

Dr. Rick Rasby receives the North Central Region Extension Award from the National Association of State Universities and Land-Grant Colleges (NASULGC)



Chicago, IL—November 9, 2008, Dr. Rick Rasby received the North Central Region Extension Award from the National Association of State Universities and Land-Grant Colleges (NASULGC) at their Chicago meeting. Rasby was recognized for his Extension work, and in particular, his work on the beef Web site at UNL and at eXtension. The beacon and most significant contribution of Dr. Rasby's extension program to the beef industry has been development of the Beef Web site (<http://beef.unl.edu>). This comprehensive site contains a plethora of information including a production calendar, FAQ's, Nebraska Beef Report, and a searchable database. The site is recognized as the leading beef Web site in the world and consistently attracts in excess of 2 million visitors annually. The site features an "Ask a Specialist" service in which Dr. Rasby responds to submitted questions. The popular beef eXtension Web site (<http://about.extension.org/>) is led by Dr. Rasby and has a far reaching impact. The national eXtension Initiative is an Internet-based educational network providing 24/7/365 access to objective, science-based information from land-grant universities and partners nationwide. It is an integral part of and complements the community-based Cooperative Extension System and may be accessed via any Internet-ready device.