ENGLER IGNITE IMPACT OF THE FIRST DECADE



The Founders Perspective

There are moments in life that have considerable power and impact. Driving across Nebraska in the middle of an August night to interview for the Engler Program's Director position was one of those times - as we rolled down I-80, the lights on barns and farmhouses flickered throughout the night, and I remember wondering about the kids on those farms and small towns and which of them might come to UNL to be part of the Engler Program. As the miles passed, I distinctly remember feeling a sense of inspiration, an affirmation, that indeed creativity, tenacity, integrity, and vision were going to be abundant resources. My motivation climbed in that long, quiet drive as I recognized more deeply that indeed Nebraska was the right place with the right people to build on Paul's vision that an entrepreneurship program had the potential to be a transformative force for good.

Here we are some eleven years later reflecting on the benchmarks, success stories, lessons, and experiences of the Engler community and find ourselves in a place of gratitude, humility, and joy. As you browse the pages of this report, we hope you will be impressed with the quantitative measures that signal success. Most importantly, we urge you to sense the spirit of the Engler community – the stories of ordinary people doing extraordinary things, the living demonstration of the Engler Pillars (aspire, build, courage, grit, partner, and passion), and the transformation that has been experienced by so many in the Engler Program.

When we tabulated the revenue and the jobs created, it provided affirmation that the seeds sown had provided a bountiful harvest and that our distinct approach had proven worthwhile. I remember feeling a sense of profound relief and thanksgiving that we had made good on Paul's investment, and the next wave of emotion was driven by the recognition that we had more work to do, that the job was not yet finished, that there were still so many aspirations waiting to gain wings.

One of the two most inspiring spaces in our new home in Dinsdale Learning Commons is The Wall – the compilation of highly creative photographs of our students and alumni that portray their purpose, intent, and personality – any one of the images will bring forth a smile but the collection in its totality is nearly awe inspiring. It has been such a privilege to see visitors, recruits, students, alumni, and staff stand in front of that wall with their faces lifted upwards, their eyes moving slowly across the images, and their spirits lifted by the hope, courage, determination, and creativity of the Engler Community.

The other most inspiring display is the "Kid...You'll Move Mountains" collection of all the new babies who are born to Engler alumni. Those pictures represent our belief that the future can be faced with hope and optimism. When we gaze at those "entrepreneurs-in-training", we are reminded about the powerful force of people finding a way to blend their professional and personal lives, and we are challenged to build a stronger, more impactful program to serve another generation of young people who will find solutions, build communities, create economic opportunity, and experience lives well lived.

This report is not to congratulate ourselves but rather to offer up thanksgiving to so many who made this program's progress possible – the core contributors are the students and alumni who were willing to get into the boat with us and row against the current, those who refused to be defined by ordinary expectations, and who lived a spirit of abundance when so much of the world was giving in to a scarcity mindset. So many people have cheered us on, moved obstacles, given support, opened their doors and hearts, and shared their own entrepreneurial journey: entrepreneurs, business leaders, university staff who are never acknowledged for their impact but who share in our success because their work makes what we do possible— back of house support staff, operations professionals, and custodians. Parents, high school educators,

and community members who offered encouragement and advice have left their mark upon the program and must also be acknowledged.

Entrepreneurship is a special kind of undertaking; a calling that demands more than is reasonable and asks us to submit to the heat of the forge, to move past the barriers of uncertainty, fear, and doubt, and ultimately to a road that is filled with bumps, twists, and turns. However, when it is chosen, entrepreneurship offers a path to adventure, to becoming fully alive, and to having the experience of living out the unique purpose for which we are designed.

With gratitude and thanks,

Tom Field & Paul Engler



"Two roads diverged in a wood, and I – I took the one less traveled by, And that has made all the difference."

THE ROAD NOT TAKEN BY ROBERT FROST





"I built relationships with industry experts whom I still connect with."





"Learning by doing, being pushed to think differently than in my other college classes."

Cometimes (necessarily) pushed,
my full potential.

"THE MOST IMPACTFUL MOMENTS
WERE ALL THE OPPORTUNITIES I
WAS GIVEN TO FAIL BUT WITH A
SUPPORTIVE NET UNDER ME. FAILING
TAUGHT ME SO MUCH ABOUT HOW
TO BUILD A BETTER BUSINESS AND
GROW MYSELF."





"As an alumni I have access to

"As an alumni I have access to

tools and resources even in the
trenches of building my business.

That's where the real value is.
That's where the beginning."
This is just the beginning."

"Being immersed in a culture where people had passion and controlled outcomes in their lives was eye opening to me. I was used to letting life happen, not making life happen. My mindset has been changed since."





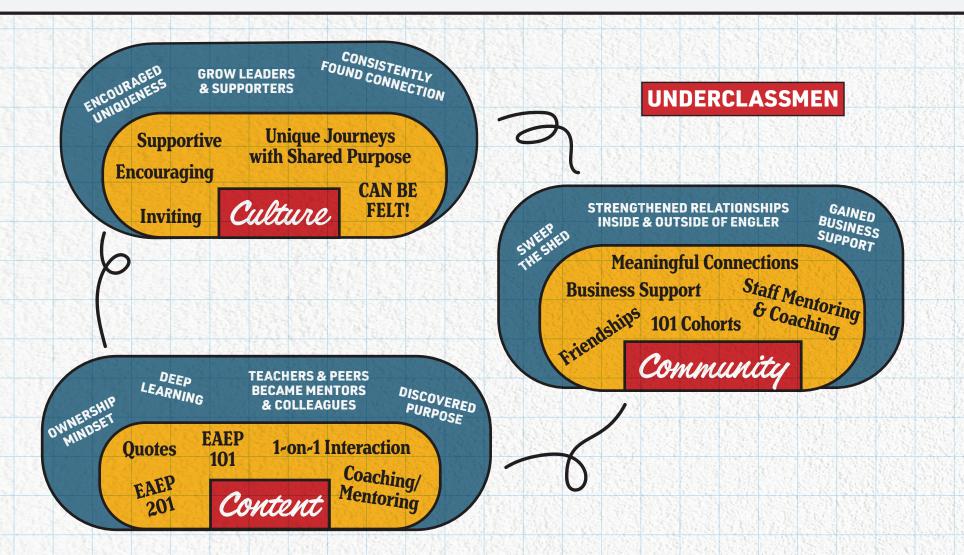


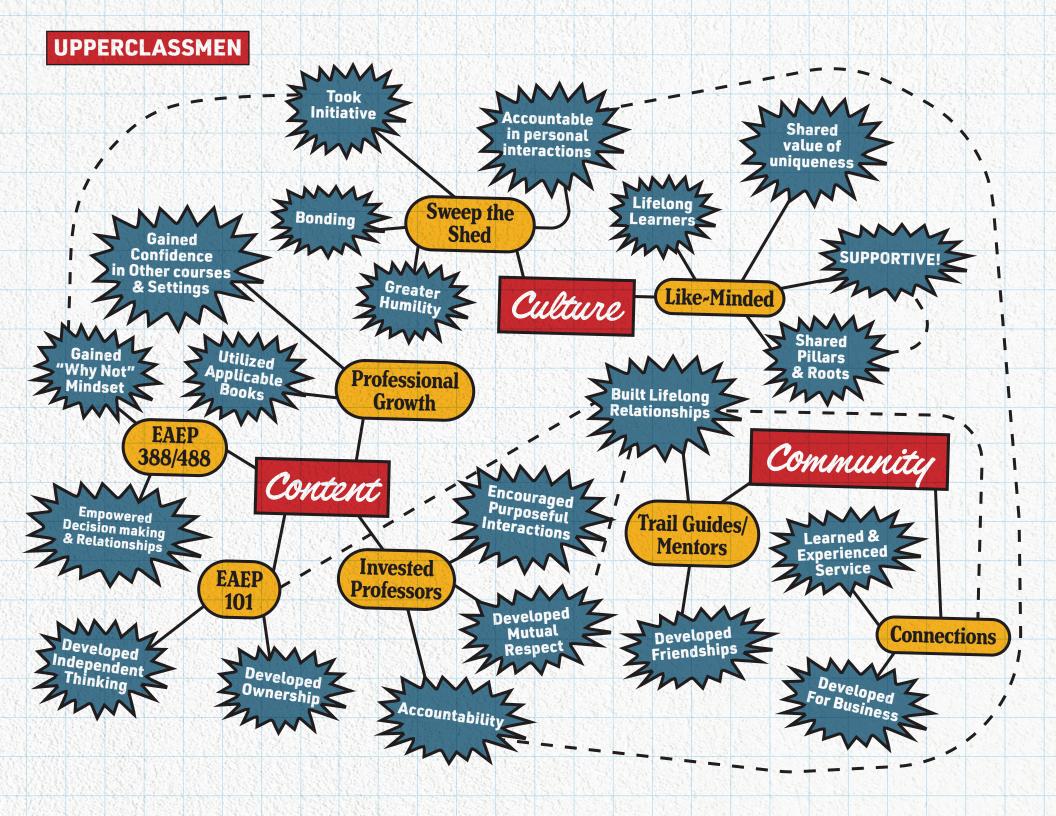


WHY ENGLER WORKS

In the spring of 2022, we gathered two separate groups of Engler students to have a conversation about what really makes Engler work. We also wanted to better understand the ripple effects of being involved in Engler. How did our students show up differently to other spaces, both personally and professionally, because of their involvement in the Engler program?

These mind maps are a visual representation of the dialogue that took place. In the end, three main components stood out that make Engler unique to any other program on campus: community, content and culture. The blue bubbles indicate the ripple effects of these components including developing lifelong relationships, increased self-awareness, adopting a servant leadership mindset and approaching problems with greater humility.







There isn't a day that goes by in the Engler Program without experiencing the power of possibility. We are so incredibly blessed to be in a community with people who build, create, attempt, fail, go again, and never stop believing that tomorrow will be better than today. There is joy, hope, and generosity in this work – I am deeply grateful to be part of it.

"The two most important days in a person's life are the day they are born and the day they Know why." - Mark Twain

Being part of the Engler program has been one of the greatest joys in my life. Entrepreneurship is the vehicle that brings innovation to the market, and innovation is essential to the development and growth of our society. The Engler Program allows people to explore, challenge, and discover opportunities that can change the world. I love what I do because I get to help people discover their why and their purpose – doesn't get any better than that!

"What good is an idea if it remains an idea? Try. Experiment. Iterate. Fail. Try again. Change the world." – Simon Sinek



In July of 2013 I joined the
Engler program working
alongside Tom and Dave. In
those early days, we were a
small crew, all trying to decide
how this program would look;
what it would stand for. But
from the very beginning, the
students that joined us helped
form where we were going.

Their brilliant ideas, passion for

Michelle Bassford

determining their own future, and motivation for steering the program, has been a key factor in where we are today. My role quickly evolved from being just administrative to creating experiences and events that would be valuable and memorable for the community.

It's a privilege to build this program with fellow staff and students who all have the common mission of finding purpose through entrepreneurship. There is no other community like it and I feel blessed every day for the opportunity to be a part of it.

"Don't just aspire to make a living; Aspire to make a difference." - Denzel Washington

Engler has played a pivotal role in my life since I joined the program as a freshman in college. God has used individuals in this community to fortify, challenge and inspire me at various crossroads in my life. I consider it a deep honor to coach, teach and invest in the dynamic students that walk through our doors. Entrepreneurship creates a pathway for problem-solvers to enact real change in the market and their communities. It's a blessing to leave work every day with confidence that the conversations, ideas and businesses launched through this program are positively impacting communities across our state, nation and world.



"After climbing a great hill, one only finds that there are many more hills to climb."

- Nelson Mandela

I choose to be part of the Engler Team because we get to meet people at a crossroads in their story. We get to help individuals pursue a purpose and unlock enterprise

building as a pathway for their lives. Entrepreneurship is a powerful vehicle for personal freedom, community growth, and real-world problem solving. Individuals change the story of their lives when they encounter entrepreneurship, and create an impact that's felt far beyond the boundaries of East Campus.

"The problem is not the problem.

The problem is your attitude about the problem.

Do you understand?"

- Jack Sparrow

Engler propels people to their purpose. Engler is full of passionate dreamers, adventure seekers, and world changers. They challenge the status quo and don't take no for an answer. If someone has an idea, that person will find people in this community to cheer them on in failure and success. I am eternally grateful for the community that taught me to try, try, try and fail like crazy. They took a bet on me by letting me own the program's communication efforts at age 19, and my story isn't unique. They take bets on people all the time. And boy, does that bet of saying "yes" to people pay off.



Way that's stopping you from doing what you were created to do because the resistance only shows up when you're about to do something noble. If you have resistance in your life, lean into it.

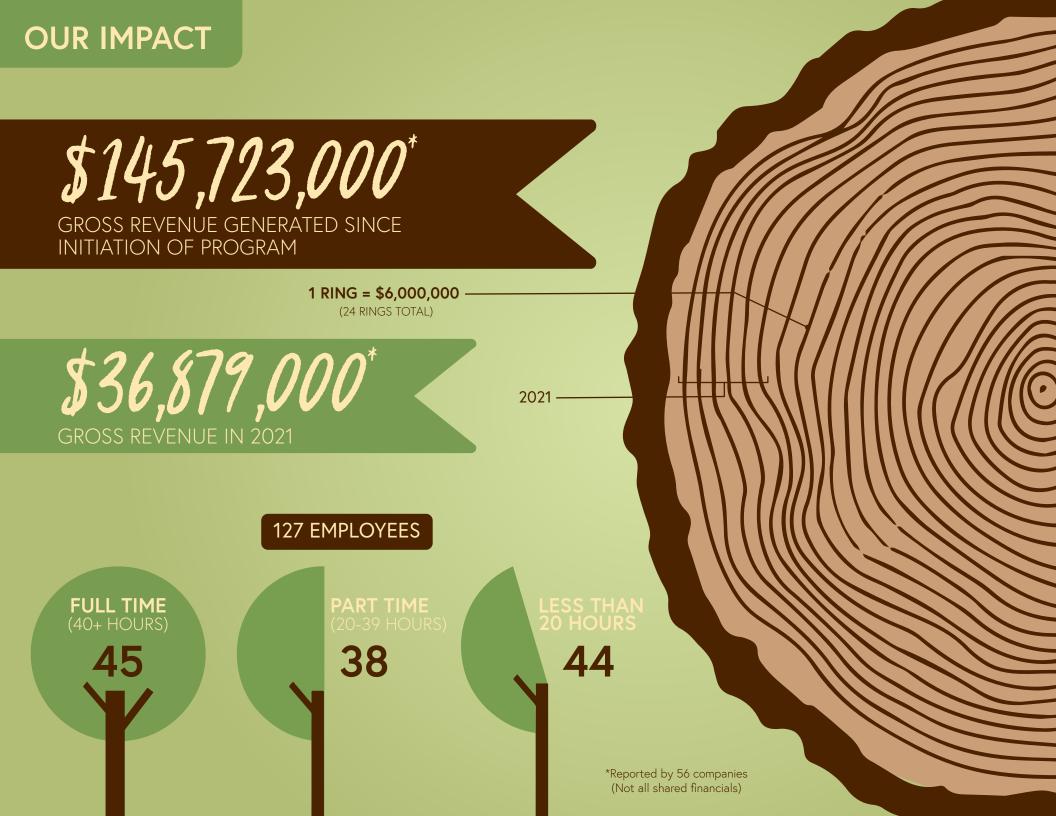
is. If you've got resistance you're on the right path.'?

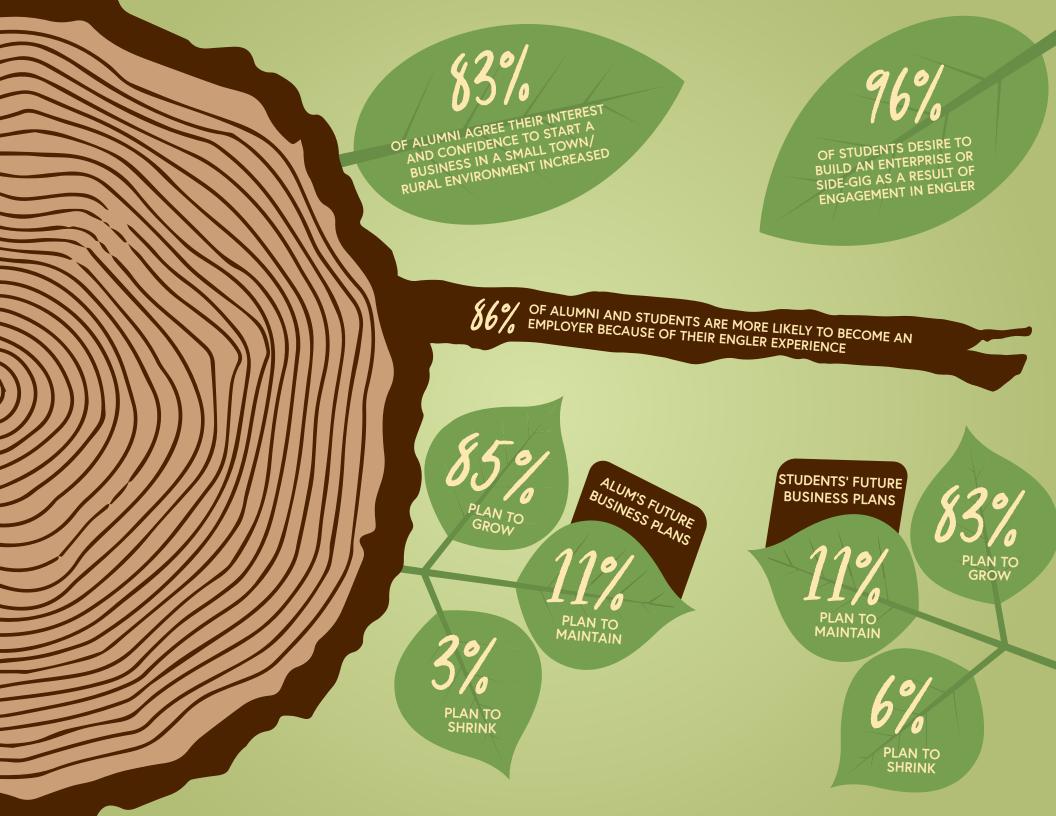
Tom Field

You are the people you surround yourself with, and Engler is filled with dreamers, doers and those who don't conform to the norm. I crave depth, generosity and inspiration in the people I work with, so I can be a light and give more to the world. That's my why. This program rises above failure and motivates me to be a better coach and entrepreneur. Our perspective and rhythm of life is different, but we are always building!

"Be the change you wish to see in the world."
- Mahatma Gandhi

Our Mission





"Engler motivated me to wake up every day." ENGLER ALUM





"I HAVE BEEN inspired AND mentored BY GREAT STAFF AND MENTORS who believe in me AND see the potential in me THAT I DIDN'T REALIZE I HAVE."

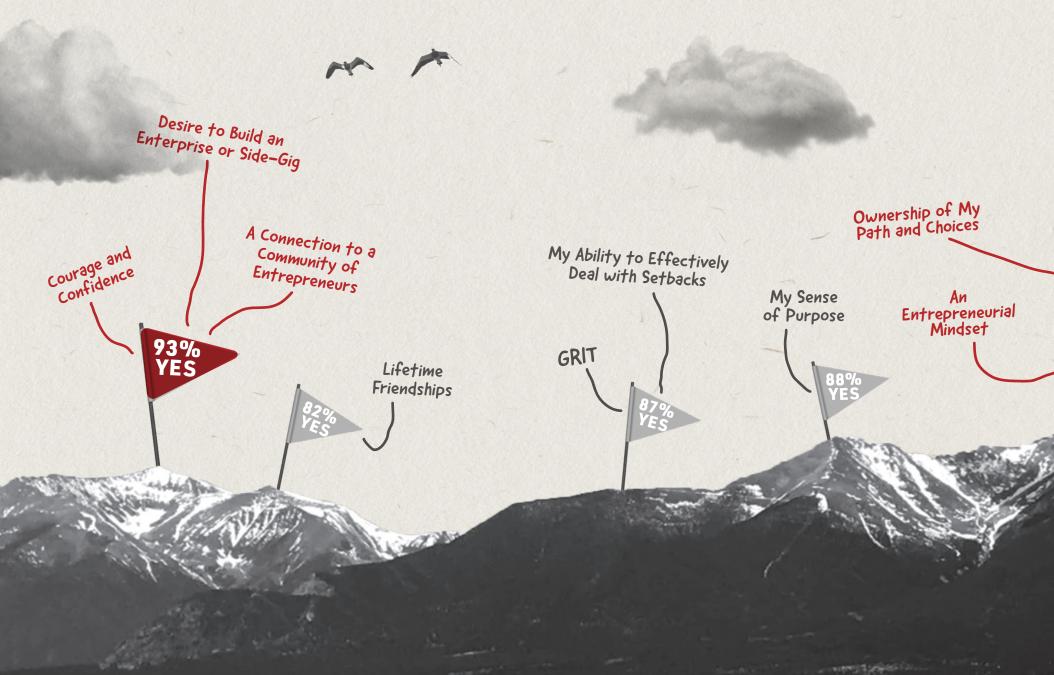
ENGLER STUDENT

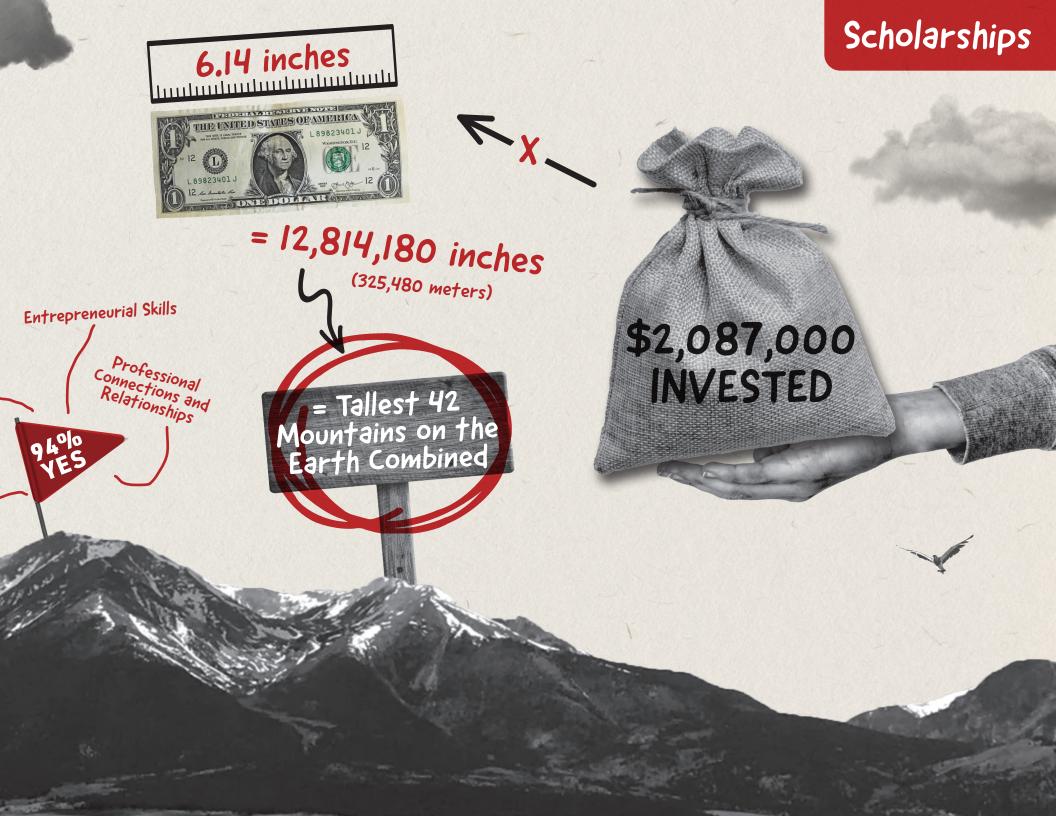
"THIS IS NOT JUST CHECKING BOXES ON A REQUIREMENT LIST, STUDENTS ARE NOT JUST A FACE IN A CROWD OF MANY."

PARENT OF ENGLER STUDENT



THE ENGLER PROGRAM HELPED ME GROW AND DEVELOP...





HE ENGLER RAIL GUIDE

LINCOLN, NEBRASKA

MILES

388: BUSINESS SYSTEMS

OF STUDENTS BELIEVE THEIR ENTREPRENEURIAL MINDSET IS STRONGER AS A RESULT OF ENGAGEMENT IN THE ENGLER COMMUNITY.

NEGOTIATION



488: ENTERPRISE DEVELOPMENT





SEEKING
ABUNDANGE

MEN'S INITIATIVE

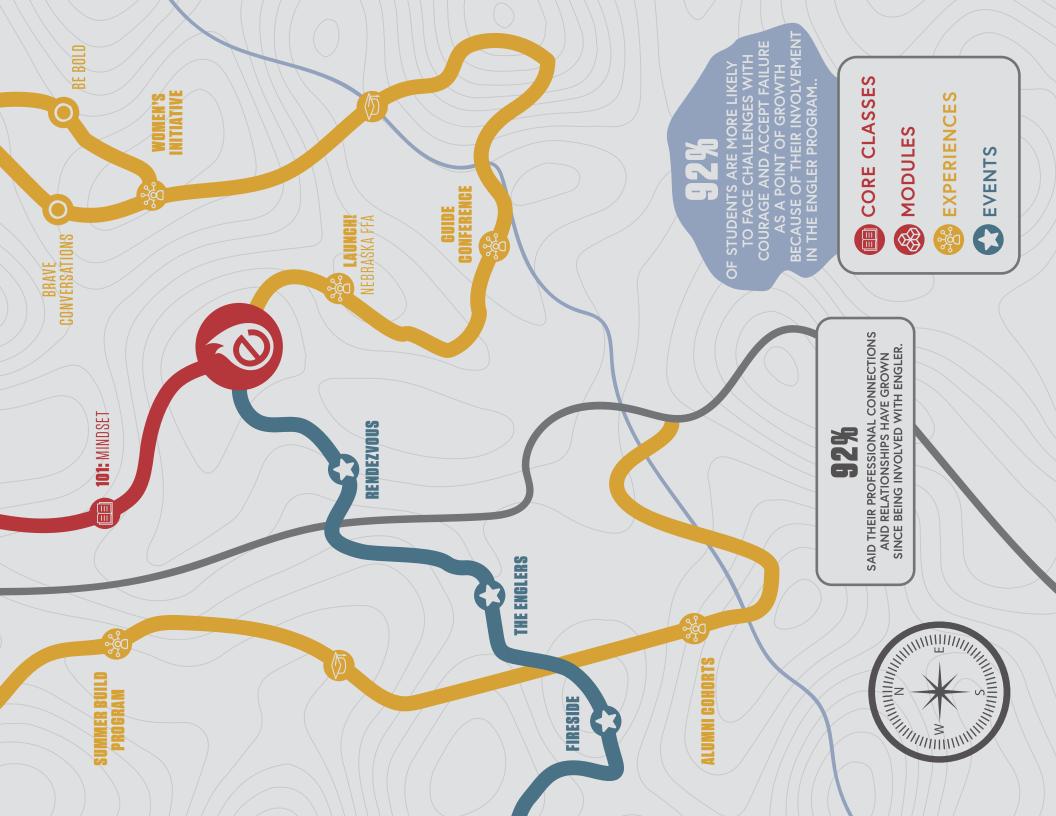
AS EFFECTIVE ADVISORS/COACHES/MENTORS IN THEIR LIVES CONSIDER ENGLER STAFF

201: \$50 BUSINESS CHALLENGE

LETTER

GEO SCHOOL 8

÷ ASCENTIAL 40





STUDENTS WERE ASKED TO DESIGNATE THE IMPACT OF THE ENGLER PROGRAM ON THEMSELVES USING A 1 TO 5 POINT SCALE (1=STRONGLY DISAGREE, 5=STRONGLY AGREE)



WHERE WE COME FROM









7DC0657







CHERRY
CHEYENNE
CLAY
COLFAX
CUMING
CUSTER
DAKOTA
DAWES
DAWSON
DIXON
DODGE
DOUGLAS
DUNDY

FRANKLIN FRONTIER FURNAS GAGE GARFIELD GREELEY HALL HAMILTON HARLAN HAYES HOLT HOWARD

JEFFERSON
JOHNSON
KEARNEY
KEITH
KEYA PAHA
KIMBALL
LANCASTER
LINCOLN
LOGAN
LOUP
MADISON
MERRICK
MORRILL

NANCE NEMAHA NUCKOLLS OTOE PAWNEE PERKINS PHELPS PIERCE PLATTE POLK RED WILLOW RICHARDSON ROCK

SALINE SARPY SAUNDERS SCOTTSBLUFF SEWARD THAYER THURSTON VALLEY WASHINGTON WAYNE WEBSTER YORK







































FIRST ENGLER TREK TO AMARILLO, TX

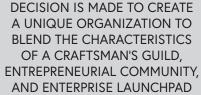


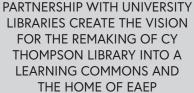


2015

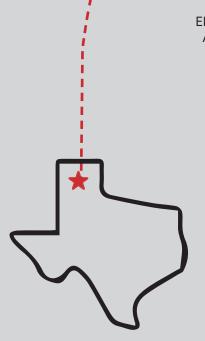
2010

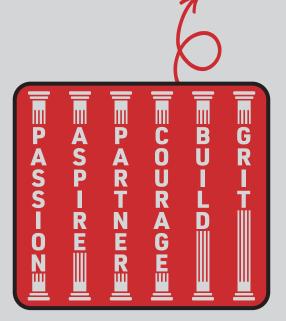
ENGLER PROGRAM
IS FOUNDED BY
A GIFT FROM
THE PAUL AND
VIRGINIA ENGLER
FOUNDATION

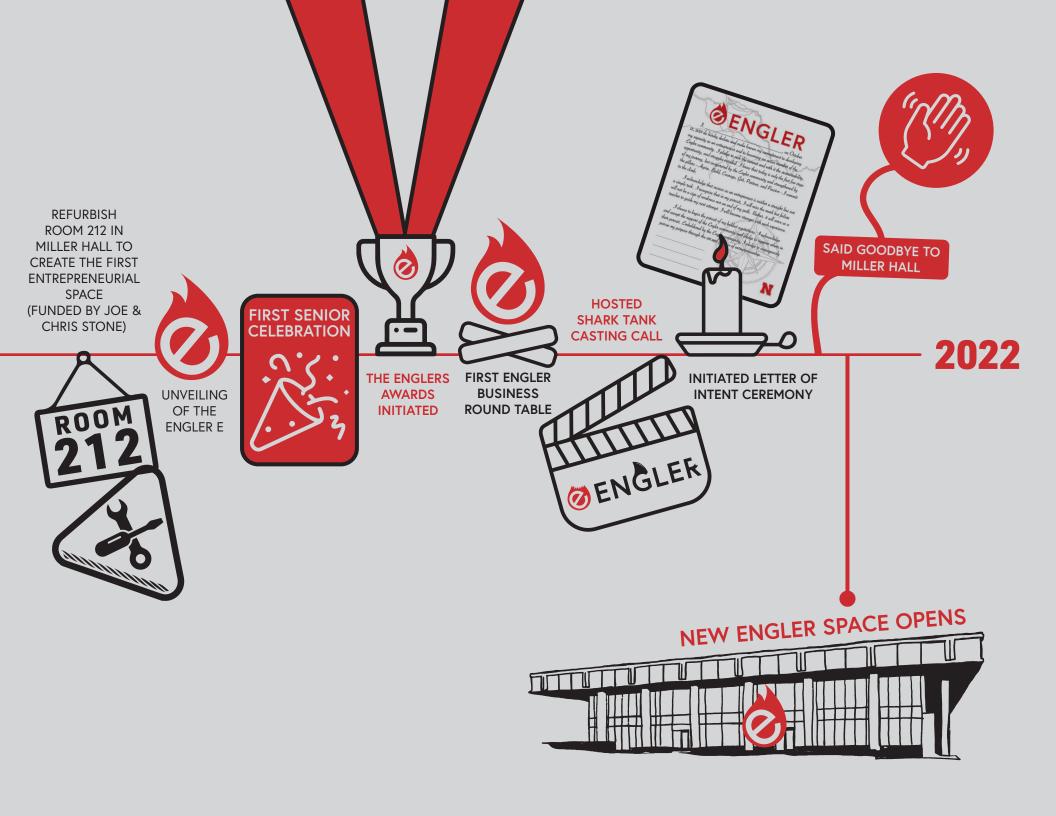




STUDENTS CREATE THE 6 PILLARS AND THE FIRST STATEGIC PLANNING PROCESS (8 BUSINESS LAUNCHES BY END OF 2015)









ANVIL

BELL















COMPASS

TABLE



Two roads diverged in a wood, and I—

I took the one less traveled by,

And that has made all the difference.









TREADWAY AG SERVICES

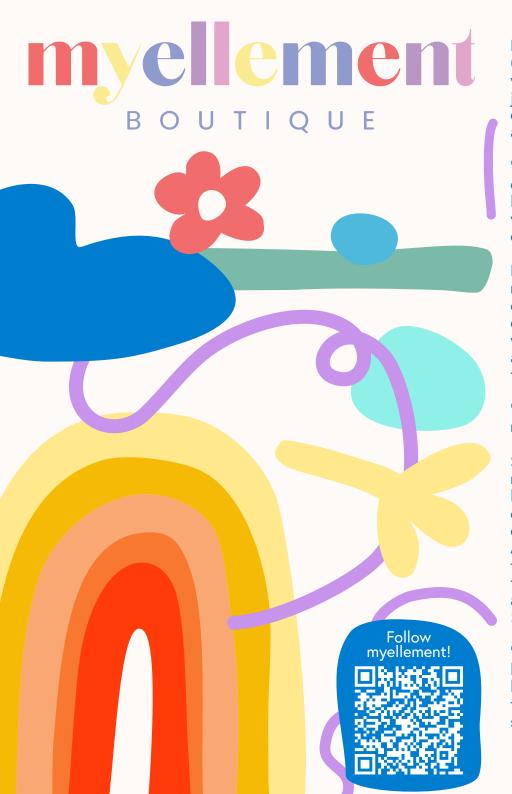
Matt Treadway is the epitome of entrepreneurial work ethic and grit. His passion for agriculture and entrepreneurship was cultivated early on in life through his involvement in his local FFA chapter and starting a successful snow removal business as a teenager. Anyone who has ever met Matt can speak to his pursuit of excellence in all he does.

He joined the Engler program as a freshman in college knowing that entrepreneurship was the path he wanted to pursue. What he found within the Engler community wasn't just basic business knowledge on profit and losses. He was inspired to question the status quo and consider the bigger picture of his life, even outside of starting more businesses.

"I was challenged by the classes in Engler, especially 101 with Tom. It made me question what could I do to get ahead instead of just

looking to the next step? I knew I wanted more than what the traditional college experience would offer me," Matt said. Leveraging the knowledge and skills he learned during his time in Engler, Matt launched his company, Treadway Ag Services, which originally began as a trucking service hauling agriculture equipment and livestock all over the country. Since then, he has also purchased a hog barn, several warehouses and earned his pilot's license to offer crop dusting services to local producers. The skills that he learned during his time in Engler helped him learn how to see opportunity in the marketplace and take action to fulfill that need.

"We all have 24 hours available to us every day. It's up to us to decide how we invest the hours that we are given. Engler helped light the fire in me to continue building and make sure I find joy in the work I do."



Entrepreneurship did not always appeal to Emily (Long) Herbig. She associated business ownership with unhealthy hustle culture. It wasn't until she joined the Engler community that she recognized entrepreneurship could provide freedom, purpose and impact to her own life and the lives of others.

"Engler totally changed the course of my college experience. I initially had no desire to own my own business and once Engler lit that fire inside me, I was a more disciplined, focused and determined college student," Emily said.



During her four years in Engler, she developed the necessary skills to run a business and even made a detailed business plan for an online clothing boutique. She was confident in her passion for helping women express themselves through fashion but delayed launching the business while an undergraduate student. Right after graduating UNL, she attended the Engler Trek to Silicon Valley. During that trip, her passion for pursuing business ownership was reignited stronger than ever.

"I realized that there were no superheroes on that trek. My fear of never starting finally overcame my fear of starting."

She launched her business, MyEllement Boutique, directly upon returning from the trek. While working a full-time job, she grew the boutique as a side-gig. Participating in the Engler alumni cohort enhanced her business acumen and connected her with like-minded community while navigating the challenging waters of entrepreneurship. After having her first child, Harrison, she decided to take the boutique full-time so she could spend as much time as possible with her growing family. Over the course of only a few years, what started out as a buyand-sell Facebook group of family and friends has now grown into a \$1.5 million business serving women all across the country.

"Through both my involvement as a student and now alum, Engler has helped me build skills to succeed in business such as confidence, business planning and management, and critical thinking. I am grateful for the resources Engler has given me, and I hope Engler continues to support students and create community for alumni post-college."



TRAINING ENTREPRENEURS

Angus Journal - June 2014



UPSTREAM FARMS USES FAMILY HISTORY TO BUILD ITS FUTURE

Matt & Joe Brugger Nebraska Cattlemen Feb. 2018



HE'S NOT Horsin' Around

FFA New Horizons Magazine Summer 2015 Jared Knobbe on Cover Feature Story

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

Toni Rasmussen NE Department of Ag Magazine 2018 - Vol. 1



REBEL SJEKLOCHA CROWNED MISS RODEO NEBRASKA 2023

Rural Radio Network June 2022

SPIRIT OF NEBRASKA'S ENTREPRENEURS

Nebraska Public Media Tom Field on Entrepreneurs Air Date: 07/01/2020



SUPERVISED AGRICULTURAL EXPERIENCE DEVELOPED INTO VALUE-ADDED BEEF BUSINESS FOR LOGAN PETERS

Nebraska FFA Foundation 2014-2015 Annual Report



ENGLER PROGRAM FOSTERS AG ENTREPRENEURS

FarmProgress.com Industry Insight July 2022



Successful Farming - March 2021 Lukas Fricke



BRINGING BLOCKCHAIN TO LIVESTOCK PRODUCTION

Nebraska ag entrepreneur launches ChorChek to simplify record keeping and provide more transparency.

Lukas Fricke - Nebraska Farmer - Article - April 2018



Amber Burenheide

COUNT YOUR CHICKENS BEFORE THEY HATCH

Nebraska Cattlemen Feb. 2019 PG 52-56



HUSKERS HYPE MAN

KETV Newswatch 7 - Jan 2019 DeWayne Taylor - UNL Men's Basketball



DNA PROFILING AT OAK BARN BEEF

Hannah Esch Neogen Producer Profile Nov. 2018



WOMEN IN FFA: FROM COMMUNICATIONS TO CHICKENS

FFA.org - Jul 2019 Hannah Borg





NINE HUSKERS EARN FULBRIGHT AWARDS

Cheyenne Gerlach May 2020



AG INCUBATOR OPENS AT INNOVATION CAMPUS

Bryce Doeschot - KRVN Video - Oct. 2016



A COMPLETE FEAT - MEAT & COMPLETE, LLC

Chelsea Luthy Meat + Poultry June 2022



UNL STUDENTS WERE GIVEN \$50, TURNED IT INTO SUCCESSFUL BUSINESS

Cade Ludwig & Hunter Suchsland The Daily Nebraskan - Mar 2022



UNIVERSITIES AT FOREFRONT OF AG INNOVATION, STARTUPS

Nebraska Farmer - November 2021



BEAVER CROSSING EQUINE BUSINESS TO BE FEATURED ON WOMEN IN AG WEBCAST SERIES

Eberspacher Sisters Morning Ag Clips - Jan 2021



ON THE GO GELATO

Nebraska public media "What if..." Stories Air Date: 01/19/2021



ANIMAL CARETAKER: ELISABETH LOSEKE DEVELOPS LOVE FOR LIVESTOCK AT FAMILY FEEDYARD

Tri-State Livestock News May 2018



FOSTERING THE ENTREPRENEURIAL SPIRIT

Angus Talk -Doug Medlock April 2016

ENGLER ENTREPRENEURSHIP PROGRAM TO BE FOCUS OF MAY RURAL RADIO FORUM

KTIC - Rural Radio Forum May 2022



STUDENTS ENCOURAGED TO PURSUE ENTREPRENEURSHIP

Hastings Tribune - Jan. 2022



NEXT GENERATION LOOKS FORWARD

Certified Angus Beef Dec 2018







1/WW/st

































DRIVE IN THE SERVICE AS





















































FEARLESS.

Thoroigh FEARLESS.





Kid, You'll Move Mountains...

BUILDING FOR THE NEXT GENERATION





Paul's Story

Our founder Paul Engler's entrepreneurial journey began at age 12 in small-town Nebraska when he bought a hundred head of cattle on loan while his dad was away on business. Throughout his life, he's remained dedicated to transforming the cattle industry through technology with passion, devotion and grit.

In 2010, the Paul F. and Virginia J. Engler Foundation made a gift to the university to support agribusiness and establish a student program focused on entrepreneurship. It is his vision that students who graduate from this program return to their communities inspired to build sustainable businesses.

Paul Engler believes young people can create a positive, lasting impact on this state and the world.

The Bridge Builder

Will Allen Dromgoole

An old man going a lone highway,
Came, at the evening cold and gray,
To a chasm vast and deep and wide.
Through which was flowing a sullen tide
The old man crossed in the twilight dim,
The sullen stream had no fear for him;
But he turned when safe on the other side
And built a bridge to span the tide.

"You are wasting your strength with building here;
Your journey will end with the ending day,
You never again will pass this way;
You've crossed the chasm, deep and wide,
Why build this bridge at evening tide?"

The builder lifted his old gray head;
"Good friend, in the path I have come," he said,
"There followed after me to-day
A youth whose feet must pass this way.
This chasm that has been as naught to me
To that fair-haired youth may a pitfall be;
He, too, must cross in the twilight dim;
Good friend, I am building this bridge for him!"





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Chief Experience Officer mbassford7@unl.edu

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HAILEY DEMERS

Chief Creative Officer hailey.demers@unl.edu

DAVID LAMBE

Chief Learning Officer dlambe1@unl.edu













We're just getting started...



ENGLERJOURNEY.COM