bridge to everything from funding agencies to public and private stakeholders. Although we currently do this to some degree, my contention is that we can do better.

A fundamental truth is that humans are prone to putting up dividing lines. We often categorize, classify, sort, and group. However, it is not the mission of *Elements* to erect barriers, but rather to take them down. This gives us the luxury to gain valuable insight into the most pressing fundamental, as well as practical, questions and problems for which we need new ideas and solutions. In this talk, I will give several examples of how *Elements* and its future Guest Editors can help orchestrate this.