



EST. 2010

== PASSION ★ ASPIRE ==

== COURAGE ★ GRIT ★ PARTNER ★ BUILD ==

ENGLER

EXPERIENCE

UNIVERSITY OF NEBRASKA-LINCOLN



2014-2015

ENGLER AGRIBUSINESS ENTREPRENEURSHIP PROGRAM

ANNUAL REPORT



Since our launch in 2010, the Engler Agribusiness Entrepreneurship Program has been driven by a singular quest - EMPOWER ENTERPRISE BUILDERS!

The Engler Experience offers students an alternate path to the future with the clear understanding that it is not a choice to be taken lightly. Our culture embraces sweat, risk taking, hustle, early mornings, late nights, sacrifice, epic levels of passion and grit, learning from failure and the courage to take the leap.

For us, winning is defined as growing human capacity to build enterprises while creating a generation of opportunity makers. Indeed this is a quest worth pursuing and we step onto the field each and every day inspired by the entrepreneurs who have paved the way and by the aspirations of those yet to come.

We are not a traditional academic program – we embrace a culture of shared ownership; reject the notion that success is a step by step recipe and instead celebrate the twists and turns of discovery, spend no time grieving mistakes but rather learning from them and forging ahead, we favor exploration, live in the intersection of ideas, and relish the opportunity to create value.

Our organization is committed to purpose, results and action. We believe that winning depends on our ability to transform the student experience from a passive learning environment that is centered on lectures and exams to one characterized by challenging young entrepreneurs to take control of their own destiny, to intently pursue knowledge and skill, to assume risk, and all the while building brand equity.

*“There is simply NO LIMIT
to INVENTION or
ENTREPRENEURIAL
OPPORTUNITIES!*

(Please read twice.)”

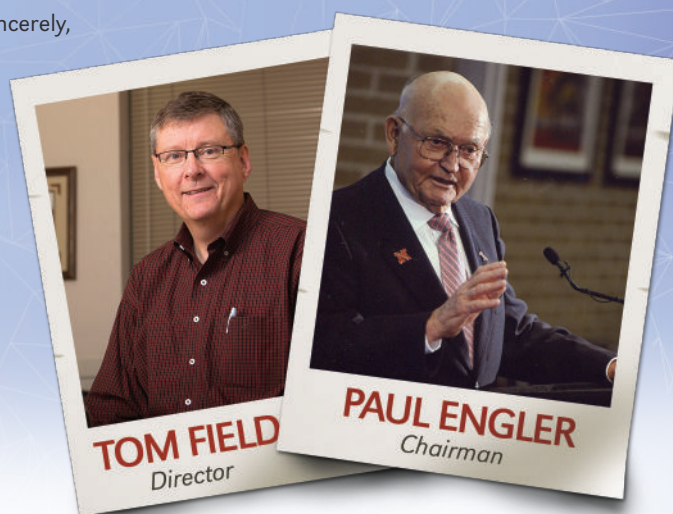
- TOM PETERS

Engler Entrepreneurs are disruptive because they ask tough questions, challenge conventional wisdom and believe that they can affect the future. Failure is not their enemy but their ally and in their world action trumps everything else. Engler Entrepreneurs live the words of E.O. Wilson who wrote, “If those committed to the quest fail, they will be forgiven. When lost, they will find another way. The moral imperative is the endeavor.”

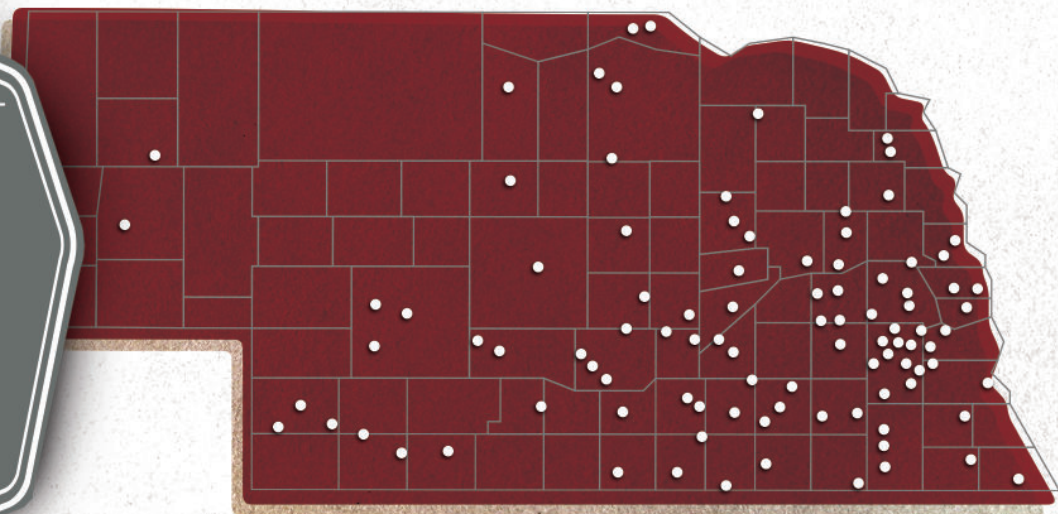
Our action plan for moving forward leverages our values driven culture to attract talent, invigorate personal excellence, cultivate impactful relationships, and equip entrepreneurs for success. Our strategic plan is developed as a working document and updates can be accessed at engler.unl.edu.

We invite you to join us, to offer advice and critique, and to engage in the great work of enterprise creation!

Sincerely,



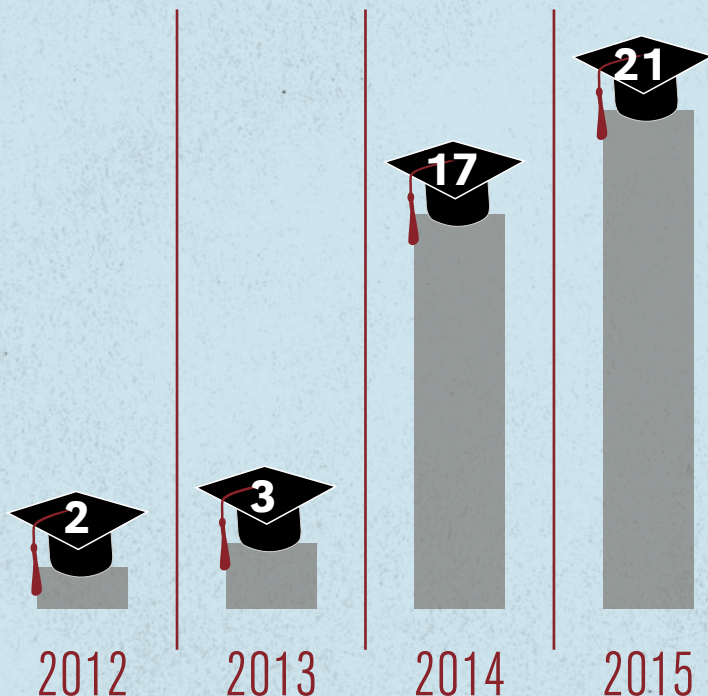
ENGLER AGRIBUSINESS ENTREPRENEURSHIP PROGRAM STUDENT DEMOGRAPHICS



other
STATES
represented

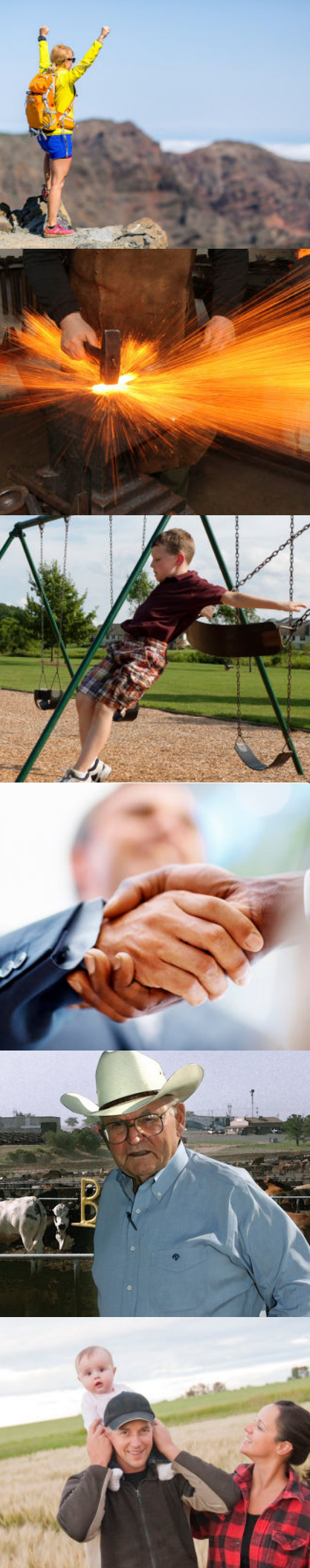


GRADUATES



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**

MAJORS REPRESENTED



OUR MISSION

To build enterprises that contribute value to agriculture and communities by nurturing, challenging, and equipping entrepreneurial talent.

ENGLER EXPERIENCE VISION

Create and sustain an exhilarating environment of challenge, creativity, and collaboration that fosters new perspectives, celebrates innovative thinking, and encourages personal discovery while changing the way students think. The Engler Experience prepares students to bring an entrepreneurial spirit to their life's work and engages them for a lifetime.

STRATEGIC INTENT STATEMENT

The Engler Experience will equip aspiring entrepreneurs to pursue their "big ideas" resulting in the launch and growth of

50 VENTURES BY 2020

through transformative experiences, impactful relationships, and a stimulating environment.

OUR CULTURE IS BASED ON 6 PILLARS:



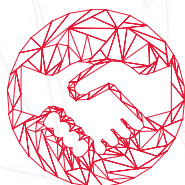
ASPIRE



PASSION



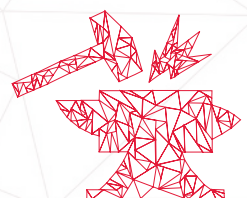
COURAGE



PARTNER



GRIT



BUILD

ENGLER STUDENTS On the Road

ANNUAL ENTREPRENEURIAL TOUR

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

BUSINESS STOPS ON THE TOUR:

- Kimmel Orchard & Vineyard/Kimmel Education & Research Center, NE City
- KR Creative, NE City
- Whispering Pines B & B, NE City
- 57 Fitness Tecumseh, NE
- Ben Steffen's Dairy Farm, Humboldt, NE
- KC Animal Health Corridor, KC, MO
- FarmLink, KC, MO
- Farmobile-Jason Tatge, Leawood, KS
- t.Loft Health Cafe, Leawood, KS
- Nichols Farms, Bridgewater, IA
- Dunlap Livestock Auction, Dunlap, IA
- A to Z Feeders/Renew Ag Supply, Atlantic, IA



ENGAGING LEADERS



Served ice cream as an executive team to the Husker Men's Basketball Team



Students engaged new Governor Pete Ricketts to discuss the role of entrepreneurship in Nebraska



Toured Kamterter, Inc in Waverly, NE to learn about the creation of innovative seed coatings to enhance crop performance from John Eastin and team



Explored opportunities to develop financial service business models with the professionals at Waddell and Reed



Special workshop with Michele Weigand on how to pitch at Center for Entrepreneurship



Business Roundtable Event

“LUCK?

I don't know anything about luck. I've never banked on it and I'm afraid of people who do. Luck to me is something else: HARD WORK and realizing what is opportunity and what isn't.

- LUCILLE BALL

BUILDING ENTREPRENEURSHIP CAPACITY



56

Entrepreneurship Opportunities

85

Agribusiness Entrepreneurship Feasibility

37

Entrepreneurial Internships

85

Family Business Management

15

Entrepreneurship/Leadership Learning Community - 2015

78

Business Management for Agribusiness Enterprises

100

Agribusiness Entrepreneurship Finance

The Engler Lecture series

is founded on the premise that aspiring entrepreneurs can gain significant value from associating with successful entrepreneurs and learning from their experiences – the good, the bad, and the ugly.

These lectures offer Engler students the opportunity to hear the story of how a company was created, and also for one-on-one discussions with invited guests. Through these conversations students will gain deeper insight into the world of entrepreneurship, while developing professional relationships of lasting value.

KENNETH GREEN, Firestone, Colo.
Agra Holdings LP, Engler Advisory Board member

"Creating Value through Entrepreneurship," Nov. 8, 2012

JOHN & LEÁNN SAUNDERS, Castle Rock, Colo., Where Food Comes From, Inc.

"Building Business," April 10, 2013

JOHN EASTIN, Waverly, NE, Kamterter LLC

John discussed the good, the bad, and the ugly of a lifelong entrepreneurial journey, Oct. 30, 2014

JOE STONE, Minneapolis, Minn.
Cargill Feed & Nutrition, Business Unit Leader, UNL alum, Engler Advisory Board member

"Opportunities for Entrepreneurship in Agriculture," Nov. 14, 2013

JASON TATGE, Kansas City, Mo.
Farmobile LLC

Tatge shared his experiences in building two innovative technology companies, Feb. 27, 2014

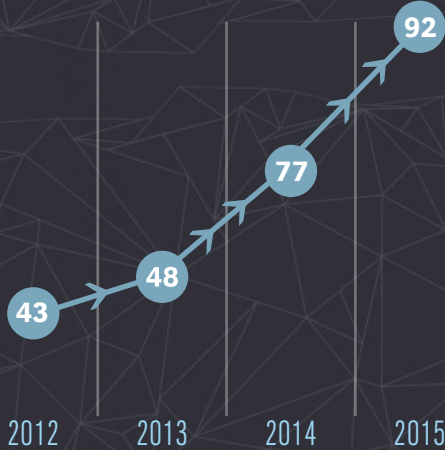
DAVE STOCK & JOHN MILLER, Murdock, NE, Stock Seed Farms and Oxbow Animal Health

A unique conversation between 2 men who built their businesses side by side on a country road, April 10, 2015

A GROWING PROGRAM

TRENDS THAT SHOW GROWTH

ENGLER SCHOLARSHIP APPLICANTS



ENGLER QUICK PITCH ENTRIES

2013 >>> 39 ENTRIES

2015 >>> 55 ENTRIES

BUSINESS PLAN COMPETITION ENTRIES

During 2015
ENGLER
HAD
40
entries in competition.

3DS ENGLER STARTUP EXPERIENCE

The Engler program partnered with 3 Day Startup to provide a 48 hour in-your-face, on-a-mission, against-the-clock opportunity to learn entrepreneurial skills in an extremely hands-on environment to 50 students. They learned about ideation, team formation, customer discovery and pitch development. They were mentored throughout the weekend by 20 business professionals and Engler alumni which resulted in the formation and launch of 9 new businesses! Two of those businesses were invited by Brian Arding to join the NMotion Prelaunch Startup Bootcamp.



SCHOLARSHIPS

Engler Scholarships awarded to 41 students

\$211,000

Robin Coulter Lapaseotes Scholarships awarded to 2 upperclassmen

\$12,000

“Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails.

EXPLORE. DREAM. DISCOVER.”

- MARK TWAIN



SUCCESS in COMPETITION

ENGLER BUSINESS PLAN COMPETITION

22 entries

1st place: Logan Smith

2nd place: Amber Burenheide

ENGLER QUICK PITCH COMPETITION

42 entries

Junior/Senior Division:

1st place tie

Logan Peters & DeWayne Taylor

Freshman/Sophomore Division:

1st place - Toni Rasmussen

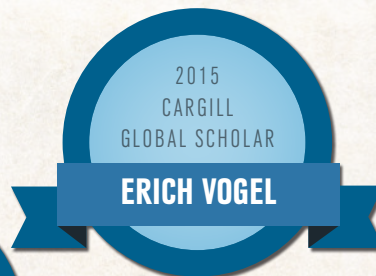
CBA QUICK PITCH COMPETITION

Rachel Stevens was one of
six winners. 70 students
competed in the high school
and college divisions

*"We are continually faced
with a series of great opportu-
nities brilliantly disguised as
insoluble problems."*

- JOHN W. GARDNER

HONORS, AWARDS & ACTIVITIES



CASNR OUTSTANDING STUDENT ORGANIZATION

Philanthropy award to
Engler Entrepreneurs

UNL STUDENT IMPACT AWARDS

Philanthropy award to
Engler Entrepreneurs

Student leadership award to
Emma Likens

RECOGNIZING *our seniors*

CLASS OF 2015



NICHOLAS BARBER – GRETNA
OSWALDO CARRILLO – FREMONT
BRENNAN CHRISTMAN – ST EDWARD
JOE DUBA – WILBER
ALYSSA DYE – ALLIANCE
MATTHEW FLEISCHMAN – TEKAMAH
HALEY HARTHOORN – AINSWORTH
TATIANA HEIGHT – CHICAGO

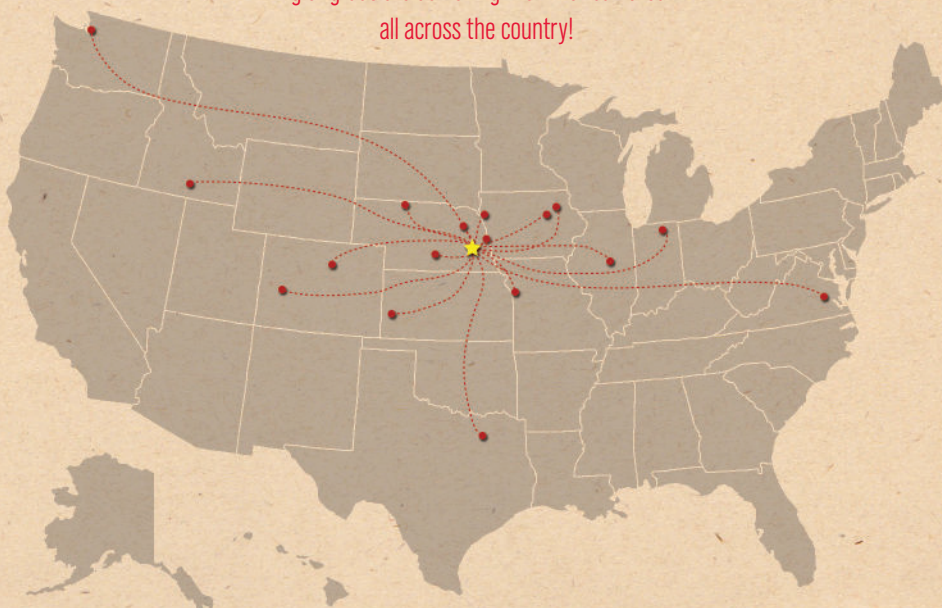
KEITH HERMANCE – BEATRICE
EMMA LIKENS – SWANTON
AMBER MAASSEN – HERSHEY
KRISTIN POTTER – RISING CITY
AARON RERUCHA – DAVID CITY
RACHEL STEVENS – FALLS CITY
CLAIRE VOLK – ARLINGTON

CLASS OF 2014

BAILEY FOSS – LINCOLN
DOUG GROTRIAN – JOHNSON
PATRICK HEERTEN – SPRINGVIEW
KATIE HOLOUBEK – DAVID CITY
EVAN IBACH – SUMNER
EMILY IBACH – SUMNER
ALEC IBACH – SUMNER
GAVIN KENNEY – AMHERST
HAYLIE LECHTENBERG – BUTTE
JORDYN LECHTENBERG – AINSWORTH
ERIC MILLER – LYONS
JESSIE NIELSEN – DESHLER
RACHEL NOVOTNY – LINCOLN
KATIE OCHSNER – TORRINGTON, WYO.
JACY PANNELL – HULETT, WYO.
TAYLOR SHERWOOD – AURORA
ADAM VETTER – FRANKLIN
ALEX WACH – HAYES CENTER

ENGLER ALUMNI *where are they now?*

Engler grads are achieving the American dream
all across the country!



CLASS OF 2013

ADAM KRUGER – ARLINGTON
CHELSEA LUTHY – CODY
MATRACA MEYER – EDGAR
MEGAN WOLFE – VALPARAISO

CLASS OF 2012

JENNY FREED – LOOMIS
CHASE HOLOUBEK – DAVID CITY
ASHLEY NUNNENKAMP – SUTTON

MEET

THE ENGLER ADVISORY BOARD



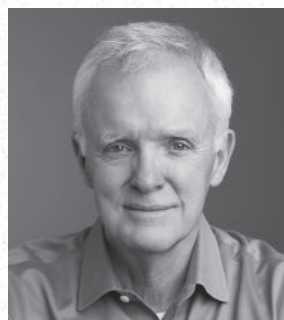
PAUL ENGLER

Chairman & Founder
Amarillo, Texas



KEN GREEN

Agra Holdings, LLP
Firestone, Colo.



BOB KERRY

Allen & Company
New York, NY



JIM KRIEGER

Gallup, Inc.
Omaha, Neb.



CASSIE LAPASEOTES

Lapaseotes, LTD.
Bridgeport, Neb.



PETE LAPASEOTES

Lapaseotes, LTD.
Bridgeport, Neb.



JOHN R. MILLER

Oxbow Animal Health
Murdock, Neb.



TOM OSBORNE, PH.D.

TeamMates
Lincoln, Neb.



ED PALLESEN

Managing Director,
Goldman Sachs & Co.
New York, NY



DAVID STOCK

Stock Seed Farm
Murdock, Neb.



JOE STONE

Cargill Feed and Nutrition
Minneapolis, Minn.

THE ENGLER EXPERIENCE TEAM

Coordinating the program and providing students with opportunities to be in the game – or even reinvent it – is the award-winning Engler Experience Team.



TOM FIELD, PH.D., DIRECTOR

Paul Engler Chair of
Agribusiness Entrepreneurship



MICHELLE BASSFORD

Chief Experience Officer



DAVID LAMBE, MBA

Entrepreneurship Coach

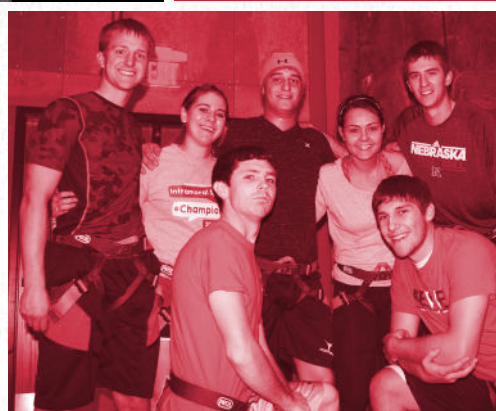
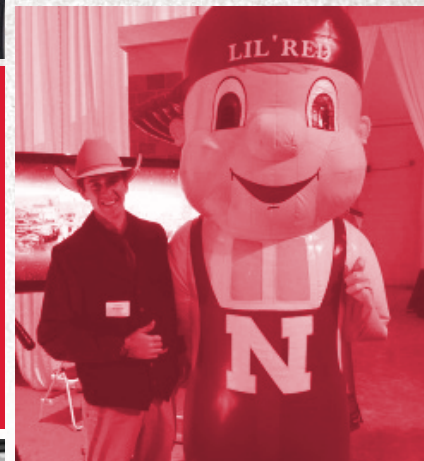
GENERATING BUZZ

People are talking about the Engler Agribusiness Entrepreneurship Program and the Engler Entrepreneurs!



"Today, not starting is far, far worse than being wrong. If you start, you have a shot at evolving and adjusting to turn your wrong into a right. But if you do not start, you never get a chance to SUCCEED."

- SETH GODIN



ENGLER ENTREPRENEURS EXECUTIVE COMMITTEE

From left, back row:

DAVIS BEHLE, Kearney

BEN HALVORSON, Papillion

From left, front row:

TYLER HAUN, Miller, SD

AMANDA CLYMER, David City

JEFF HORNING, Davey

HALEY BLEDSOE, Blair

TONI RASMUSSEN, Albion



EST. 2010

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ENGLER

EXPERIENCE

EMPOWER ENTERPRISE BUILDERS

UNIVERSITY OF
Nebraska
Lincoln®

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