

25 Years of Growth and Success: Thank you!

As Editor-in-Chief of the *Journal of Esthetic and Restorative Dentistry*, it gives me great pleasure to be able to highlight a significant milestone in the history of the *Journal*: its 25th anniversary. More importantly, it affords me a wonderful opportunity to recognize the very significant contributions of so many dedicated individuals whose support and hard work over these 25 years have elevated the *Journal* to the level of excellence and distinction that it currently enjoys. Today, the *Journal* not only is included in the prestigious citation index but its international appeal has grown to a level where in 2011, the *Journal* experienced over 120,000 full-text downloads, with a 9% increase projected for 2012. This rapid rise in distinction and growth did not occur by accident. The 25 years of growth and recognition are a credit and testament to the contributions of many individuals whose tireless efforts have resulted in this literary success.

As noted previously in other Perspectives features, the inaugural issue of the *Journal of Esthetic Dentistry* was introduced in 1989 by Mr. Brian Decker, owner of B. C. Decker Publishing, Inc. The JED was the first peer-reviewed journal devoted exclusively to what was at that time, the emerging area of esthetic dentistry. Dr. Ron Jordan, a pioneer in the area of conservative esthetic dentistry and a respected academician, directed this new publication as Editor-in-Chief, and served in this capacity for 4 years. Following almost 2 years of able guidance by its succeeding Editor, Dr. Stuart Isler, the *Journal of Esthetic Dentistry* then achieved even greater prestige by Coeditors, Drs. Ronald Goldstein and David Garber. Over the next 4 years, under their leadership, the *Journal* attained broad recognition and appeal, particularly among individuals whose interest focused on esthetic dentistry. At the end of their tenure as Coeditors, this new level of credibility was evidenced by its acceptance into *Index Medicus*, rendering the *Journal* searchable on MEDLINE and other search engines.

Being searchable today with the various online search vehicles means that not only does an article receive exposure at the time it is initially published online in Early View and later in print but also it is subsequently accessible by an even larger audience of readers who search the *Index Medicus* through online sites such as Pub Medical. In fact, today the *Journal* enjoys over 30,000 access points. Access points still include traditional individual and institutional subscriptions (both to printed and online versions of the JERD). However, most access points are attained through subscription consortia and third-party databases where “bundled” subscriptions to multiple journals are afforded. This approach improves affordability of subscriptions and accessibility for individuals to the JERD literally around the world. It should also be noted that our publisher, Wiley-Blackwell, is very active in philanthropic initiatives internationally that afford JERD access to libraries in developing countries that could otherwise not afford such access.

From a historical perspective, in 1998, I assumed the role of Editor-in-Chief. For over 15 years now, I have had the distinct honor and privilege to work with many, many talented authors, reviewers, board members, section editors, and administrative support staff in a joint effort to raise the level of excellence of the *Journal*. As Editor-in-Chief, by default, I believe I receive far too much credit for the *Journal's* current success. In my opinion, it is the tireless efforts of many “behind the scenes” individuals and team members who have propelled the *Journal* to the position of distinction it currently enjoys.

Of particular note is Dr. Ed Swift. Dr. Swift joined me from day one in this effort as Associate Editor, and his many contributions have provided vital elements to the *Journal's* success. Not only is Dr. Swift internationally recognized for his expertise in adhesive and esthetic dentistry, but also he is highly respected by those in

academics and private practice alike. Because he is held in such high professional regard, Dr. Swift has been able to attract the support of dozens of topic experts in generating regular features in the *Journal* such as the current, "Contemporary Issues" and the long-standing "Critical Appraisal" features. The "Bottom Line" summary included at the end of each Critical Appraisal is such a popular element of the *Journal*, that it has been replicated in many other publications since. Moreover, Dr. Swift's broad expertise in related research has afforded me a vital resource upon which I readily rely for advice and insights. For the many years of friendship and support in this joint effort, I am most grateful to Dr. Swift.

An individual who truly works "behind the scenes," yet whose work is indispensable, is our Editorial Assistant, Ms. Betty Cates. For almost the entire tenure of my serving as Editor-in-Chief over these many years, I have had the distinct privilege of working with Ms. Cates. Many of you who have worked with the *Journal* over the years can attest to the expertise and dedication of Ms. Cates. She is literally the "lifeline" of the *Journal* whose management of the everyday operation of processing papers and reviews is vital to its existence. I rely upon her expertise and guidance daily. More importantly, she also serves as the point person in communicating with all those involved in the publication process. In this capacity, not only is Ms. Cates incredibly knowledgeable but also more importantly, she is one of the sweetest, kindest, and most caring individuals I know. I cannot express just how fortunate we are to have someone of Ms. Cates' expertise and character serving as the "face" of the *Journal*.

Although Dr. Swift and Ms. Cates are the individuals with whom I work most closely, the *Journal* owes a significant debt of gratitude to all those who ensure its ongoing success. I have been very fortunate to have enjoyed an incredible level of support from the talented staff at Wiley-Blackwell. Ms. Jessica Regione, in particular, has been a long-standing advocate of the *Journal* whose issue-by-issue management of the layout, proofing, and publication process has been invaluable. Many others at Wiley-Blackwell also have regularly

provided expertise and support through their various roles with the *Journal*. Much of the current success and growth of the *Journal* can be attributed to the efforts of individuals at Wiley-Blackwell who have strived to improve its international appeal.

I also cannot begin to adequately thank those who have served as Section Editors, Editorial Board members, and reviewers for these many years. The *Journal's* Section Editors literally are a "who's who" in esthetic and restorative dentistry, whose expertise and advice have been invaluable. From the beginning of my tenure to date, the *Journal's* Editorial Review Board has been an active, working board, not just "window dressing" for the *Journal*. Many of the innovative features and elements of the *Journal*, such as the Commentaries that follow each article, resulted from Board recommendations. And of immeasurable importance is the role of the reviewers, the many selfless individuals who donate their time and expertise to provide the unbiased peer review essential to ensuring the integrity of the publication process. For their many contributions, I am very, very grateful.

The success of the *Journal* also has been enhanced by the support of the many dental organizations who have adopted it as their official journal. Of particular note is the American Academy of Esthetic Dentistry (AAED), which has fostered ethics and excellence in the field of esthetic dentistry for many years. A large proportion of the Section Editors, Board members, and reviewers of the *Journal* are members of this fine and distinguished academy. The *Journal* and the AAED have enjoyed a fruitful and mutually beneficial symbiotic relationship whose goals are parallel and true. It is with sincere gratitude to the AAED and the many other organizations that support the *Journal* that I highlight these partnerships.

Ultimately, the success of any long-standing journal is the regular receipt of high-quality papers. To the many authors who spend countless hours writing and submitting their papers to the *Journal*, I extend my sincerest gratitude. It is admittedly not easy to receive a letter of publication rejection. That is one of the most difficult tasks of any journal editor, but honest reviews

and feedback to authors are necessary to the publication process. It is only through the receipt of high-quality papers that the *Journal* can continue to improve and demonstrate publication excellence. Many new journals come and go. It is easy to start a new journal and to attract some fine papers for a while. However, the longevity and viability of any journal depends on the receipt of a regular stream of high-quality papers. The *Journal* has thrived for 25 years and has reached the current level of distinction only through receiving hundreds of clinical and research papers annually. Although only a select number of papers are refereed and determined to be of an acceptable level of excellence for publication, I greatly appreciate the efforts of all the authors who elect to submit papers to the *Journal*.

In conclusion, over the past 25 years, the *Journal of Esthetic and Restorative Dentistry* has grown in distinction through the hard work, dedication, and selfless efforts of many individuals. It is my hope that through the continued efforts of those involved with the *Journal*, we can continue to grow it in stature and maintain the level of publication excellence that has been the *Journal's* hallmark for 25 years. Thank you!

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