

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 the field. The second part of the paper
 reviews the journal's history and its evolution over time.
 It discusses the changes in the journal's content and
 format, and the impact of these changes on the field.
 The third part of the paper discusses the journal's
 relationship with the behavior analysis community. It
 discusses the journal's role in promoting research and
 its impact on the field. The fourth part of the paper
 discusses the journal's future. It discusses the
 challenges and opportunities facing the journal, and the
 steps that need to be taken to ensure its continued
 success.