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New IBC director has big ‘boots’ to fill

Ames, IA, 2/8/2010 – After his first full week in his new role, Dan Loy still believes he has big shoes to fill, but he’s ready to face the challenges that come with his new position.

Dr. Loy, who has been working with Iowa State University Extension as a beef specialist for nearly three decades, has recently been appointed interim director of the Iowa Beef Center, Extension’s program to cattle producers. Loy assumed his new position on February 1 after the appointment of the center’s former director, Dr. John Lawrence, to associate dean of extension and outreach for Iowa State University’s College of Agriculture and Life Sciences.

“It is truly an honor to be asked to fill this important role. The Iowa Beef Center has gained a national reputation through the leadership of Dr. Lawrence, and the quality programs and people that carry on the Center’s mission,” Loy said. “These will be big shoes – ‘boots’ – to fill, and there will be challenges to meet, but Iowa State University will continue to be a national leader in research and extension information for the beef industry.”

Loy joined Iowa State 27 years ago after receiving a bachelor’s degree from Western Illinois University in 1978 and a doctorate in 1982 from Pennsylvania State University. During his time at Iowa State University, Loy has won several awards, including five awards given to him from ISU Extension.

In his new role, Loy will work to coordinate the efforts of ISU Extension’s campus and field beef program specialists, who serve the Iowa Beef Center by distributing the latest in research-based information to members of the state’s beef industry.

As Loy transitions into his new position, the center is experiencing other changes, including a reduction in the number of staff serving the organization as a result of recent retirements. Loy is facing these changes with confidence that the center will continue to serve the needs of Iowa’s cattle producers and is looking forward to exploring new opportunities to meet the organization’s goals.

“As the Extension arm of Iowa State University to the beef industry, our mission is to be the number one source for ‘all things beef.’ That will not change,” Loy said. “The current budget reality at the university has reduced staff and other resources. We will continue to provide high quality information to the industry, but will undoubtedly rely more on technology such as distance education methods, and outside funding sources for targeted programs to beef farm families. The Iowa Beef Center will remain a national and international resource for beef information.”

The Iowa Beef Center at Iowa State University in Ames, Iowa, was established in 1996 with the goal of supporting the growth and vitality of the state’s beef cattle industry. It serves as the university’s extension program to cattle producers and is comprised of faculty and staff from ISU Extension and the colleges of agriculture and life sciences and veterinary medicine. Together, the Iowa Beef Center’s members work to develop and deliver the latest in research based information regarding the beef cattle industry. For more information about the Iowa Beef Center, visit www.iowabeefcenter.org or check out the IBC blog at <http://blogs.extension.iastate.edu/iowabeef/>.

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