

Dr. Rick Rasby -- Distinguished Specialist Award

Rick Rasby, Professor of Animal Science, is recipient of the 2010 University of Nebraska Extension Specialist Award. Rick is the originator of the best beef cattle information Web site in the world, averaging 1,000 visitors daily. He fosters a multi-discipline approach to solving ranch management problems. One of his well-recognized programs is the “Quality Feeds for Quality Feeding Program,” which has reduced feed costs by an average of \$25 per cow. He was also the leader of the team that developed the first microcomputer program sold by UNL. PC-CowCard has been sold in 20 states and 2 foreign countries. Rick's national leadership is demonstrated by receiving USDA funding to develop the eXtension Beef Cattle Web site.



Pictured with Dr. Rasby is Dr. Elbert Dickey, Dean of the Nebraska Cooperative Extension Division, who presented the award at the Extension Annual Conference in Kearney on October 13.