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# Editorial

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Well the conference season is once again upon us, and, at the time of writing, I have already attended two conferences for WPSA, and will also be at the Turkish meeting towards the end of the year, with fellow board members. It's interesting to see how fast things can sometimes change within an organisation. The latest statistics show that we have several new branches, notably in developing countries, whilst in some more established regions we are actually seeing a decline in membership. As members are the lifeblood of any organisation, it's essential to promote the WPSA and create an environment of enthusiasm for the future of poultry science. Indeed, we have much to celebrate, for plans to commemorate the 100<sup>th</sup> Anniversary of the WPSA for 2012 are already in the pipeline. Certainly the Journal will be hosting special inclusions to mark the centenary, so watch this space! However there are also many other technological aspects to the WPSJ now available for members – making it easier and more efficient for you to get hold of the information and papers we have on offer. Have a look at the information in this issue to see how you can get the most out of the Journal. For any of you who are not already registered, online subscription is a fast, convenient way to access information and papers. We are now also working towards access to the WPSJ via mobile phones – which is a great way for members in developing countries, where the postal system or computer access may be unreliable. As the world of science gets faster and broader, we all need a reliable, quick way to access papers and literature information, so please do take advantage of these technological tools to ensure you're not missing out on any information relevant to your specific field of work.

The Journal continues to grow in terms of quality, standing amongst peer publications and general popularity – which is a great result for all involved. At the end of June we will have our next citation rating (impact factor), which has consistently improved over the last few years, and we hope it continues to do so. Please keep those papers coming in. I'm always looking for extra variety in topics covered, and don't be afraid to send in a review that's maybe not mainstream – we are always open to new areas of poultry science.

So, please take a few minutes to go online and have a look at how you can get best use from the information we have in the Journal and on the WPSA website.

**Dr Lucy Waldron**

*Editor*