



Entrepreneurship Investigation ESI Camp Itinerary

June 10, 11, 12, 13, 2014
9:00 a.m. to 3:30 p.m.
Valley County Ag Complex, Ord

Monday, June 9th - Getting Ready! - Valley County Ag Complex

9:50 - 10:30 Record KNLV Ads
10:30 - 12:00 Meet at Valley County Ag Complex for Optional Shopping

Tuesday, June 10th - Exploring Science, Engineering & Technology! - Valley County Ag Complex

9:00 - 10:00 Welcome to ESI Camp & Snack
10:00 - 11:00 MR Brick Designer Team, Meg and Ryan Nelson
11:00 - 12:00 Renee Esch, Engineer at Boeing Company, Charleston, SC
12:00 - 12:15 Travel to Ord Learning Center
12:15 - 12:30 Lunch
12:30 - 1:30 Dr. Crystal Ramm, Entomologist & CCC Ord Regional Coordinator
1:30 - 2:00 Snack Break/Take Personality Inventory
2:00 - 3:00 Jason Hochstein, Sr. Electrical Engineer/Project Manager, Rice University
3:00 - 3:30 Mastermind Teams - Career Exploration

Wednesday, June 11th - Designing Business/Marketing Plan & Product - Valley County Ag Complex

9:00 - 10:00 Product Planning
10:00 - 12:00 Tour, Oak Ridge Farms, Ord Nebraska
12:00 - 12:30 Lunch
12:30-1:00 FBLA Presentation
1:00 - 2:30 Maximize Your Strengths - Gregg Christensen, Entrepreneurship and Career Education Specialist & Sue Ellen Pegg, UNL CASNR Admissions Recruiter
2:30 - 3:30 Steve Wolf, Broker, Wolf, Inc. Auction and Real Estate

Thursday, June 12th - Entrepreneurship Development and Marketing - Valley County Ag Complex

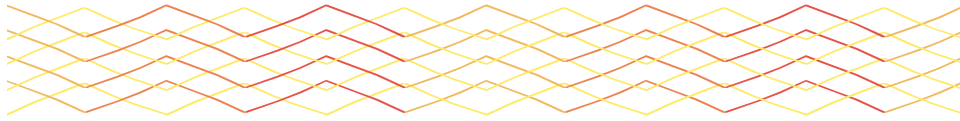
9:00 - 10:15 Dr. Tom Field & UNL Engler Agribusiness Entrepreneurship Students - Lean Business Model and Innovative Solutions
10:15-10:30 Snack Break
10:30-11:00 Alan and Jeanette Koelling, Simply Sunflowers
11:00-12:00 Lean Business Model and Innovative Solutions, continued
12:00-12:30 Lunch & Presentation by Jill Hoffschneider
12:30-1:15 Chuck & Josh Zangger, Zangger Popcorn Hybrids
1:15-2:15 Lean Business Model and Innovative Solutions, continued
2:15-2:30 Snack Break
2:30-3:30 Meet with Bankers to discuss item cost & cash flow of business

Friday, June 13th - ESI Market Place and Wrap Up - Ord Learning Center

9:00 - 10:30 VCCFF & Philanthropy Presentation with Community Service Activity
10:30 - 10:45 Prepare for Market Place
11:00-11:30 Travel to Market Place and Early Lunch
11:30-12:00 Market Place Set-up on Court House Lawn
12:00 1:30 Market Place Selling Opportunity
1:30-2:00 Clean up and Travel back to Ag Complex
2:00-3:30 Evaluation, and Determine profit & loss, CPA's, Dana F. Cole & Company - Brent Bengston, Gary Hinrichs, Patti Robertson

Entrepreneurship Camp, 2014

Biographies

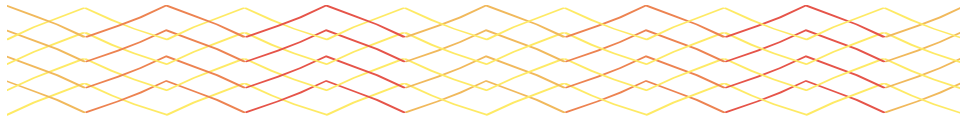


Renee Esch

Renee Esch is an engineer at the Boeing Company in Charleston, SC where she supports 787 production flight test as a Systems Operator. Her primary responsibility is ensuring aircraft systems operate on the ground and in flight.

Renee is originally from Spalding, NE and participated in 4-H for 11 years showing beef cattle, entering home environment projects, and attending 4-H camp every summer at Halsey.

Renee has a Bachelor's of Science Degree in Aerospace Engineering from Iowa State University and a Master's of Science Degree in International Relations from Troy University.

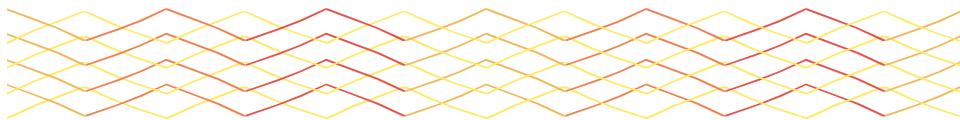


Jason Hochstein

Jason Hochstein is a Sr. Electrical Engineer/Project Manager for Rice University in Houston, Texas. His primary responsibilities include technical guidance for the many construction projects on campus as well as supporting the maintenance personnel with work ranging from building and campus lighting to the 12kV distribution system bringing power to the various facilities. Previously, Jason worked for Affiliated Engineers in Gainesville, FL as a Project Engineer where he designed electrical systems for health care facilities, universities, and government research buildings.

Jason grew up in Bloomfield, NE where he spent much of his time working on the farm performing various chores from slopping calves and milking cows, to working the fields and maintaining irrigation systems.

Jason has a Bachelor's of Science degree in Electrical Engineering from the South Dakota School of Mines and Technology. He is currently a licensed Professional Engineer in the states of Florida and Texas.



Meg and Ryan Nelson

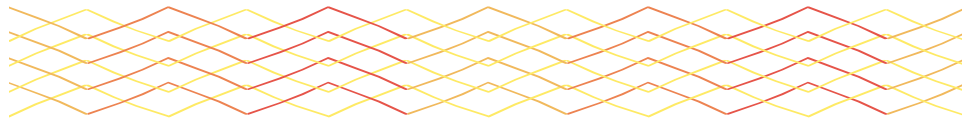
The Nelsons, both 31, are AFOLs (Adult Fans of LEGO). Their entire relationship, in fact, is sort of built around Lego. Shortly after meeting at a mutual friend's luau

party, they realized they both had a childhood love of Legos. They rediscovered that love as adults while also falling in love with each other. Legos became a regular date night activity. Instead of buying her flowers, he bought her Lego sets. For their honeymoon, they went to Legoland.

Then, one Christmas, Meghan surprised Ryan with a working lamp she made out of Legos. The first thing he said was "This is awesome." The second thing he said was "We should see these." That was when their passion became a business. They now dedicate every waking, non-day-job hour to MR Brick Designer (by day, Ryan is an account manager at PayPal; she's a microbiologist).

MR Brick Designer is a two-tier business. Meghan's the creative side, making the many aforementioned Lego items to sell on their Etsy shop and also taking the custom job.

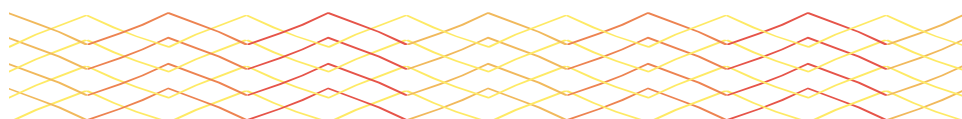
Ryan's the business side, running their business site and their page on BrickLink, an unofficial Lego marketplace. For BrickLink, the Nelsons will buy Legos in bulk and break them up by color and size to sell in smaller sets. Between both sides of the business, they get between 15 to 20 orders a week.



Gregg Christensen

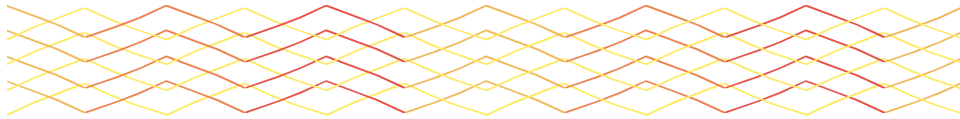
Mr. Gregg Christensen serves as Entrepreneurship and Career Education Specialist for the Nebraska Department of Education. He is one of the original members of the Nebraska Entrepreneurship Task Force (*NETForce*) and currently serves as the chair-elect of the Executive Committee. His mission is the same as that of *NETForce*, to "Educate, Engage and Empower Entrepreneurs" in the state of Nebraska.

His experience includes serving as a high school business and marketing education teacher, local and state advisor for Nebraska DECA-an association of marketing, management and entrepreneurship students, university senior lecturer, adjunct faculty member, and youth leadership development consultant. Mr. Christensen provides curriculum and professional development assistance to educators in the K-12, two year and four year postsecondary systems throughout Nebraska. He also works to connect entrepreneurship with economic development and workforce development initiatives and programs statewide. As part of this work, he also hosts the Nebraska Entrepreneurship Education listserv, maintains the Nebraska Entrepreneurship Education website and acts as the state liaison for National Entrepreneurship Week activities in Nebraska.



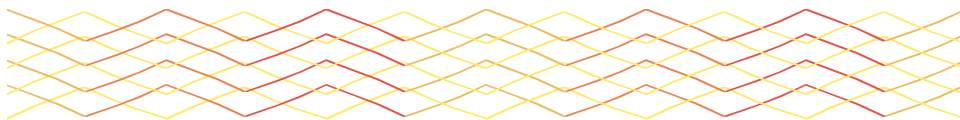
Tom Field

Tom Field, PhD is a passionate advocate for education, agriculture, free enterprise, engaged citizenship, and the potential of young people. He serves the people of Nebraska as the Director of the Engler Agribusiness Entrepreneurship Program and holder of the Engler Chair in Entrepreneurship at the University of Nebraska – Lincoln. He is also a noted agricultural author with works including his column “Out of the Box” and featured commentator of “The Entrepreneurial Minute” on the Angus Report on RFD-TV. He is the author of two agricultural text books which have been adopted in both domestic and international markets. A frequent speaker at agricultural events in the U.S. and abroad, he has consulted with a number of agricultural enterprises and organizations, and has served on numerous boards related to education, agriculture, and athletics. He is the co-owner of Field Land and Cattle Company, LLC in Colorado. He and his wife Laura watch over a brood that includes one year old twins, a set of twins in college, and one starting his career in Teach for America.



Sue Ellen Pegg

Sue Ellen Pegg is the recruitment coordinator for the University of Nebraska-Lincoln College of Agricultural Sciences and Natural Resources where she specifically works with UNL Extension and the 4-H program. She has worked to connect future students with their interest areas at UNL since August 2008. Prior to that, Sue Ellen held roles in the recycling, leadership, agricultural research, and horticultural fields. Sue Ellen has a bachelor’s degree in Biology from Tennessee Technological University and was a 10 year 4-H member.



Local Presenters

Barb David

Jill Hoffschneider

Alan & Jeanette Koelling

Crystal Ramm

Steve Wolf

Chuck & Josh Zangger