



ENGLER AGRIBUSINESS ENTREPRENEURSHIP PROGRAM

2017-2018

# ANNUAL REPORT

UNIVERSITY OF NEBRASKA-LINCOLN





TRIPLE E EQUINE



Friends,

Great questions possess transformative power. “What’s your goal – to produce employees or employers?” That query directed at a group of university educators literally silenced the room.

At the beginning of our journey some 8 years ago, we set out on a quest to design a culture that would focus on building creators of opportunity. In that process we have come to realize the critical work of nurturing the mindset and capability of those unique people who have the fire in their belly; the willingness to take on risk, hard work, and grit to build something worthy. The Engler community, comprised of remarkable alumni, students and supporters, is characterized by putting our core pillars into action – aspire, courage, passion, grit, partner and build are not just words on the wall for us. Rather these pillars are the glue that binds us together in our mission to embolden people to courageously pursue their purpose through entrepreneurship.

Our community is comprised of independent, ambitious, curious, and confident people; they exemplify Engler values and pursue their purposes with sincerity. There is a hopeful dissatisfaction with the status quo in our culture and we are willing to create something incredible through sweat and elbow grease – the pioneer spirit is alive and well!

As we look to the future, there are two exciting developments we want to share. First of all, our first alumni cohort kicks off in 2019. The cohort program is designed to encourage and support the next stages of entrepreneurial development as people mature and focus their energies towards launching an enterprise, moving a concept off the drawing table and into the market, or growing a side-gig into a greater opportunity.

Secondly, we are looking forward to watching C.Y. Thompson library be transformed over the next two years into a new learning commons for East Campus with the second floor dedicated to becoming the new home of the Engler Agribusiness Entrepreneurship Program. We have been intentional and resolute in making sure that the design process yields a functional space that represents our culture, is built to support our mission, and invites the entrepreneurial spirit into the very heart of our campus. These are indeed very exciting times and we are deeply thankful for the people of the Engler community, the support we have received in pioneering an innovative approach to entrepreneurial education and development, and the privilege of serving the next generation of employers and opportunity makers.

The adventure is just beginning and we look to the future with hope and the belief that the Engler entrepreneurs will carry the torch of free enterprise and engaged citizenship.

**Tom Field**  
*Director*

**Paul Engler**  
*Chairman*







# THE ENGLER PLAYBOOK



ASPIRE



PASSION



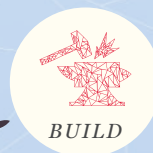
COURAGE



PARTNER



GRIT



BUILD

## THE ENGLER EXPERIENCE TEAM



**BRENNAN COSTELLO**

Chief Business Relations Officer

**DAVID LAMBE, MBA**

Chief Learning Officer

**MICHELLE BASSFORD**

Chief Experience Officer

**TOM FIELD, PH.D., DIRECTOR**

Paul Engler Chair of  
Agribusiness  
Entrepreneurship

## MISSION

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

OUR CHOSEN VEHICLE:  
**ENTREPRENEURSHIP**



## WINNING

POWERFUL TRIBE    PERSONALIZED EXPERIENCES  
INNOVATIVE MINDSETS    SUCCESSFUL COMPANIES

## OUR CORE PRINCIPLES

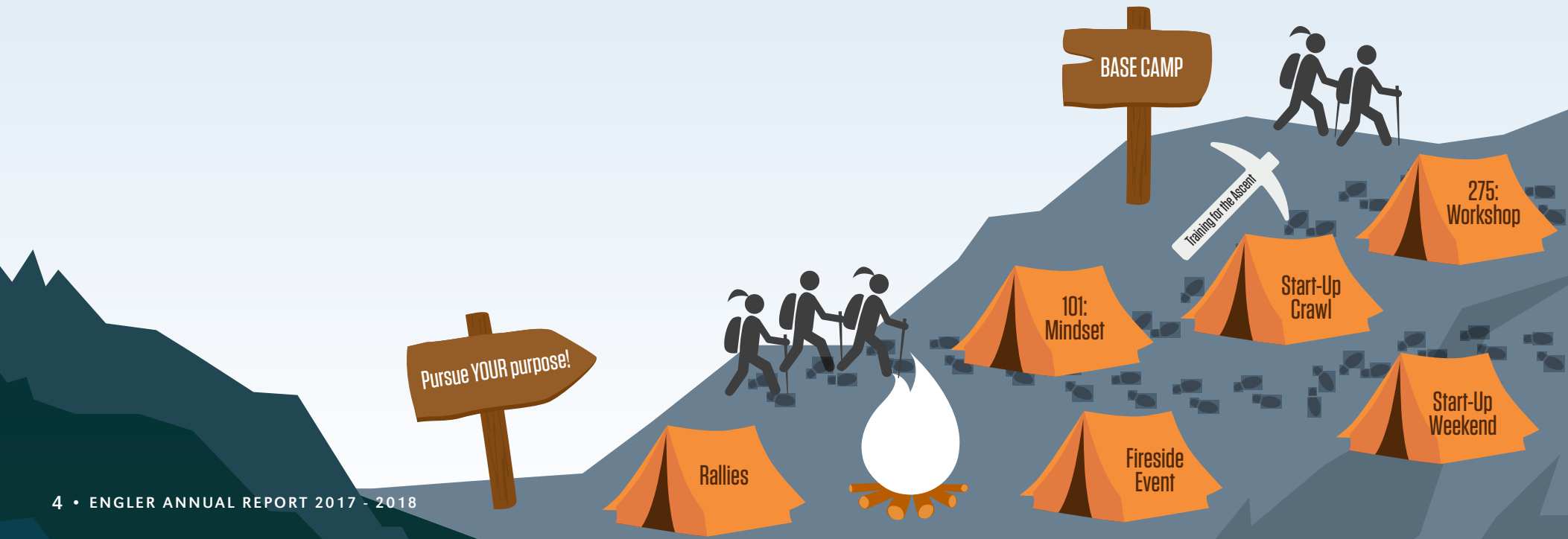


# COMMIT TO THE CLIMB

Sir Edmund Hillary was a mountaineering pioneer; the first to scale Mount Everest with his climbing partner — Tenzing Norgay, an acclaimed Tibetan mountaineer. When asked about his success, Hillary replied that “it is not the mountain we conquer, but ourselves.” So it is with entrepreneurship!

The Engler philosophy is that the key to entrepreneurial success is to intensely prepare — mindset first, then a combination of low-risk entrepreneurial experiences coupled with skill development. Building an enterprise is not magic; rather it is the result of hard work applied in an intentional and deliberate staged ascent. We also know that there are multiple routes to the summit and that every entrepreneur will encounter setbacks, obstacles, and the need for retracing their path. No two entrepreneurs have the same experience, but all will have to overcome self-doubt, resistance, and fear to attain their highest aspiration. The joy is in the journey, the challenge and the transformation that originates from giving one’s self to something meaningful.

Our model embraces these realities! The path to the top begins with the first step. Join us!









Entrepreneurship development is a two-stage process



The new Engler Model contains two critical elements: Commitment and Customization

## 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.

## CUSTOMIZATION

Create experiences that are designed for specific stages of growth and facilitate each person's deep dive into the world of entrepreneurship. The previous pages show multiple pathways a student can take on their entrepreneurial journey and this is why a customized experience is critical.



# BASE Camp

is focused on the entrepreneurial mindset and low-risk immersion in entrepreneurial experiences. Base 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 Base 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. At the conclusion of Build Camp, a founder will be ready to take on customers and to pitch to investors/lenders.



# ENTREPRENEUR Camp

involves finding resources, building prototypes, making sales, developing process, and most importantly celebrating wins AND losses. Our newest camp launched a pilot phase summer of 2018 with 5 students. Since then we have expanded to 13 student businesses in the 2019 cohort ranging from autonomous feed truck software development to professional singing for events.







### THE ZANGGER FAMILY

The Zangger family has built Zangger Popcorn Hybrids of North Loup, NE into a global entity whose beginnings date back to 1954. Chuck, and his sons Luke and Josh, run the company and shared their journey to success with Engler. Their company is a great example of generational farming and the ability to identify alternative options to traditional business models in order to grow into a global marketer.



### WEEKEND IN BRIDGEPORT FOR ENGLER WOMEN

Engler women traveled to Bridgeport in search of learning first-hand what it means to be a female entrepreneur in rural Nebraska. The weekend featured speakers, a mentorship program and the ability to grow as professional entrepreneurs. The mentorship program allowed the participants to stay at their mentor's house and go with them through their daily activities. A full day of testimonies shared by Bridgeport entrepreneurs gave insight into the unique challenges and opportunities faced by women, particularly in the agriculture industry. Their stories were full of everything we hold dear in the Engler program: aspiring, building, partnerships, courage, passion, and GRIT!



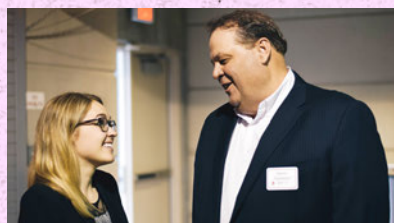
### SETTJE AGRI-SERVICES RALLY

Dean and Kristi Settje hosted our students for an evening event designed to inform and create connections. While students shared a meal, Dean gave an overview of Settje Agri-Services business model and growth. Chuck Schroeder, RFI Executive Director, also imparted his words of wisdom to motivate students in their life pursuits. The evening concluded with students bonding and creating tie-blankets to donate to the People's City Mission in Lincoln.



### LINCOLN BUSINESS CRAWL AND FIRESIDE

Two different student groups embarked on field trips to visit Lincoln startups and engage with their owners. Businesses included Spreetail, Quantified Ag, Ink, Hudl, Bulu Box and Powderhook. After tours and talks, the groups met up at Fuse with many other students for our annual Fireside event. Over 20 business leaders and startup owners gathered at tables with groups of students to network and have Q & A about business topics relevant to them. As one of our most popular events each year, it increases community awareness and interest in the Engler program, gives students access to business mentoring and coaching, and stokes the fire in the belly of everyone involved!



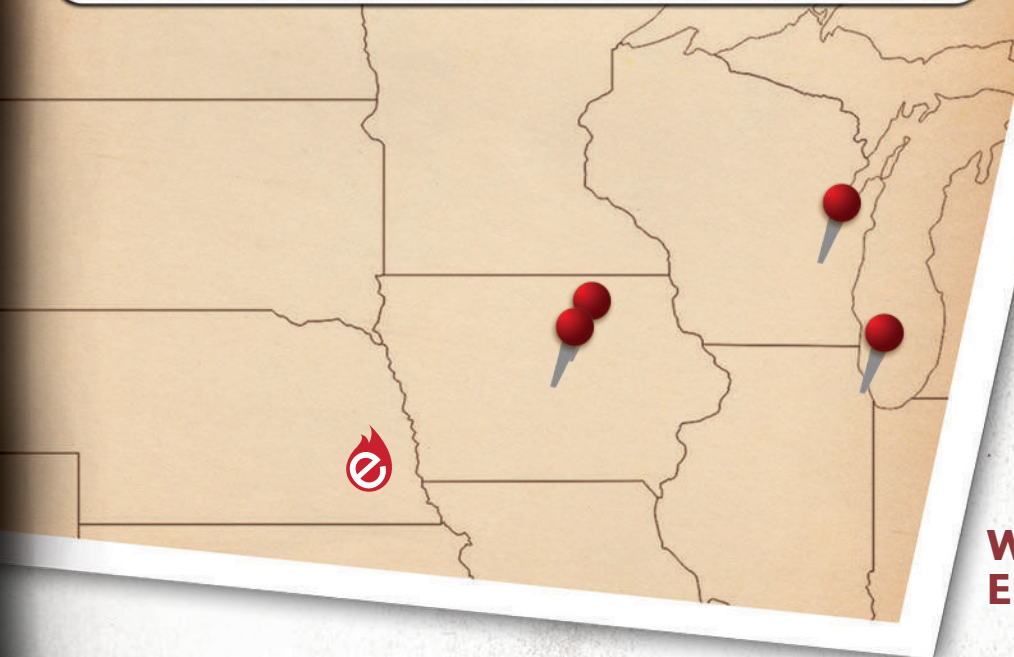
### KEVIN HOUTWED OF HOTWOOD'S

Kevin spoke from the heart about what it means to have true success when building a business, and it's not about the dollar signs, but what you do with what you have been given. After working for Kearney Yamaha, he started his company in 1986 after seeing an opportunity to create accessories for a brand new ATV coming out. Hotwood's has grown to include pontoon boat sales, two additional stores in Texas and sales worldwide. He advised students to never feel bad about being called "a dreamer."



# ENGLER STUDENTS HIT THE ROAD!

## ANNUAL ENTREPRENEURIAL TOUR



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

### EXPLORING THE MIDWEST REGION

- Murphy Lake Farm - Hartford, WI
- 1871, Bosch and the Connectory, Chicago, IL
- Wrigley Field, home of the Chicago Cubs
- Tasty Catering, T.F. Processors, That's Caring and nuphoriq, Elk Grove, IL
- Tiesta Tea, Elk Grove, IL
- Iowa State University - Vermeer Applied Technology Hub, Ames, IA
- Summit Ag Group, Alden, IA

### SPECIAL THANKS TO

- Verne & Terri Holoubek, Murphy Lake Farm
- Bruce Leech, Executive Director of Coleman Entrepreneurship Program, DePaul University
- Tom Walter and Kornel Grygo, Tasty Catering
- Patrick Tannous, Tiesta Tea
- Kevin Kimle, Iowa State University
- Mitch Baum, Summit Ag Group

## Why would you recommend the Engler Bus Trek to others?

“ It is a great learning and bonding experience with Engler peers.

“ It provides an opportunity to have exposure to professionals and inspiring startups that we may not otherwise get on our own. It also builds your network, relationships with other students, and helps with vertical growth as an entrepreneur.

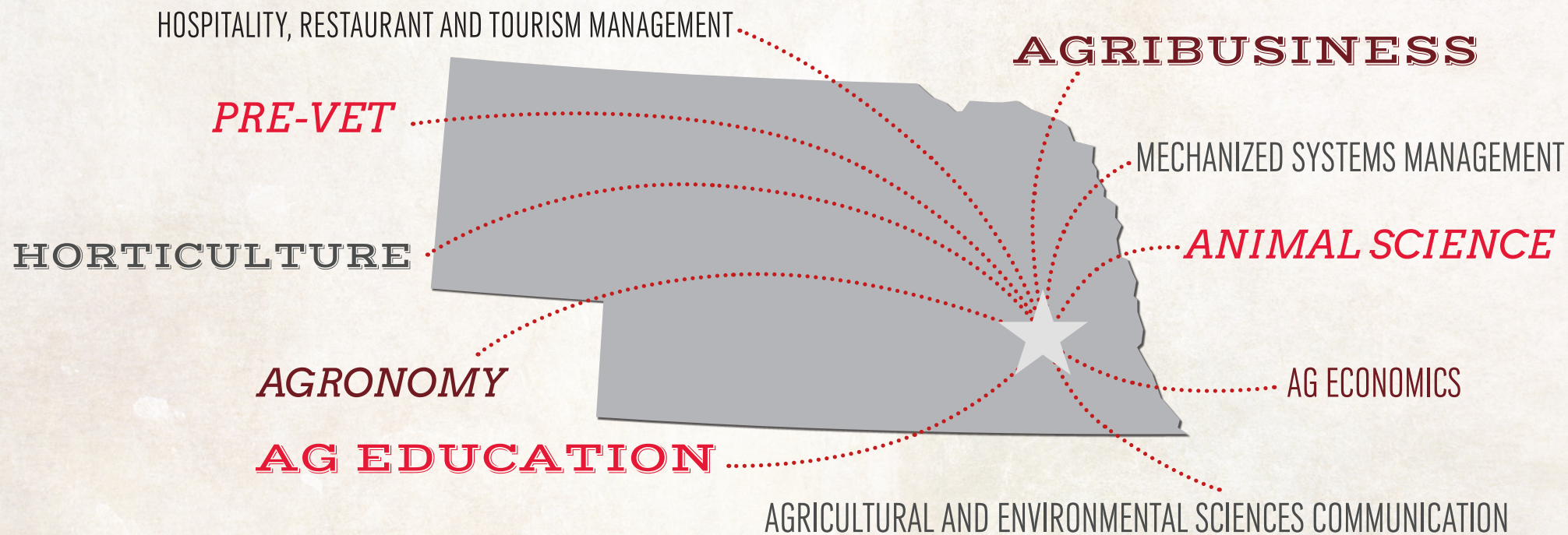
“ It is an excellent opportunity to immerse yourself in the Entrepreneurship culture, really get to know people in the Engler program, connect with founders and CEOs, and learn things you never would on any other trip!





# MEET *the Engler Students*

Since its inception, Engler students have come from over **125 cities and towns** across the state and represent more than **25 different majors** across the University.



IRELAND ★ NEPAL ★ RWANDA ★ VIETNAM





### RFI STUDENT SERVICESHIP INTERNS

Amber Ross, Cheyenne Gerlach, Emily Frenzen, Haley Ehrke, Jessica Weeder, Michayla Goedecken, Sage Williams, Shelby Utech, Samantha Guenther



### CHANCELLOR'S SCHOLARS

Emma Winters

### CASNR ALUMNI SCHOLARSHIP

Tyler Quick & Mekenzie Beattie

### ROBIN COULTER LAPASEOTES SCHOLARSHIP

Hanna Settje and Anna Kobza  
\$6,000 each

### CERTIFIED ANGUS BEEF COLVIN SCHOLARSHIP

Elizabeth Loseke  
\$7,500

### NEBRASKA CATTLEMAN FOUNDATION SCHOLARSHIPS

Hannah Esch - Beef State Scholarship  
\$10,000  
plus twelve additional scholarship recipients

### COLLEGIATE BEEF AMBASSADOR SCHOLARSHIP

Hannah Esch  
\$1,200



### NEW VENTURE COMPETITION WINNERS

**Upstream Farms**  
Matt & Joe Brugger  
\$25,000

**Dwell Dinner & Co.**  
Brooke Lehman  
\$10,000



### ENGLER QUICK PITCH WINNERS

Jake Wilkins, Cheyenne Gerlach, and  
Audrey Foster  
\$1,000 each

### NATIONAL AGRI-MARKETING ASSOCIATION ANNUAL CONFERENCE

Brent Miller, Austin Harthoorn,  
Jessica Weeder  
4th Place Team Members

### 3-2-1 QUICK PITCH WINNERS

Matt Brugger, Brooke Lehman,  
Katie O'Neil, and Lizz Whitacre  
\$333.33 each





# THE ENGLERS

## ABOUT THE ENGLERS

The Engler Agribusiness Entrepreneurship Program presents their version of “The Oscars” appropriately titled... “The Englers”! This recognition and awards ceremony is built around our core values - Aspire, Passion, Grit, Courage, Partner and Build, each with a corresponding award symbol. In addition to the 6 pillar awards, we have designated a “Fire in the Belly” award to the student/s who embody a combination of all of the pillars, and an Engler Swashbuckler award to a partner of our organization who has played a critical role in our growth and success.

In association with The Englers, the Alumni presented their inaugural Alumni Champion Award to Ben Halvorson. This person exemplifies what it means to be a part of the Engler Alumni program, is involved with the students and gives back their time, is pursuing their own venture and exhibits excellence within the cultural pillars of Engler.

## STARTUP BULLPEN

The Startup Bullpen event is held before The Englers. This is a chance for student companies to display their business product or service, network with guests, and pitch their business ideas.







## PILLAR AWARD WINNERS

### **Courage Award: Morgan Cuttlers**

#### **BOXING GLOVES**

Courage is a daily decision to confront what most would consider insurmountable challenges head on while refusing to let obstacles become barriers

### **Partner Award: Logan Kalkowski**

#### **HARD HAT AND THE BOOK "THE HARD HAT"**

As entrepreneurs, we value partnership as one of the highest forms of a human relationship

### **Grit Award: Brandon Nichols**

#### **WORK GLOVES**

Grit is perseverance and passion while displaying an uncommon level of dedication to the attainment of a goal

### **Aspiration Award: Grant Suddarth**

#### **STAR LAMP**

Aspiring entrepreneurs see solutions and pathways to solutions, where others see problems

### **Build Award: Thomas Kayton**

#### **BUILDING BLOCK**

Builders don't wait for all the right answers, they just get moving and do it!

### **"Fire in the Belly" Award:**

### **Darin Knobbe & Jake Wilkins**

#### **RED CRYSTAL DIAMOND**

This award is core to the belief that entrepreneurs have a fire or deep passion inside them coming from a desire to fulfill their purpose, the knowledge that failure is an opportunity to learn, giving up is not an option, and the willingness to take necessary risks

### **Engler Swashbuckler Award:**

### **Cassie Lapaseotes & Chuck Schroeder**

#### **PIRATE SPYGLASS**

A swashbuckler is a protagonist who is heroic, idealistic, and willing to embrace the adventure and risk associated with a great undertaking and these 2 people have played a critical role in our success.



# RECOGNIZING our seniors



## DECEMBER 2017 GRADUATES

MATTHEW GRIMES  
JENNA HARGENS  
JOE MICHALEWICZ  
JACY SPENCER

DEWAYNE TAYLOR  
CHANCE VORDERSTRASSE  
SHAWNA WHEELER

## MAY 2018 GRADUATES

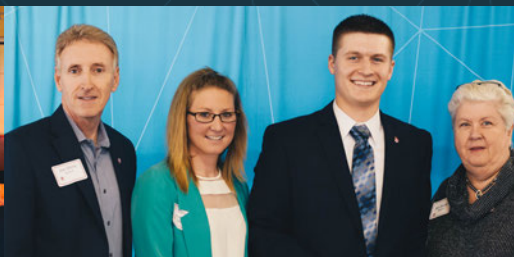
ANDREW BADER  
RJ BALDWIN  
EMILY BLEDSOE  
JACOB BURR  
NATHAN DUFFY  
REECE GRONEWOLD  
BENJAMIN HINTZ  
SCOTT JARECKI

THOMAS KAYTON  
BROOKE LEHMAN  
KATLYN LIKENS  
ALEXANDRIA LUNDVALL  
JOSHUA MCDOWELL  
BRANDON NICHOLS  
JAYDE OLSON  
KYLE REGAN

ZACH SETTJE  
WHITNEY VALASEK  
ANDREA WACH  
THOMAS WALDO  
EMMA WINTERS  
MIRANDA WORDEKEMPER  
SARAH WOLLENBURG

## AUGUST 2018 GRADUATES

KARLI NELSON





# MEET

## THE ENGLER ADVISORY BOARD



**PAUL ENGLER**

Chairman & Founder  
Amarillo, Texas



**JORDYN BADER**

Grainbridge  
Omaha, Nebraska



**JEANNE BERNICK**

KCoe Isom  
Walcott, Iowa



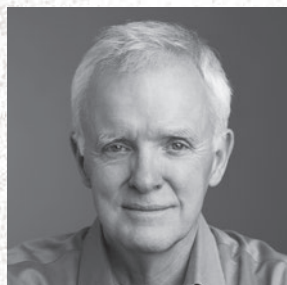
**ANN BRUNTZ**

Retired - NU Foundation  
Friend, Nebraska

*"The Engler Program is the best program filling the needs of UNL students in agriculture that have entrepreneurial ideas. Engler allows them to find their way with the support of many mentors."*

**- ANN BRUNTZ**

RETIRED - NU FOUNDATION  
(ENGLER ADVISORY BOARD)



**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  
Omaha, Nebraska

*"I am incredibly honored to be part of the Engler Experience and continue to be inspired by witnessing the passion and energy students have for improving the world through entrepreneurship."*

**- JORDYN BADER**

GRAINBRIDGE  
(ENGLER ADVISORY BOARD)



**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



# ENGLER EXECUTIVE TEAM



*From left:*

Halle Ramsey, Eric Klitz, Eli Wolfe, Cheyenne Gerlach

The collective impact of the student executive teams on the culture, strategy, and vision of the Engler Program has been powerful – the leadership and creativity of these teams are largely responsible for our success. This year's team has focused on the women's entrepreneurship initiative, creating a meaningful experience to commemorate when a student formally commits to joining the Engler community, facilitating student involvement in the design process to create the new home of the Engler Program, and an assessment of the student leadership structure.

## GENERATING BUZZ



— CHANCELLOR RONNIE GREEN ON TWITTER

## Omaha World-Herald

“ The Engler Agribusiness Entrepreneurship Program at UNL has multiple initiatives to deepen students’ understanding of ag-focused business issues. In all, about 900 UNL students are studying entrepreneurship to some degree.

“NEBRASKA LEADERS NEED TO BE MINDFUL OF NU’S IMPORTANCE TO THE STATE’S FUTURE”

OMAHA WORLD-HERALD EDITORIAL, FEBRUARY 2018





“ They opened doors and did lots of really neat classes that combine your passion, what you are good at, and how you can make money doing it.”

— **EMILY EBERSPACHER, TRIPLE E EQUINE HORSE MOTEL**

PURE NEBRASKA, SEPTEMBER 2018



“ I hope I can always continue to do what I love to do forever, until my time is up, but more importantly do what I love to do and still reflect the beauty of God’s creation through woodworking.”

— **AARON RERUCHA, OXBOWS FURNITURE**

COLUMBUS TELEGRAM, SEPTEMBER 2017



**TONI RASMUSSEN**

“FOUR WOMEN WHO FOUND THEIR WAY TO THE NEBRASKA AG INDUSTRY...AND LOVE IT!”

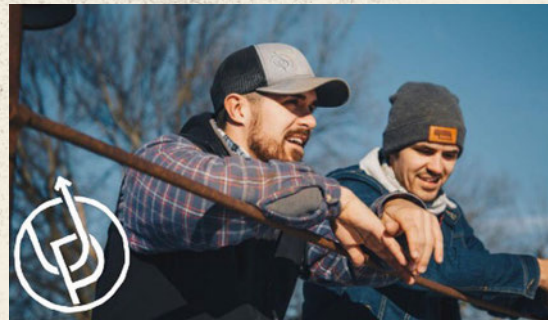
NEBRASKA DEPARTMENT OF AGRICULTURE FEATURE, VOLUME 1, 2018



“ Long term, I think it’s the goal of people to understand where their food is coming from. I’d like for people to be able to interact with their product like never before. That’s hopefully the future of the product to enhance that farm-to-table experience.”

— **LUKAS FRICKE, CHORCHEK**

NEBRASKA FARMER, APRIL 2018



“ We think it was important that our early entrepreneurial ideas failed. One thing we learned is that to be successful you have to be passionate about your product or service.

“ We know more than the product. We know the process. We have a story and we are on a mission to tell it.

— **MATT & JOE BRUGGER, UPSTREAM FARMS**

NEBRASKA CATTLEMAN, JANUARY 2018



**ELISABETH LOSEKE**

“ANIMAL CARETAKER: ELISABETH LOSEKE DEVELOPS LOVE FOR LIVESTOCK AT FAMILY FEED YARD”

TRI-STATE LIVESTOCK NEWS, MAY 2018













*"The Engler Agribusiness Entrepreneurship Program has created a community of entrepreneurs across the College and University of Nebraska where everyone **challenges** themselves, is **inclusive**, asks **bold questions**, co-creates, and is **optimistic about the future**."*

**- TIFFANY HENG-MOSS**

DEAN, COLLEGE OF AGRICULTURE AND NATURAL RESOURCES



**EMPOWER  
ENTERPRISE  
BUILDERS**

