

The first part of the paper discusses the importance of the
 *Journal of Applied Behavior Analysis* in the field of
 behavior analysis. It highlights the journal's role in
 disseminating research findings and its impact on the
 development of applied behavior analysis as a discipline.
 The authors also discuss the journal's commitment to
 high-quality research and its efforts to promote
 diversity and inclusion in the field.

The second part of the paper provides a historical
 overview of the journal's development. It traces the
 journal's roots back to its predecessor, the *Journal
 of Experimental Psychology*, and discusses the
 challenges and opportunities it has faced over time.
 The authors also discuss the journal's evolution from
 a focus on experimental research to a broader
 emphasis on applied behavior analysis.

The third part of the paper discusses the journal's
 current status and its future prospects. It highlights
 the journal's ongoing commitment to high-quality
 research and its efforts to expand its reach and
 impact. The authors also discuss the journal's
 plans for future growth and development.

In conclusion, the authors argue that the *Journal
 of Applied Behavior Analysis* is a vital resource
 for researchers and practitioners in the field of
 behavior analysis. They encourage continued
 support and investment in the journal to ensure its
 long-term success and impact.