Our Journal is currently faced with a serious threat. The threat is competition for submissions from both established journals and an increasing number of new on-line journals. Without substantial submissions we can't survive as a high quality journal.

The threat is exacerbated by the Journal's relatively low impact factor, a factor that many view as a quality indicator of both the journal and its articles. Therefore, the impact factor requires immediate attention. The Journal has advantages for authors because of its small size, clear focus area, outstanding editorial staff, and the backing of both ASM International and Springer. An improved impact factor, in conjunction with the journal's strengths, could do much to help the journal attract more high-quality submissions.

Because ours is a relatively small journal that receives less than a hundred rather than thousands of submissions like larger journals, authors can receive more personal attention here. For example if you have problems with the system, questions, suggestions, or criticisms of the journal please direct them to me. My email is usually answered daily and I appreciate the opportunity to communicate with authors and readers.

What will raise the impact factor? The answer is an influx of quality papers that are timely and well cited. Our advisory committee has suggested that articles on the following topics could serve that purpose:

- New fundamental concepts
- New thermodynamic and kinetic property measurement methodologies
- Contributions to the materials genome initiative (the MGI)
- New multicomponent phase equilibria and crystallography data
- Diffusion in single and multiphase systems
- First principles and simulation approaches to database creation and process modeling.

Over the next 2 years I plan to write research articles on several of these subjects. I pledge to submit all these articles to JPED and invite you, as a reader of the journal, to do the same. It is only through a team effort that the *Journal of Phase Equilibria and Diffusion* will have a higher impact factor and thrive. Join me now in making that goal a reality.

John E. Morral
Editor
Journal of Phase Equilibria and Diffusion
Ohio State University
Columbus, OH USA
E-mail: jemorral@gmail.com