Infuse your life with action. Don't wait for it to happen. Make your own future.

- Bradley Whitford
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”
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
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 Excelerator 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...
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.

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!

Go to 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.
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

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

- ANIMAL SCIENCE
- FOOD SCIENCE
- AGRONOMY
- BIOCHEMISTRY
- NUTRITION & HEALTH SCIENCES
- PLANT BIOLOGY
- HORTICULTURE
- MECHANIZED SYSTEMS MANAGEMENT
- AG ECONOMICS
- MICROBIOLOGY
- BIOSYSTEMS ENGINEERING
- AG LEADERSHIP
- PRE-VET
- BUSINESS / MARKETING

ADDITIONAL STATES (and countries) REPRESENTED

ACHIEVEMENTS

- 2 CLAREMONT STUDENT ADVISORY BOARD STUDENTS
- 10 KANSAS AG YOUTH COUNCIL STUDENTS
- 24 TOP 10% OF CLASS SCHOLARS
- 3 RFV SERVICESHIP INTERNS
- 2 STATE FFA OFFICERS
- 49 2016-17 DEAN'S LISTS

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

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

- AMBER BURENHEIDE
  - ALUM, CLASS OF 2015

UNL NEW VENTURE GRAND PRIZE WINNER
Grant Suddarth, Terrace Ag

ENGLER COMPETITIONS

BUSINESS PLAN CONTEST WINNERS
- 1st Place
  - Grant Suddarth
  - Terrace Ag
  - $4,000
- 2nd Place
  - Zach Settje
  - Polybunks
  - $1,000

QUICK PITCH CONTEST WINNERS
- Lindsay Sabatka - $1,000
- Kelsey Foster - $1,000
- Brittany Cihal - $1,000
“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
“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!”

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

“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)
“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

“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

“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 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

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
"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