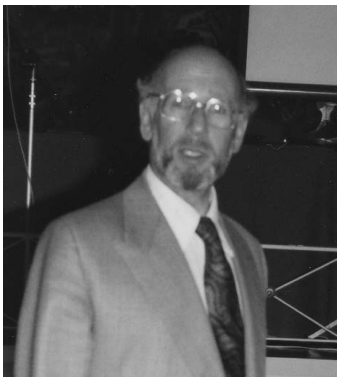
Honorary Journal Sponsor



Volume 33 - Number 4 (November 1977) issue of the World's Poultry Science Journal carried the announcement that Dr Gordon Rosen was the Journal's first sponsor. The very positive idea (Dr Rosen's) of having companies and individuals provide financial support to defray journal production costs was described as the 'Sponsorship Scheme' by Editor R.F. Gordon. The initial idea was that sponsors could opt for levels of support based on 'units,' one unit being one hundred British pounds.

Although Dr Wade Brant had yet to be elected Treasurer of WPSA, that would happen the following summer, I believe plans were under way for Dr Brant to be nominated. Dr George Jaap would be retiring as Treasurer in 1978 after 20 years of service. As your current Treasurer, I had the pleasure of learning much about the inner WPSA workings of this period from the late Drs Brant and A.W. Jasper. Dr Brant told me many times that Dr Rosen approached him about the sponsorship idea. He told Dr Brant that with a sponsorship in hand, Dr Brant could approach the large poultry companies. He advised Dr Brant, 'You tell them that if little Gordon Rosen can provide a sponsorship, surely your big company can as well.' And it worked. Today's Journal has so much of its production costs defrayed through the support of individuals, poultry companies, and companies that make up the allied poultry industries.

Through the years, Dr Brant, in collaboration with fellow WPSA officers, created the system of Journal sponsorship and advertising. The number of sponsors grew significantly and advertisers were slowly added. This was achieved through the tireless efforts of our former Secretary, Dr Piet Simons, and current Secretary, Dr Roel Mulder.

Dr Rosen is best known in his working life as the key person regarding anti-biotic (a term he has always tried to improve) applications in animal feed in the 1970's.

For nearly 40 years Dr Rosen has remained the Journal's most dedicated supporter. He has always been a champion of WPSA and made annual donations toward increasing the membership of WPSA.

At the recent WPSA Board meeting in Bergamo, Italy it was unanimously agreed to honour Dr Rosen as Founding Journal Sponsor. This title will appear in every issue of the Journal as a lasting tribute to this great poultry nutritionist and stalwart supporter of WPSA. This special "thank you" is arguable overdue, but nevertheless richly deserved.

Dr Francine Bradley
Dr Lucy Waldron

https://doi.org/10.1017/S004393391400021X Published online by Cambridge University Press