

infuse your life  
with action.  
don't wait for  
it to happen.  
make your  
own future.

- bradley Whitford



ENGLER AGRIBUSINESS ENTREPRENEURSHIP PROGRAM

2016-2017

**ANNUAL REPORT**

UNIVERSITY OF NEBRASKA-LINCOLN



Dear Friends,

Over the course of the past 6 months, we have allocated substantial time and energy into the process of taking a deep look into seven years' worth of accomplishments, wins, near misses, and 'ones that got away' that define our program. We came to the conclusion that we had created a good program – one that we could be proud of to be sure, but we also recognized that we hadn't reached our full potential. Given our belief in the power of aspiration, we turned our attention to building on **good** in a quest to become a **great** program.

In retrospect, it would have been easier to have looked at the cards in our hand and held steady, but as we considered the future with all of its opportunity cloaked in uncertainty, we came to the conclusion that we needed to embrace the struggle of making the leap from good to great. We listened to alumni, students, our advisory board, entrepreneurs, and thought-leaders in our struggle to imagine and then build a better mousetrap. We studied successful programs, especially the West Texas Enterprise Center, and we debated, dreamed and dared each other. Perhaps the most important achievement was to fully understand the mission and essence of our program through a new set of lenses.

Using the model of the epic journey of Lewis & Clark, we have constructed a framework of two phases of entrepreneurial development as part of the university experience– Explore Camp and Build Camp. Thomas Jefferson was very intentional in his preparation of Meriwether Lewis to lead the expedition providing him access to expertise, state of the art technology, and meticulous development of objectives to be met. The Corp of Discovery as they would become known, blazed a trail that required exploration, trial and error, and complex problem solving – not unlike the work of ideating, testing and launching a novel enterprise. We believe that Lewis and Clark's journey provides context and a connection to one of the world's epic adventures for the entrepreneurs in our program.

We also believe that long term success will come from creating a multi-tiered post-graduate support system that serves not only Engler students but people across the state of Nebraska as well. Based on a vibrant private-public partnership model, we are working to construct the third phase of building an enterprise. While we are not far enough along to share details

on this phase, we invite conversation as to the best manner to unleash the innovative spirit of the Great Plains region.

Our visit to the Silicon Valley helped to solidify our commitment to building an impactful entrepreneurial ecosystem. We found both inspiration and insight from our conversations, seminars, and tours that informed our thinking about the future of our program. We have been blessed with the investment of time and talent of so many in the formation of the Engler Agribusiness Entrepreneurship Program.

Finally, we want to pay tribute to the alumni and students of this remarkable program for they are the embodiment of our highest ambition, the leaders who will sustain this work, and the champions of our community. In those moments when indecision or doubt attempts to creep into our thinking, we merely have to look to our community to know that we need to pump the bellows, stoke the fire, and strike the forge.

We welcome your input and energy as we work together to rekindle the American dream and to build strong people, vibrant businesses, and engaged communities.

Sincerely,

**Tom Field**  
Director

**Paul Engler**  
Chairman

*“Good is the enemy of great. And that is one of the key reasons why we have so little that becomes great. We don't have great schools, principally because we have good schools. We don't have great government, principally because we have good government. Few people attain great lives, in large part because it is just so easy to settle for a good life.”*

- JAMES C. COLLINS

“GOOD TO GREAT: WHY SOME COMPANIES MAKE THE LEAP... AND OTHERS DON'T”

# THE ENGLER PLAYBOOK



## MISSION

*To embolden our people to the courageous pursuit of their purpose*

OUR CHOSEN VEHICLE:

### ENTREPRENEURSHIP



ASPIRE



PASSION



COURAGE



PARTNER



GRIT



BUILD

POWERFUL TRIBE  
INNOVATIVE MINDSETS

WINNING

PERSONALIZED EXPERIENCES  
SUCCESSFUL COMPANIES

## THE ENGLER EXPERIENCE TEAM



**TOM FIELD, PH.D., DIRECTOR**  
Paul Engler Chair of  
Agribusiness  
Entrepreneurship



**MICHELLE BASSFORD**  
Chief Experience Officer



**DAVID LAMBE, MBA**  
Chief Learning Officer



**BRENNAN COSTELLO**  
Chief Business Relations  
Officer

### OUR CORE PRINCIPLES

STEWARDSHIP



SERVANTHOOD



EXCELLENCE



# THE ENGLER MODEL

Entrepreneurship development is a two-stage process



Creating a program that achieves these objectives depends on two critical elements – Customization and Commitment.

## CUSTOMIZATION

Create experiences that are designed for specific stages of growth and facilitate each person's deep dive into the world of entrepreneurship. Customization allows us to place students in the appropriate phase of development.

## COMMITMENT

Entrepreneurship is not for everyone; our process is designed to help individuals determine whether or not they have what it takes to move from student to business founder. Individuals only move into the business development process when they have undergone a serious review of the lessons learned from exploring the entrepreneur's mindset, reflecting on their own purpose and goals, and having experienced entrepreneurship to sufficiently understand the costs and benefits of building a company.

Our program has been refitted into two camps

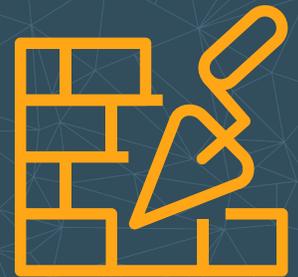
# EXPLORE *Camp*

is focused on the entrepreneurial mindset and low-risk immersion in entrepreneurial experiences. Explore Camp is a litmus test that's all about the process of an individual discovering their strengths and defining their purpose while diving into the mindset of an entrepreneur. It's driven by experiential learning, testing the waters, and getting their hands dirty. At the end of the Explore Camp experience – students will know whether or not the life of an entrepreneur is a good fit.



# BUILD *Camp*

is an adaptive and highly experiential environment that focuses on the specific problems to be solved and the markets/customers to be served. Build camp is designed to transform a student with an idea into a founder. Those in build camp will work within a cohort group in a co-working environment – the learning process will be driven by intense, fast learning workshops that allow founders to make meaningful progress along their entrepreneurial journey. Each will be served by Engler faculty and staff who serve as coaches and accountability partners, a mentor/advisor from the business community, and a professional development coach. Modularized learning allows for the engagement of practicing entrepreneurs to strengthen the Build Camp experience. At the conclusion of Build Camp, a founder will be ready to take on customers and to pitch to investors/lenders.



## WHAT'S NEXT?

We have a vision for the future as well – a unique program we call Exceleator that will be designed to grow and scale companies emerging from the Build Camp. We also envision an outreach program designed to create entrepreneurial momentum in rural and underserved communities. Stay tuned...

# IGNITE!

## ENGAGEMENT TALKS POWERED BY ENGLER

To be a success in business, be **daring**, be **first**, be **different**.



### PAUL GENHO

Engler, the Center for Grassland Studies, and the Rural Futures Institute teamed up with UNL to present Paul Genho, a leader in the agricultural systems industry. Paul engaged the Engler students in a workshop while visiting where they defined leadership and its importance in every organization.

## WOMEN'S ENTREPRENEURSHIP INITIATIVE



In April of 2017 Engler made its first formal strides to engage in conversation about gender barriers in entrepreneurship. The program launched the Women's Entrepreneurship Initiative and hosted a two-day conference with the mission of empowering more women to launch enterprises. The conference featured influential women with backgrounds in agriculture, economic development, accelerators, and business coaching. Confidence, building a strong team, and living your why were strong themes throughout the two days. Women by nature are nurturing, continually striving to take care of others. When building a company, it's vital to make sure you are also taking a moment to take care of yourself. The capstone of the day was a panel featuring Andrew Uden, Quantified Ag, and Carrie Derner, Vivayic. The group talked about how important it is to hire the right people and be extremely disciplined about staying true to company culture, and also what it looks like to shift from employee, to employer. This is only the beginning for the WE Initiative—be looking for updates on our efforts to empower the women of Engler!



## ENGLER CONVERSATION SERIES

Go to [engler.unl.edu/engler-lecture-series](http://engler.unl.edu/engler-lecture-series) to view past Engler speaker videos.



**CASSIE LAPASEOTES**, Bridgeport, NE  
Lapaseotes Feedyard

*"Family and Entrepreneurship: A Journey"*  
Oct. 13, 2016

Upon graduating from CSU, Cassie moved back home to be directly involved in the family business.



**VERNE HOLOUBEK**, Erin, WI  
Murphy Lake Farms & Holoubek Studios

March 30, 2017

UNL Alumnus who created the first iron-on heat transfer t-shirt business, as well as farmer and environmentalist.

# ENGLER STUDENTS TAKE FLIGHT!

## ANNUAL ENTREPRENEURIAL TOUR

### The Engler Entrepreneurial Tour immerses students in the free-enterprise experience.

#### EXPLORING THE SILICON VALLEY REGION

- Granular, San Francisco, CA
- Climate Corp, San Francisco, CA
- Farmers Business Network, San Carlos, CA
- General Catalyst, San Francisco, CA
- Pluto Money, Oakland, CA
- Hacker Dojo, Santa Clara, CA

#### EXPLORING THE CALIFORNIA AG AND RANCH INDUSTRIES

- Keenan Farms, Kettleman City, CA
- Harris Ranch Feedlot, Coalinga, CA
- Harris Farms Horse Division, Coalinga, CA



Many thanks to our tour facilitators: Carlos Estrada, Founder, Unicornable and Surin Kim, Asst Prof, Textiles, Merch. & Fashion Design

#### SPECIAL THANKS TO

- Pandora Headquarters, Oakland, CA
- Reddit, San Francisco, CA
- PK Studio, Oakland, CA
- Laura Harrison Ward, First Republic Investment Management, San Francisco, CA

#### STUDENT WORKSHOPS INCLUDED

- Customer Discovery and Design with Lawrence Patrick, Jupiter KSA
- Taking Care of Yourself and Your People with Jay Azarow, Ph.D.
- Design Thinking with Valerie Tremblay, ExperienceInnovation Certified Facilitator



# MEET the Engler Students

## MAJORS REPRESENTED

MECHANIZED SYSTEMS MANAGEMENT **ANIMAL SCIENCE**  
 AG ECONOMICS FISHERIES / WILDLIFE **FOOD SCIENCE**  
**MICROBIOLOGY** FAMILY & CONSUMER SCIENCE **AGRONOMY**  
 BIOSYSTEMS ENGINEERING BUSINESS / MARKETING **BIOCHEMISTRY**  
 APPLIED SCIENCE **AG LEADERSHIP PRE-VET**  
**AGRIBUSINESS**  
**AG EDUCATION** **NUTRITION & HEALTH SCIENCES**  
 AGRICULTURAL AND ENVIRONMENTAL SCIENCES COMMUNICATION  
**WATER SCIENCE** **PLANT BIOLOGY**  
 HORTICULTURE **GRAZING LIVESTOCK SYSTEMS**



## ADDITIONAL STATES (and countries) REPRESENTED



*"Every day is an opportunity to get better, learn, and make connections. Make every day **count!**"*

- AMBER BURENHEIDE  
ALUM, CLASS OF 2015



## ACHIEVEMENTS



★★ 61 **SCHOLARSHIPS AWARDED** totaling \$218,000 ★★

ASUN SENATORS Eric Klitz & Cheyenne Gerlach	MORTAR BOARD Tom Waldo & Andrea Wach
FRANCO'S LIST Grant Suddarth	CHANCELLOR'S SCHOLARS Elisabeth Loseke & Toni Rasmussen



**UNL NEW VENTURE GRAND PRIZE WINNER**  
Grant Suddarth, Terrace Ag

## ENGLER COMPETITIONS

### BUSINESS PLAN CONTEST WINNERS

<b>1st Place</b> Grant Suddarth Terrace Ag \$4,000	<b>2nd Place</b> Zach Settje Polybunks \$1,000
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### QUICK PITCH CONTEST WINNERS

- Lindsay Sabatka - \$1,000
- Kelsey Foster - \$1,000
- Brittany Cihal - \$1,000



# RECOGNIZING our seniors

CLASS OF 2017

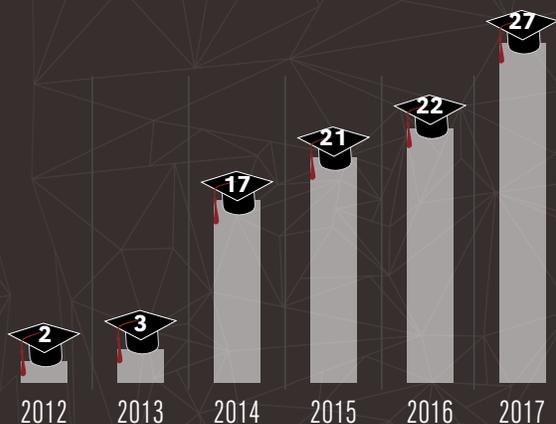
DAVIS BEHLE  
ASHLEY BUESCHER  
TAYLOR CERVENY  
AMANDA CLYMER  
HALEY DALLMANN  
BRYCE DOESCHOT  
EMILY EBERSPACHER  
COLTON FLOWER  
KELSEY FOSTER

LUKAS FRICKE  
NICK GREENE  
SPENCER HARTMAN  
TYLER HAUN  
JEFF HORNING  
JON JAHNKE  
CODY KUESTER  
AUTUMN LEMMER  
EMILY LONG

JAMIE MASHINO  
GABRIEL MILLER  
JACLYN NELSON  
TONI RASMUSSEN  
SARAH SCHALM  
ASHTYN SHREWSBURY  
MATT TREADWAY  
ELEANOR WAGNER  
ERICH VOGEL



## ENGLER GRADUATES



*“Change is inevitable and transitions can be difficult. Find those people in your life who will always be that constant voice of reassurance and support. While often hard to accept, recognize that this time of transition and change in your life can be an opportunity for immense growth.”*

- TANNER NELSON  
ALUM, CLASS OF 2016

**MEET**

# THE ENGLER ADVISORY BOARD

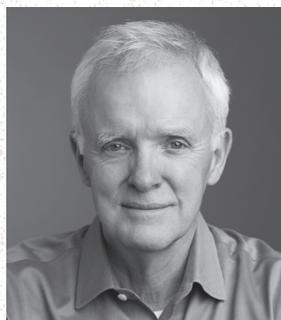
*“Cargill is privileged to enjoy our partnership with the Engler program. We have been fortunate to have so many outstanding young interns invest their summer with Cargill – and a few have joined us full time to start their careers as entrepreneurs in agriculture!”*



**PAUL ENGLER**  
Chairman & Founder  
Amarillo, Texas



**JORDYN BADER**  
Grainbridge  
Omaha, Nebraska



**BOB KERRY**  
Allen & Company  
New York, New York



**JIM KRIEGER**  
Gallup, Inc.  
Omaha, Nebraska



**CASSIE LAPASEOTES**  
Lapaseotes, LTD.  
Bridgeport, Nebraska



**JOHN R. MILLER**  
Oxbow Animal Health  
Murdock, Nebraska



**TOM OSBORNE, PH.D.**  
TeamMates  
Lincoln, Nebraska



**ED PALLESEN**  
Goldman Sachs & Co.  
New York, New York



**LEANN SAUNDERS**  
Where Food Comes From, Inc.  
Playas, New Mexico



**JOE STONE**  
Cargill Feed and Nutrition  
Minneapolis, Minnesota

**- JOE STONE**

CHIEF RISK OFFICER FOR  
CARGILL ANIMAL NUTRITION  
(ENGLER ADVISORY BOARD)

*WELCOME to our newest  
Engler Advisory Board members!*



**ANN BRUNTZ**  
Former Senior Director,  
NU Foundation - IANR  
Friend, Nebraska



**JEANNE BERNICK**  
Principal, Market Strategy  
Leader for KCoe Isom  
Walcott, Iowa

*“Supporting students who believe their ideas can solve problems is a noble cause, but the Engler program goes one step further: it helps students transform their ideas into viable businesses. That’s good for the students and even better for our society as a whole.”*

**- JEANNE BERNICK**

PRINCIPAL, MARKET STRATEGY LEADER  
KCOE ISOM  
(ENGLER ADVISORY BOARD)



# GENERATING BUZZ

People are talking about the Engler Experience!



"The Engler program is a **visionary leader** in our entrepreneurial community. I love supporting the work they are doing to empower our future business leaders to learn the personal and professional skills needed to be **happy** and **successful**."

- **BETH MCKEON**  
MANAGING DIRECTOR,  
NMOTION

"The Engler program not only altered what we do, but how we think. Entrepreneurship is now and forever a **state of mind** in the CASNR community."

- **STEVE WALLER**  
FORMER DEAN OF CASNR,  
INTERIM ADMINISTRATOR,  
CENTER FOR GRASSLAND STUDIES

"I have taught students and entrepreneurs from around the world and I was definitely impressed by the **curiosity** and **drive** of the Engler Scholars. I expect to see **amazing things** in the future from them."

- **LAWRENCE PATRICK**  
SENIOR PARTNER, STRATEGY  
JUPITER KSA



*"Engler was the difference maker of my college career. It has been a true pleasure to watch the program develop since its inception. The friends I made through Engler are some of my strongest relationships because of the ability to speak plainly and hold each other accountable to the highest standard, reigniting the fire in the belly."*

- **HALEY HARTHOORN**  
ALUM, CLASS OF 2015

*"The Engler Agribusiness Entrepreneurship Program is what pushed me and my company from 'Good' to 'Grow' to 'Great'. My enterprise would be stuck in the average category were it not for the criticism and education provided by the Engler culture."*

- **JEFF HORNUNG**  
ALUM, CLASS OF 2017  
BLUE RIVER TRUCKS

"The Engler Program has provided something for our kids that is not found in the traditional college experience. Without question, this experience is **unparalleled** in preparing our **young talents** for owning and managing their own businesses throughout Nebraska. A must for any college student to determine their **entrepreneurial spirit**."

- **DEAN SETTJE**  
PARENT OF CURRENT STUDENTS  
SETTJE AGRI-SERVICES & ENGINEERING, INC.



## ENGLER EXECUTIVE TEAM

From left:  
**COLLIN FREEMAN** *Pierce, NE*  
**HANNAH ESCH** *Unadilla, NE*  
**JAKE WILKINS** *Ainsworth, NE*  
**DARIN KNOBBE** *Imperial, NE*  
**RJ BALDWIN** *Worton, MD*





engler.unl.edu

“We’ve become *big fans* of this program and their commitment to cultivating the next generation of *small giants* who will help solve the food, agriculture and community challenges of tomorrow through **ENTREPRENEURIAL THINKING.**”

- VIVAYIC



Cover lettering by Emily Bledsoe, Emily Ann Lettering.

# EMPOWER ENTERPRISE BUILDERS

UNIVERSITY OF  
**Nebraska**  
Lincoln®

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