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Welcome to our latest issue of the *Journal of Biocommunication*, a visual celebration of the profession of biomedical communication.

As I assume my new role as Chair of the Journal Management Board, I am reminded that it is you, our readers and subscribers, who continue to shape and mold the *JBC*. Our *Journal* has become a dynamic online educational product. It is a true synthesis of the articles, ideas, concepts, images, and media from the memberships of the ABCD, AIMBI, AMI, BCA, and HeSCA. These five organizations are committed to empowering their members through the *JBC*. I want to personally thank the leaderships of these organizations for being a part of the *JBC's* success through the years.

This issue features "Integrating Instructional Interactivity in a 2-D Animated Learning Environment to Enhance its Educative Value: An Online Pharmacogenetics Course for Practicing Pharmacists" by Michelle Lui, et al. Also included is the article "The Instructional System Design Model: A Framework for Development of a Web-based Program" by Maria Bishop, et al. Please review these well-written and timely papers.

Our 32-3 Gallery showcases the award-winning illustrations from the Association of Medical Illustrators' 2006 Annual Meeting Salon. This annual competition gives recognition to the award-winning medical and scientific illustrations that are produced in both traditional and digital art methods. Also included are members' winning entries from Interactive Media, Animation, Three-Dimensional, and Book categories. In total, there are fifty-three winning entries featured in our Gallery for your review.

As the *Journal* continues to evolve, we hope to present new and expanded sections showcasing animations and other biomedical media. We anticipate that more and more scholarly communication, research, and investigation will move to an electronic form, and that online publishing will continue to connect people to the information they want. The *JBC* has

embraced new media with our transition to an online only format, and we are positioned for a bright future. The *Journal* is driven by great academic content, and we encourage those members to submit relevant papers to your Association Editor or the *JBC* Managing Editor.

Because of new National Library of Medicine guidelines, our downloadable PDFs now must have their page numbers preceded by the letter "E." This is particularly important to PubMed and other on-line users, who now readily associate the letter "E" with the special class of journals that are on-line only. The *JBC* provides these PDFs as a courtesy to our viewers to allow for consistent printing and referencing of our *Journal's* scholarly material. We also are including page-numbered PDFs for each issue's Title/Contents Page, as well as a PDF for the Publisher's Comments. For those readers who may print the *Journal's* PDFs, these introductory pages are numbered sequentially (also using the letter "E" as described above), and will help serve to historically identify each issue and its contents.

As *JBC* Board Chair, I would like to personally thank outgoing Chair, Bob Turner, for his excellent leadership, vision, and friendship during these past few years. Bob navigated the *Journal* through a transition period, as we migrated from traditional printing to an online only publishing format. The *Journal* not only survived this transition and the selection of new service providers, but it also has blossomed to become a dynamic visual showcase for our five associations. Thanks again, Bob, for a job extremely well done.

As I conclude this Publisher's Comments, I am reminded of a quote by Canadian Wayne Gretzky, the great professional hockey player. Once when asked about his great skill and tremendous success on the ice, Gretzky stated, "I skate to where the hockey puck is going ... not where it currently is."

We hope to guide your *Journal* in this dynamic world of new media with the same vision that Gretzky had. Let us know how we're doing.



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