



CATAWBA COUNTY

P.O. BOX 669 Newton, North Carolina 28658-0669 (828) 695-5600

Department of Social Services

PRESS RELEASE/PSA

Wednesday, May 16, 2007

FOR IMMEDIATE RELEASE

Contact: Valerie Huffman at (828) 695-5749 or vhuffman@catawbacountync.gov

Bobby Boyd named DSS Director of the Year

Bobby K. Boyd, Director of the Catawba County Department of Social Services, was named Director of the Year by his peers at the Annual Meeting of the North Carolina Association of County Directors of Social Services. The award was presented May 10 at the directors' awards banquet in Atlantic Beach.

Roy Young, DSS Director in Union County, said in his presentation that "[Bobby] is a mentor and advisor to so many of his colleagues and there is rarely a DSS issue that he is not consulted about by our Association."

Boyd humbly accepted the award on behalf of all county directors who work diligently each day to meet the needs of North Carolina's most challenged citizens.

For twenty-nine years, Bobby Boyd, ACSW, has led Catawba County Social Services to outstanding achievement. The agency, now with 375 employees and 180 million dollar budget, has historically attracted state and national recognition for innovation and quality. In 2004, in response to North Carolina state mental health reform, Bobby led the agency to develop Family NET, a therapeutic arm which provides individual and family mental health services, as well as prevention programming across the county. Since 2000, he has also steered the agency through Catawba's dramatic economic downturn. With the loss of 14,000 community jobs, food assistance caseloads rose from 2224 to 6605 (197%) and Medicaid cases rose 73%. In his mature and steady manner, Bobby led staff ably through these difficult times, never veering from his commitment to efficiency, respect for customers, and commitment to excellence.

Bobby has served as President of the North Carolina Directors of Social Services Association, the N.C. Division of Social Services Children's Services Committee, President of the Newton Rotary Club and past president of the local YMCA Board. He currently chairs the NC Baptist Children's Home Board, the Catawba County Child Fatality Team and serves on the Workforce Development Board, Smart Start Early Childhood Board, and Juvenile Crime Prevention Council.

Boyd has served Social Services for over forty-one years with tours of duty in Forsyth and Vance counties. He resides in Conover, North Carolina, with his wife, Nancy.

###

