



**BEYOND
BOUNDARIES.
MAGNIFYING
KNOWLEDGE.**



STARTUPS

2017 Edition Contents

Message from the Director	3
External Advisory Council	4
Student Leadership Team	5
Entrepreneur Roundtable	6
Water Innovation Challenge	7
Economic Development Award	8
Ag Innovation and Value Creation Competition	9
Alumni Feature Joe Sweeney	10
Alumni Feature Shannon Hoyle	12
Iowa State NAMA Student Chapter	14
Hinkle Summer Internships	16
Entrepreneur Speaker Series	18
ISU Innovation Prize	19
AgElowa Tour	20
Domestic Travel Course Sustainability Project	22
Beyond Borders Series	24
Senior Spotlight May 2017 Graduates	26
Partner with Us	30
Special Thanks	31



A Message from the Director

Kevin Kimle

Rastetter Chair of Agricultural Entrepreneurship

Educating beyond boundaries, magnifying knowledge and resources.



At the Agricultural Entrepreneurship Initiative, our aim has been to be the top program of its type in the world, providing students with courses, experiences, and pathways essential for innovative and entrepreneurial careers of impact. As part of that mission we have worked to build a community that both develops and supports agricultural entrepreneurs, what we call the ecosystem.

An important pillar of our ecosystem is our Advisory Council.

Karen Kerns has kindly assumed the role of Chair with the advisory council in the last year. As part of her tenure in this role, we have taken the opportunity to step back and examine our programs and activities at the Agricultural Entrepreneurship Initiative, and make plans for the future. The themes that have emerged for our work going forward are educating beyond boundaries and magnifying knowledge and resources.

In this issue of STARTUPS, you'll find information about Agricultural Entrepreneurship Initiative activities on campus, and about startup action among students and alum. Each of the stories form a part of the foundation of what we think is a much richer agricultural entrepreneurship ecosystem.

What we look forward to in the coming academic year and beyond is pushing new boundaries, the creation of new knowledge and resources through new and expanded courses, experiential learning programs, and ecosystem building outreach activities.

Thanks to all who have contributed to the Agricultural Entrepreneurship Initiative in the last year, and an advanced thank you to all who we call on as we launch the expanded and renewed Agricultural Entrepreneurship Initiative.

External Advisory Council



Karen Kerns | Chair
Founder of Kerns & Associates

Roxi Beck
Vice President of CMA, Inc.

Hank Harris
Founder of Harrisvaccines

Randy Hertz
CEO of Hertz Farm Management

Craig Hill
President of Iowa Farm Bureau Federation

Eric Holtkamp
Founder of ControlTech

Joe Kerns
Founder of Kerns & Associates

Shannon Latham
Vice President of Latham Seeds

Ryan Pellett
Vice President and CEO of J.D. Heiskell & Company

Dale Reicks
Founder of Reicks View Farms

Dave Rettig
Founder and CEO of Rembrant Foods

Harry Stine
Founder and CEO of Stine Seed Company

Tray Thomas
Founding Partner of Context Network Solutions

Roger Underwood
Founder of Becker Underwood and Riverwood Holdings

Student Leadership Team



The 2016-2017 Student Leadership Team included: Joni Erwin ('17 agricultural business), Lexi Marek ('17 public service and administration in agriculture), Rebekah Sletten ('19 agricultural business), Izak Christensen ('18 business administration), Trey Forsyth ('17 agricultural business), Mitchell Hora ('17 agriculture systems technology), Katie Schrodt ('17 international agriculture), and Ali Luetz (not pictured) ('17 public relations).

Student Leaders Energize and Support Entrepreneurship Program

The Agricultural Entrepreneurship Initiative (AgEI) Leadership Team was developed to uphold the mission of AgEI, ensure a voice for students and provide valuable entrepreneurial resources to Iowa State University students.

Each year the selected leadership team develops new ideas to foster entrepreneurial learning and promote the program to students within the college. The team is comprised of students within the College of Agriculture and Life Sciences who are active and passionate about the AgEI program.

This year the leadership team assisted with several programs including the Agriculture Innovation and Value Creation Competition (AIVCC). The competition challenged students to use their creative and entrepreneurial skills to develop a new idea around an agricultural topic.

The team also coordinated the AgElowa Industry tour, which encouraged students to meet with successful entrepreneurs in their place of business. This year students had the opportunity to visit Des Moines and talk with entrepreneurs in the area. Students also visited the Iowa State Capitol and met with Former Governor Terry Branstad and Former Lieutenant Governor Kim Reynolds.

AgEI@5 was another event the team facilitated. The program is designed to help faculty, staff, and advisers in the college learn more about AgEI programs and collaborate to strengthen the student experience.

"Being selected to serve on the leadership team as a sophomore provided an opportunity to learn from and work beside some of the most experienced leaders within the AgEI program," said Rebekah Sletten ('19 agricultural business). "I was constantly challenged to get outside my comfort zone, and to think outside the box. I'm excited to apply the knowledge and skills I gained during the past year throughout the rest of my time at Iowa State."

Students Share Roundtable Discussion with Entrepreneurs

Each fall, the Iowa State Agricultural Entrepreneurship Initiative hosts a roundtable event to facilitate networking and discussion between students and successful entrepreneurs in agriculture.

In October 2016, students and entrepreneurial business leaders gathered in the Scheman Building at Iowa State University, to network and allow students to learn more about starting a business.

This year's topics focused on the challenges facing startup businesses within the agricultural industry, experiences necessary to be successful, and key pieces of advice for students in the development of their own businesses and future endeavors.



Roundtable Guests Included:

Aaron Steele, Co-Founder - Goats on the Go, LC, Ames, Iowa

Chad Steenhoek, Co-Founder - Goats on the Go, LC, Ames, Iowa

Angelo Campos, Co-Founder - Tres Mentas Salsa, Des Moines, Iowa

Phillip Campos, Co-Founder - Tres Mentas Salsa, Des Moines, Iowa

Charlie Schafer, President - Agri Drain Corp, Atlantic, Iowa

Martin Gross, Co-Founder - Gross Wen Technologies, Ames, Iowa

Spencer Tapper, Founder - Tapper Builders, Polk City, Iowa

Thank you to all who attended and made this event possible!

Students take on Water Innovation Challenge

Students in the Iowa State University College of Agriculture and Life Sciences were given the opportunity to participate in a Water Innovation Challenge in September 2016. The event provided opportunities for students, industry experts, scientists, and entrepreneurs to collaborate and develop ideas that challenge how water is used and managed in Iowa.

Students attending the workshop were challenged to give five-minute presentations at the end of the two-day session. Those presentations were judged by a panel of experts that included Nate Katzer, former Special Assistant to the Iowa Secretary of Agriculture, Adam Koppes, Investment Manager with the Iowa Farm Bureau Rural Vitality Fund, and Melissa Miller, Associate Director with the Iowa Water Center at Iowa State University.



“Going into the Water Innovation Challenge I had minimal entrepreneurship experience or knowledge of the water issues that we were facing,” said Rebekah Sletten (‘19 agricultural business), who won second place in the competition. “This event provided a hands-on experience in creating something from an idea, working with successful entrepreneurs, and presenting those ideas to experts. I would recommend this event to anyone looking to develop their entrepreneurial skills and willing to think outside the box.”

Dr. Jeffrey Stamp, a creative and concept designer, helped students tap into their creativity. For more than 25 years, Stamp has led countless sessions teaching professionals and students how to leverage their creative abilities and accelerate “discovery thinking.”

Stamp has extensive entrepreneurial experience, including creating Baked Lay’s Potato Crisps, as well as starting seven startup businesses. He also chaired the entrepreneurship program at the University of North Dakota, and has conducted workshops at more than 50 universities and 300 companies worldwide.

During the workshop, Stamp facilitated brainstorming sessions with students. One assignment given to students was to use creative combinations of words to convey new concepts. Stamp also reviewed water technology concepts with students to help prepare their presentations.

Kevin Kimle, Iowa State Agricultural Entrepreneurship director, opened the event with remarks and introduced Wendy Wintersteen, Endowed Dean of the College of Agriculture and Life Sciences. Keynote speaker Bill Northey, Iowa Secretary of Agriculture, addressed water issues facing Iowa.

AgEI Program Director, Kevin Kimle, Receives ISU Achievement in Economic Development Award

Kevin Kimle, Director of the Agricultural Entrepreneurship Initiative and senior lecturer in the Department of Economics, was awarded the Iowa State University Award for Achievement in Economic Development in Iowa in September 2016. This award recognizes individuals for outstanding university-based achievements in advancing the state of Iowa's economic development.

As the instructor of two entrepreneurship courses at Iowa State, Kevin dedicates his time to sharing his experience and knowledge with hundreds of undergraduate students each semester. Additionally, Kevin spends time on assisting students with their entrepreneurial endeavors.

Kevin earned his master's degree in agricultural economics at Iowa State in 1991. He then worked for Pioneer Hi-bred International in business development and marketing, before cofounding E-Markets, Inc., in 1996. In 2002, Kimle founded Decision Commodities, LLC, which provided commodity sellers and buyers innovative risk management contracts. In 2009, Kevin was named Director of the Agricultural Entrepreneurship Initiative.

In more recent projects, Kevin has assisted in the creation and development of the Ag Startup Engine, a private sector entity. This accelerator program delivers funding, mentorship, and support to agricultural entrepreneurs with promising business concepts. Kevin says, "With our rich network of entrepreneurs and agribusiness leaders, the launch of this business startup program



is very natural and a significant progress of our support of agricultural entrepreneurs."

The Ag Startup Engine will not only provide resources for students, but all entrepreneurs in the community. The program starts with businesses that only have early concepts with hope to create an investment ready business by the end of the program.

"I look forward to the continuing task of building the Agricultural Entrepreneurship program at Iowa State into 'the best in the world,' as is the goal."

One student said, "Kevin has a huge interest in helping his students pursue and achieve their professional goals. He can connect students with any interest, to an entrepreneur who is able to provide further support."

Students create innovative solutions through partnership with **Vermeer**



The Ag Innovation and Value Creation Competition (AIVCC), held in January, was sponsored by the Vermeer Corporation, and challenged students to help farmers and ranchers understand the costs involved with owning hay equipment.

The competition was held in the Curtiss Hall auditorium where students presented ideas to peers and a panel of judges. Fifteen teams registered for the competition, and concepts ranged from computer data programs to phone applications and educational training events. The judges were impressed with the students' ability to utilize research and develop practical ideas.

The winning team, included Steven Brockshus ('17 agriculture and life sciences education), Mikayla Sullivan ('17 global resource systems), and Sarah Kimle ('17 global resource systems), who presented an idea that would use a local networking system for purchasing and selling hay. The team created a digital platform to synchronize hay supply and demand chains, called the Vermeer Network. The network was presented as an online platform that allowed farmers to buy, share and exchange

services in hay production. Vermeer could use a centralized distribution depot, which would collect hay from producers and deliver to farmers needing hay.

Kimle, one of the creators of the winning concept, said the competition was a valuable experience.

"It was fun to collaborate in a unique creative process, which included great food and a full hour of sharing off-the-wall ideas," Kimle said. "At the end of our conceptual process we had a merger of two ideas that weren't so special on their own, but were a great match together."

AgEI is thankful for the support of the Vermeer Corporation, which understands the importance of interacting with future industry leaders.

"At the end of our conceptual process we had a merger of two ideas that weren't so special on their own, but were a great match together."

SARAH KIMLE



Above: Shawn Wang (Vermeer), Ty Hartwick (Vermeer), Sullivan, Kimle, Brockshus and Nathan Guess (Vermeer).

ALUMNI SPOTLIGHT: JOE SWEENEY

EAGLE'S CATCH

Cultivating a successful aquaculture business

When Iowa agriculture is thought of, fish isn't what first comes to mind, but for Iowa State alum, Joe Sweeney, fish presented a great opportunity for him. The idea to open an aquaculture fish business first came to Joe Sweeney after he visited the Gulf of Mexico. There he learned about the detrimental effects of overfishing, and the growing demand for fish.

As Sweeney, a 2013 Iowa State agricultural business graduate, began to investigate the possibility of raising fish, he noticed a number of other factors that added to the need for such a business. He found that the United States was importing more than 90 percent of its fish, fishing in the wild wasn't sustainable, and seafood consumption was increasing worldwide. From there a business idea and an opportunity sparked.

Sweeney's first venture into farm-raised fish was Buckeye Fish Company, which raised Barramundi sea bass near Buckeye, Iowa. Last year the team sold the business to one of its suppliers.

Eagle's Catch, a recirculating tilapia aquaculture business, is Sweeney's newest venture, where he serves as president and chief executive officer. Eagle's Catch is based in Ellsworth, Iowa. His partner, Paul Skartvedt, chief operating officer, is a 1997 Iowa State agricultural operations graduate, working alongside him in the Ellsworth facility.

In the next 10 to 20 years, Sweeney predicts there will be a significant increase in demand for domestically raised fish. "Selling Buckeye



Fish Company really shows the validity of the industry and that we created an effective and smooth-running operation," Sweeney says.

The Eagle's Catch team is raising tilapia, which Sweeney describes as the chicken breast of seafood. The fillets have a mild flavor, are affordable, and provide a healthy combination of amino acids and fats. It is the fourth most commonly consumed seafood after shrimp, canned tuna, and salmon.

"The recirculating aquaculture system produces a better quality tilapia than fish grown in the wild," Sweeney says. "Fish are the product of their environment, and when fish are raised in clean water the result is a high quality product. The system eliminates exposure to pollution or mercury and creates a quality product."

The difficult challenge in the Midwest is the lack of infrastructure for the fish farming industry. There isn't enough product produced to support market opportunities such as input suppliers or marketing firms.



"Thinking entrepreneurially will be a vital tool, no matter what your career aspirations are."

JOE SWEENEY

LEFT: Eagle's Catch facility during construction in mid-summer 2017.

BELOW: Sweeney stands in the Eagle's Catch facility as construction is underway. The team expects to begin production in early 2018.



Sweeney has travelled across the United States and world to major aquaculture production hubs to learn more about aquaculture. He predicts that within the next five years more farm-raised fish will be produced using the recirculating aquaculture systems.

Sweeney says his experience with AgEI helped him hone the skills to be successful.

"I had a business idea that was a failure, but I gained a lot of insight on running my own business," Sweeney says. "Maybe your first business won't be a success, but you will have more skills to be successful because you were involved with AgEI."

The Eagle's Catch team has more than 100 years of combined experience in aquaculture production and marketing. They believe it's that experience that will help them succeed. The team plans to sell directly to market retail locations in Canada, the Midwest, and the Mountain West Region.



Alumni Credits AgEI for helping her achieve her dream

Shannon Hoyle ('16 public service and administration in agriculture) credits the Agricultural Entrepreneurship Initiative (AgEI) for helping her discover her dream.

"My favorite adventure at Iowa State was, by far, the AgEI program and all of the activities, programs and courses that they put on for students. I wouldn't be doing what I'm doing today without that program," says Hoyle. "I'm a huge proponent that, if you make the right connections and have the right experiences, you can get your dream job right out of college."

The idea to pursue that dream started when she decided to get an agricultural entrepreneurship minor during her junior year of college. She wasn't looking to start a business, but knew innovative thinking would be an asset in any career she chose.

"The classes challenged us to identify a problem and find a way to solve it," Hoyle says. "It's great to be in clubs and leadership positions, but it's also important to have practical experiences and work with people who think in innovative ways and push you – this program brings those people together."

Hoyle saw an opportunity to raise Holstein bull calves and sell them to a producer to finish. She realized the need after meeting Drew Dietz. The Dietz family had left the dairy business and had moved into purchasing and finishing Holstein steers.

Hoyle convinced the Dietz family to let her raise young calves in one of their buildings and then move them into the feeding operation. She says keeping young calves in one location lowers stress levels and decreases the spread of disease.

Hoyle bottle feeds the calves until they are trained to drink out of a bucket. Once each calf is consuming four pounds of grain a day, usually six to eight weeks old, she weans the calves and moves them into a group pen of 11-15 calves. Then she raises them until they reach 400-450 pounds. During the past year she's raised five batches of calves and says she's doing exactly what she's loved since childhood.

"My mom told me I was infatuated by cows as a child," Hoyle says, "It was one of my first words because I always pointed out cows when riding along in the car."

That passion grew as she began showing calves for 4-H. Her family lived in Hubbard, Iowa, so she had to keep animals on friend and family farms. After these experiences, starting a small business was the perfect way to continue her passion as an adult.

"I wanted more of a relationship with the animals and you don't get that interaction on a feedlot," Hoyle says. "I found there was a need for these calves, and with the support of my family, the Dietzs, and many others, I was able to start a small operation."

Hoyle advises students who want to start a business to seek out experts to answer questions.

"Never stop trying to find a better way to do things," Hoyle says.

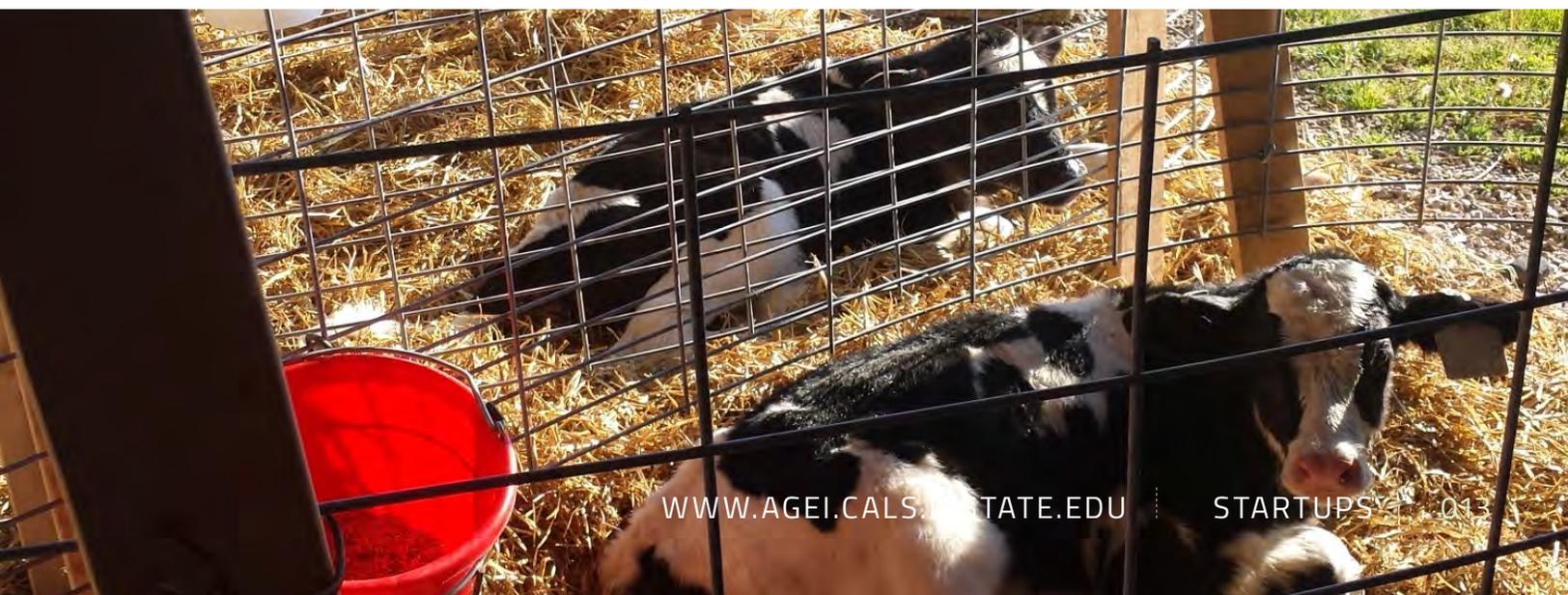
Her local veterinarian and nutritionist are always willing to discuss ideas to help make her operation more efficient and safe for her animals.



"With any kind of farm operation, you can do everything by the book and still lose animals," Hoyle says. "But most days I get to watch the calves grow up healthy and that's fun. I've done this for over a year now and I can walk around the farm and point out the calves that I've raised."

In addition to her calving operation, she's also a program assistant with the Iowa State University Extension and Outreach Value-Added Agriculture Program in Nashua, Iowa. Hoyle says the program has an agricultural marketing resource center website that provides a library of answers for anyone with value-added agricultural questions.

"It's a big website and we get people who are seeking out everything from information about strawberries to how to start a business," Hoyle says.



Iowa State NAMA Chapter Takes First Place in Chapter Development

The Iowa State University National Agri-Marketing Association (NAMA) Student Chapter has much to celebrate after a successful year. At the National NAMA Conference held in Dallas, Texas, April 26-28, the ISU NAMA Student Chapter went home with the first place award in chapter development.

At the event, student chapters from throughout the nation participated in professional development opportunities, career exploration, and student marketing competitions. The Iowa State NAMA Student Chapter also placed third in the Outstanding Student Chapter based on chapter management, chapter communications and career development. The chapter placed fourth in the John Deere Signature Award competition for overall points accrued, involvement in the national competition, scholarship awards, and the annual accreditation report.

The Iowa State NAMA Student Chapter was one of 30 universities that competed in the Student Marketing Team Competition. To compete, students selected a new agricultural product or service to promote and developed a comprehensive marketing plan, which the students shared as a professional presentation. A panel of marketing and agribusiness experts judged the presentations during the conference.

This year's team promoted a product called VFDirect, which is based on GlobalVetLink's FeedLink. The

product provides an online solution to the Veterinary Feed Directives (VFD) changes issued in January 2017 by the U.S. Food and Drug Administration.

Team members included Erica Baier ('19 agricultural and life sciences education); Allison Bastian ('17 agricultural business); Haley Carlson, ('19 agricultural and life sciences education); Izak Christensen ('18 business administration); Courtney Davis ('19 agricultural studies); Joni Erwin ('17 agricultural business); Katie Gustafson ('17 agricultural business); Andee Hammen ('17 agriculture and life sciences education); Amber Hammes ('17 agriculture and society); Cameron Jodlowski ('17 agriculture and life sciences education); Ali Luety ('17 public relations); Lexi Marek ('17 public service and administration); Ashley Moore ('19 agronomy); Rebecca Ness ('17 agricultural business); Hannah Pagel ('19 agricultural and life sciences education); Rebekah Sletten ('19 agricultural business); Daiton Tietz ('19 agricultural communications; and Celina Young ('17 agricultural business, public service and administration in agriculture). The team was coached by Amanda Blair, Agricultural Entrepreneurship Initiative program coordinator, and Marcie Stevenson, student recruitment and retention specialist in the College of Agriculture and Life Sciences.

Prior to leaving for Nationals, members also celebrated with an end of the year banquet. Students, parents, and supporters were invited to share in the excitement of nationals and celebrate the chapter's achievements.

Chapter awards were also presented to four outstanding members. Awards for Outstanding New Member were presented to Courtney Davis and Amber Hammes; Outstanding Senior was awarded to Joni Erwin; and Outstanding Member was presented to Katie Gustafson.

LEFT: 2017 ISU NAMA Competitive Team members stop for a quick photo opp before jumping on their flight to Dallas, Texas.





LEFT: Awards for Outstanding New Member, Senior, and Member were presented at the 2017 NAMA Banquet. Recipients and their awards were: Amber Hammes, Outstanding New Member; Courtney Davis, Outstanding New Member; Joni Erwin, Outstanding Senior; Katie Gustafson, Outstanding Member.

BELOW: While in Texas, ISU NAMA members had the opportunity to visit the historic Fort Worth Stockyards and tour Superior Livestock Auction headquarters.

BELOW: Members of ISU NAMA at the National NAMA Conference in Dallas, Texas. Back row left to front row right: Izak Christensen, Hannah Pagel, Ashley Moore, Ali Luetz, Katie Gustafson, Rebecca Ness, Celina Young, Cameron Jodlowski, Amber Hammes, Allison Bastian, Lexi Marek, Rebekah Sletten, Andee Hammen, Erica Baier, Courtney Davis, Joni Erwin, Daiton Tietz. Not pictured: Haley Carlson.



Hinkle Summer Interns



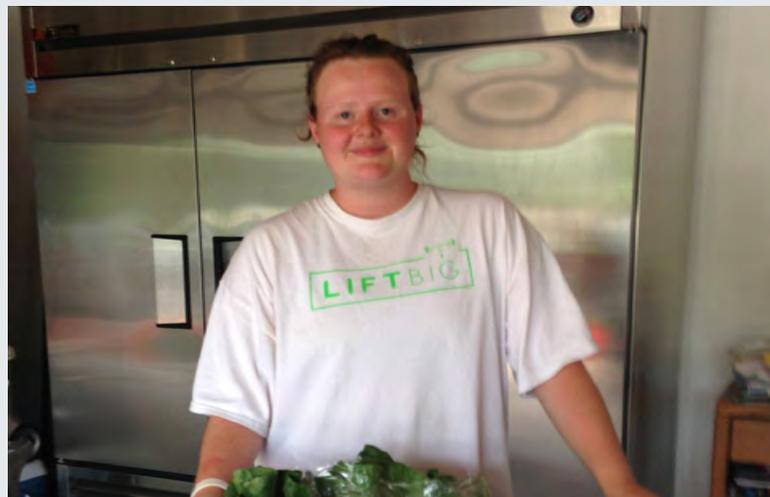
MICHAEL RHODAS
PERFORMANCE LIVESTOCK ANALYTICS

Michael Rhodas, a senior in software engineering at Iowa State University, was looking for an internship opportunity that would allow him to continue to develop his professional skill set while gaining hands-on experience. Performance Livestock Analytics (PLA), a new startup in Ames, Iowa, helps livestock producers become more sustainable, profitable and efficient. Through a precision agriculture application, PLA is able to bring big data solutions to the livestock industry.

Rhodas had many unique projects during his internship, focused on making the mobile application more user-friendly and developing features to analyze various parts of livestock production, including average feeding schedules.

Rhodas commented on his internship experience, "Performance Livestock Analytics is a cutting edge start-up company, bringing data science to livestock farmers all around the world. It is exciting that the Iowa State AgEI program can bring such great business opportunities for us students!"

For more information on Performance Livestock Analytics, please visit:
<http://www.performancelivestockanalytics.com>.



RACHEL WILKENS
NATURE ROAD FARM

Long Islander and senior in agricultural business, **Rachel Wilkens**, has dreams of starting her own farmstead retreat for military veterans and their families. Having brothers that served in the military, Wilkens had first-hand exposure to the struggles many veterans face upon returning home. Coming to Iowa State, Wilkens was looking for a way to gain experience she could take back to New York.

This summer, Wilkens had the opportunity to work with Nature Road Farm, a unique CSA outside of Boone, Iowa, that delivers fresh, quality produce to homes and businesses in the Ames and Des Moines area.

Wilkens was immersed in many different parts of the business and was able to really contribute to the success of the business. Her duties ranged from day-to-day tasks, like tending to the crops, and arranging deliveries, to setting up irrigation systems, and conducting water quality tests.

Overall, Wilkens had this to say about her hands on experience, "This summer I was lucky enough to work at Nature Road Farm. I got to experience first-hand all different aspects of creating a startup farm, from weeding to deliveries. From planting to harvesting, to deliveries, I was humbled by the whole experience."



BRANDI BARRETT
FAST FARM

Brandi Barrett, recent graduate in agricultural business from Iowa State University, first became involved with the AgEI program through her enrollment in Kevin Kimple's ECON 334: Entrepreneurship in Agriculture course. During the semester long course she developed her business concept for Fast Farm, a web-based platform to improve the process of buying and selling agricultural equipment.

As Brandi began to consider her options for post-graduation employment, she decided she wanted to continue to pursue her agricultural business and partnered with the AgEI program to continue to develop Fast Farm.

Fast Farm optimizes the commerce of agricultural equipment by providing a direct and efficient line of communication between farmers and farm equipment dealers. Fast farm focuses on being more efficient and saving time, which ultimately saves agriculturalists money.

For more information on Fast Farm, please visit www.fastfarmapp.com or contact them via email at support@fastfarmapp.com.



REED BURRES
AGRISYNC

Senior in agricultural business, **Reed Burres**, has had an interest in sales and customer service. Burres was looking for an internship that would allow him to continue to develop his skills in these areas. Through the AgEI program, Burres was able to find his summer internship with AgriSync, a technology company based in the greater Des Moines area.

AgriSync is focused on the people of agriculture and the way they collaborate. Through a web-based application, farmers are able to easily connect with their service providers and consultants without the need for on-site visits, saving time and money, and improving efficiency. By focusing on the key relationships between farmers and their trusted, and local agribusinesses.

When asked about his internship, Burres had this to say about his experience, "AgriSync has given me an in-depth opportunity to further develop my interpersonal skills through my daily interactions. I have been able to develop a whole new skill set by continually working to anticipate our customer's needs and any questions they may have during their experience using AgriSync."

For more information on AgriSync please visit: <https://www.agrisync.com/>.

Entrepreneurial speakers share ideas with students

The Agricultural Entrepreneurship Initiative (AgEI) believes the best way to inspire students to follow their entrepreneurial dreams is to show them what is possible.

To do that AgEI invites successful entrepreneurs to share their stories. This year two successful entrepreneurs spoke at Iowa State with a focus on entrepreneurship and pursuing their ventures.

The first speaker, Ben Milne, visited Iowa State in November 2016. Milne is the Founder and CEO of Dwolla, an e-commerce company that provides an online payment system and mobile payments network. The startup company works on building new ways to move money.

Milne has been named one of Forbes' "Disruptors of the Year" and has appeared on Inc. Magazine, Bloomberg TV, and the TODAY Show.

Students involved with the Agricultural Entrepreneurship Initiative Student Incubator were invited to meet with Milne prior to the speaking event for an exclusive meet and greet. During this event, incubator members were able to have candid conversations with Milne over his challenges and success. Over 100 students attended and gained insights from Milne during his "Why Entrepreneurship" speaking event.

The second speaker, Dr. Jeffrey Stamp, spoke on March 30 in Gerdin Hall. He is the creator of Baked Lays Potato Crisps and spoke to more than 50 students. Similarly, students involved in the Agricultural Entrepreneurship Initiative Student Incubator were invited to partake in a meet-and-greet event and speak with Stamp on overcoming challenges and pursuing entrepreneurial ventures. This led right into Stamp's speech titled, "Now you See It, Others Don't" encouraging students to pursue opportunity recognition

and transitioning dreams to reality. Stamp advised students to stay ahead of customers by understanding their behaviors. He explained that students need to find advisers who can better understand market fit as early as possible. Lastly, he said every entrepreneur has to be coachable, flexible and adaptable to change.

AgEI will continue to inspire students through the Why Entrepreneurship Speaking Series. Visit our social media pages or website for more information.



LEFT: Dr. Jeff Stamp speaks to Iowa State University students in March 2017.



ABOVE: Students had the opportunity to hear from Ben Milne, founder of Dwolla.

RIGHT: Ben Milne speaks to Iowa State University students in November 2016.

Students harness creativity and compete for ISU Innovation Prize



ABOVE: Students brainstorm ideas with Dr. Stamp.

The ISU Agricultural Entrepreneurship Initiative and the ISU Pappajohn Center for Entrepreneurship co-sponsored the first ISU INNOVATION PRIZE last spring at Iowa State University.

More than 45 students and community members participated by creating solutions to challenges in education and agriculture. The incentive competition was inspired by the XPRIZE Foundation model, a global platform to solve the world's most pressing issues.

The competition at Iowa State was held March 31 – April 1 at the ISU Economic Development Core Facility in the ISU Research Park. The competition theme for the event was "Innovation at Iowa State" with two challenges for participants to solve: AgTech or EdTech.

The AgTech issue challenged students to increase global productivity and decrease the impact on land, energy, water, and the environment. The focus included food security, food waste, water quality, water availability, sustainable agricultural, renewable energy, energy crops, carbon sequestration, public policy, and private investment options.

The EdTech issues challenged students to design and reinvent learning quality and value in an age of accelerating technology. Possible focuses included nontraditional classroom experiences, experiential learning, brain science, learning technologies, innovative funding formulas, online learning, analytics, robotics, assessments, demographics, and life-long learning.

During the event, participants formed small teams, based on their interests and abilities. Research shows that smaller teams are able to brainstorm and consistently outperform larger groups when it comes to innovation.

The brainstorming sessions were hosted by Dr. Jeffrey Stamp, who also helped Agricultural Entrepreneurship Initiative facilitate the Water Innovation Challenge in September 2016.

The winners of the prize in the two categories were Eve Iverson, senior in agriculture and life sciences education, and Devesh Mohan, senior in electrical engineering, who were each awarded \$1000.



ABOVE Judges, Dave Krog, Jackson Kimle, and Cliff Smith, confer after the pitches.

Students meet with successful entrepreneurs in central Iowa



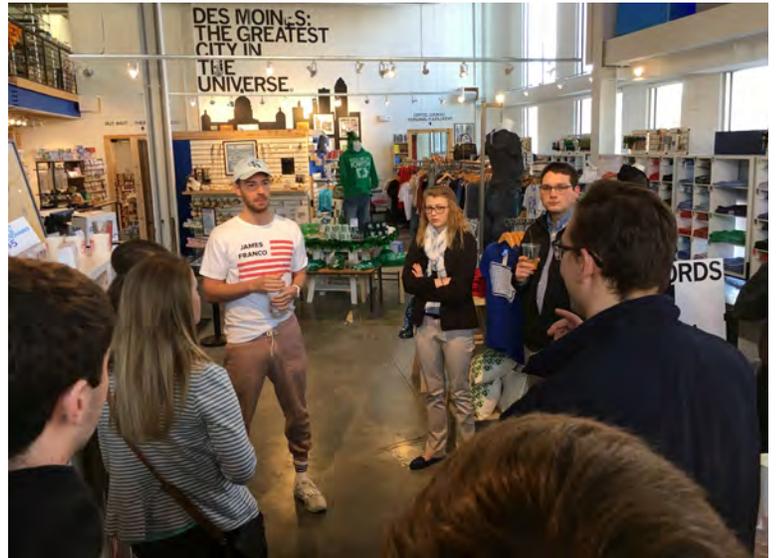
ABOVE: Students had the opportunity to visit the Iowa Capitol building while in Des Moines. Student participants included (from back left to front right): Katie Gustafson, Kirk Berry, Izak Christensen, Cameron Jodlowski, Carter Lantz, Trey Forsyth, Wyatt Forsyth, Courtney Davis, Ashley Moore, Josie Burgett, Katie Schrod, and Lexi Marek.

Exposing students to current and successful entrepreneurs and entrepreneurial opportunities available after graduation is an Agricultural Entrepreneurship Initiative objective. One way to provide students with these experiences is through site visits. This year, AgEI hosted an AgEIowa Industry tour in Des Moines, planned by the AgEI Student Leadership Team.

The first stop on the tour was Raygun, a t-shirt design company in Des Moines. The manager of the business advised students on how to build a company and keep up with changing market trends. Students learned the importance of finding a niche and taking a risk.

The next stop on the tour was the Greater Des Moines Partnership, which offers resources to Iowa entrepreneurs. Students learned what was available to startups and entrepreneurs. Christina Moffatt, director of small business resources at Greater Des Moines Partnership, and Brian Tapp, program specialist at America's Small Business Center of Iowa, were part of a panel discussion. That discussion helped students gain a deeper understanding of entrepreneurial opportunities in Des Moines and the state of Iowa.

The trip ended with a visit to the State Capitol building. Former Lieutenant Governor Kim Reynolds visited with students and discussed Iowa's rich history of success and continued growth within agriculture and small business, as well as the future of agriculture in Iowa. The students also had the opportunity to visit with Former Governor Terry Branstad, where they heard his views on the success of agriculture in Iowa.



ABOVE: Raygun, a t-shirt design company, provided valuable discussion for students

Courtney Davis ('19 agricultural studies), reflected on the event, "The AgIowa Tour served as a valuable learning opportunity for students to gain insight on entrepreneurship both inside and

outside of the agricultural industry within our local community. Each stop along the tour differed from the rest, offering a variety of perspectives which fueled my entrepreneurial itch. I most enjoyed visiting the capital and engaging in conversation with Former Governor Branstad and Former Lieutenant Governor Reynolds."



LEFT: Former Governor Terry Branstad and Former Lt. Governor Kim Reynolds visited with students

Spring break inspires students to



"I developed a strong passion for sustainability... and I am now pursuing a career in that field."

WILL STOUFFER

ABOVE:

The group visited Tyson Foods, Inc. to learn about sustainable agriculture. Students from left to right: Carter Lantz, Nathan Kimle, Will Stouffer, Taylor Rice, Allie Wittrock, Bailey Schneekloth, and Joe Gregoricka. Not pictured: Brandi Barrett.



ABOVE:

Students visited businesses such as Goose Island Brewery in Chicago

understand sustainable food chains

RIGHT:

The students enjoyed a Chicago Bulls game, coached by former ISU men's basketball coach Fred Hoiberg



Domestic Development and Entrepreneurship in Agribusiness

Traveling 2,000 miles through five states in March allowed students in the Domestic Development and Entrepreneurship in Agribusiness program to gain a better understanding of sustainable food and how it relates to the food value chain.

This spring Syngenta sponsored 12 College of Agriculture and Life Sciences students on a 10-day trip that focused on sustainability and sustainable food claims in the United States.

The project was aimed at evaluating grower data collection approaches used for agricultural sustainability initiatives in the food value chain. The project's objective was to develop recommendations for an efficient sustainability data collection process for food companies and other stakeholders.

Students conducted 35 extensive interviews with key players in the food value chain. The students traveled to Minnesota, Wisconsin, Illinois, and Missouri to meet with key Midwest food suppliers.

One student, Allison Wittrock ('18 agricultural studies), said talking to companies directly helped her gain knowledge she couldn't have learned in the classroom.

"Being able to pair with a company like Syngenta was an experience of a lifetime," Wittrock said.

Students presented their findings and recommendations as professionals using video conferencing as their tool. Syngenta stakeholders

participated in the presentation and found the recommendations helpful in moving forward with their own sustainability priorities, objectives, and processes.

Some students are now considering careers in the area of sustainability, following the trip and research they did in the course.

"I initially went into the project more interested in the networking opportunity than the project itself, but by the end of the semester, the project as a whole has become one of my favorite experiences at Iowa State," said Will Stouffer ('18 agricultural business). "I developed a strong passion for sustainability and more specifically, corporate strategy regarding sustainability, and I am now pursuing a career in that field."

The students enjoyed a trip to downtown Minneapolis, the Chicago Cubs stadium, the St. Louis Arch, and a Chicago Bulls game with Fred Hoiberg, the former Iowa State University's Men's Basketball coach.

If you are interested in partnering with the Agricultural Entrepreneurship Initiative on a student consulting project, please reach out to us at agei@iastate.edu or 515-294-4945.

BEYOND BORDERS SERIES

Agricultural Entrepreneurship Initiative hosts Brazilian Successors

In July, AgEI had the opportunity to host a group of 25 successful Brazilian students for a week long conference in Ames and the Des Moines area. With the theme of the conference being "Business Beyond Borders," attendees had the opportunity to connect with several agribusiness executives in Iowa through daily sessions focused around five central ideas: business succession, farm management, agricultural marketing, agricultural investing, and international opportunities. The group had the unique opportunity to learn from key Iowa stakeholders including Harry Stine, CEO of Stine Seed, and Bruce Rastetter, CEO of Summit Agricultural Group. The program was led by AgEI staff, Kevin Kimle, Dave Krog, and Amanda Blair.



ABOVE: Beyond Borders Brazilian students touring Iowa State University campus.



LEFT: Beyond Borders Brazilian students had the opportunity to visit Stine Seed in Adel, Iowa and visit with Harry Stine, CEO of Stine Seed.

Throughout the week, attendees were able to hear from experienced professionals and Iowa State University leaders, visit different facilities and attractions around the Ames area, and learn more about Iowa agriculture. Tours during the week included Stine Seed in Adel, Iowa; the World Food Prize in Des Moines, Iowa; Jack Trice Stadium and Hilton Coliseum at Iowa State University; Vermeer Corporation and ISU Startup Factory at the ISU Research Park in Ames, Iowa; John Deere in Ankeny, Iowa; and AgLeader in Ames, Iowa.



ABOVE: Beyond Borders Brazilian students visited the World Food Prize Hall of Laureates.

Evening outings during the week included a dinner and activities at Joe and Karen Kerns home, visit to West Des Moines, a networking dinner with young entrepreneurs and graduates of the AgEI program at Johnny's in Hilton Coliseum, and dinner at the home of Bruce Rastetter. AgEI would like to thank all who were involved in making this week successful, particularly our hosts of sessions, off campus activities, and evening outings. We would also like to thank our newfound friends from Brazil for traveling to Ames to participate in the conference. It was truly a privilege to host this event and develop new relations that extend "beyond borders."

Speakers for the week included: Matheus Almeida, Don Cabral Foundation; Karen Kerns, Kerns & Associates; Joe Kerns, Kerns & Associates; Chris Boessen, Iowa State University; Rick Murdock, AgConnections; Doug McCorkle, AgSolver; Dan Bahe, AgSolver; Chad Hart, Iowa State University; Fred Seamon, CME Group; Mark Greenwood, AgStar Financial Services; Mark White, Prairie Crest Capital; Travis Smock, Peoples Company; Brett Wong, Piper Jaffery; Todd Goll, Wells Fargo; Justin Kirchhoff, Summit Group; Randy Hertz, Hertz Farm Management.



ABOVE: Beyond Borders Brazilian students had the opportunity to tour Jack Trice Stadium.

Senior Spotlight



Lexi Marek, '17 Public Service and Administration in Agriculture

Lexi is working full time with FarmHer, a company highlighting women in agriculture, based out of Des Moines. She started with the company as an intern through AgEI over two years ago and is excited to continue to watch the company grow, and be part of the great opportunities it brings.



Mitchell Hora, '17 Agricultural Studies

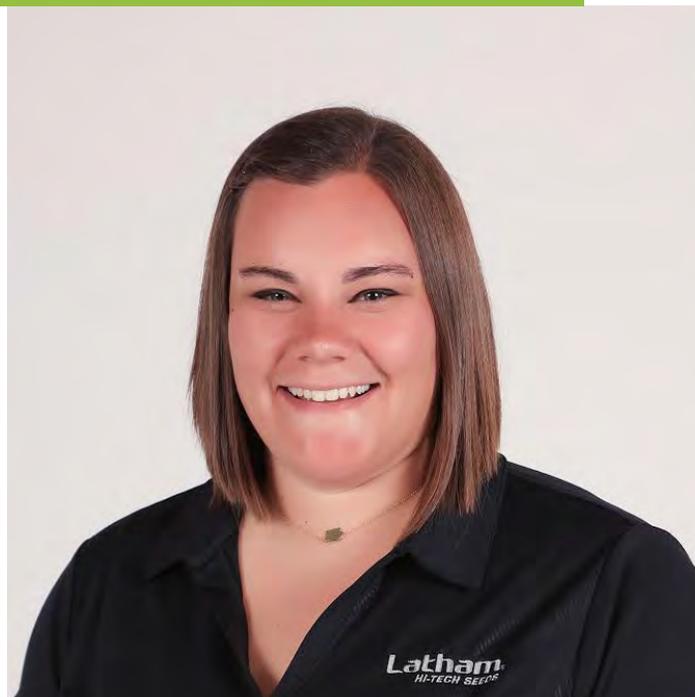
Mitchell is building his own company, Continuum Ag, a consulting and data management company focusing on soil health. He hopes to build Continuum Ag into a world renowned company while improving agriculture by optimizing nutrient utilization, improving soil health, and advancing water quality improvements



Trey Forsyth, '17 Agricultural Business

Trey recently started working for Land O'Lakes, Inc. in Minneapolis, MN. He serves as the Sustainability Associate for Land O'Lakes SUSTAIN®, and focuses on working with Land O'Lakes members and retailers to incorporate both business and on-farm sustainability efforts.

An interview with our May 2017 graduates



Joni Erwin, '17 Agricultural Business

Joni is currently working as a Marketing Coordinator for Latham Hi-Tech Seeds in Alexander, Iowa. Her AgEI journey began by taking Kevin Kimle's small business management course.



Steven Brockshus, '17 Agricultural Education

Steven is working full-time, building the ideal way to buy, sell and rent farmland through Terva, the company he started in his Econ 334 class. He aspires to start, build and grow numerous meaningful businesses throughout his career.

Left, below: Brockshus and his technology startup, Terva.



SENIOR SHOWCASE

Q: What advice would you give to current undergraduates about AgEI?

Marek:

"Although AgEI is a small program, it can make a huge difference in your life. I highly suggest going to as many events, speakers, and networking opportunities the program offers; if you can take something small away from each event, you can look back and realize you gained a lot. If I wouldn't have gone to an entrepreneurial roundtable event my sophomore year of college and met Marji from FarmHer, I wouldn't have the career or life I have today. "

Brockshus:

"Learn from people worth learning from and focus on your vision, even when the doubters contend it. Most importantly, walk into Kevin, Clayton, Amanda or Dave's office every chance you can to ask for advice. If you only have 10 minutes to spare but are in Curtiss - there's no better way you could spend that than popping into their offices and learning from their wealth of experiences. Take advantage of that."

Q: How did your AgEI journey start?

Hora:

"I was managing soil health data for farms in South Africa, and they were asking me for an invoice. I had never sent an invoice before and had no idea how to price my service. This was my first customer, and we were working 8 time zones apart, with different currencies, and chatting by email. I went to the AgEI office for advice, came to an agreement on a price, and received my first payment!"

Q: How has AgEI helped you become the person you are today?

Brockshus:

"The biggest way AgEI has helped me become the person I am today is simply the genuine care of the AgEI staff. The impact of their willingness to believe in me when it feels like the world doesn't is difficult to quantify. I am grateful to the incredible people who make AgEI a reality."

Erwin:

"This program was different from many other opportunities I was involved in, because I worked on real-world projects with other entrepreneurs and really developed my business and interpersonal skills."

Forsyth:

"AgEI helped me hone in my critical thinking skills to think differently about problems I face to come up with innovative solutions. Whether students plan to start a business, go back to the family farm, or work for an agriculture company, AgEI helps students realize how to add value in whatever they do. It all starts by stopping in the office and learning about how you can get involved."

Hora:

"It was great for me to work with the AgEI staff to get advice and to collaborate with my peers to learn together during incubator meetings. AgEI helped me think more thoroughly about my company and our mission while broadening my network and experiences at various events."

Marek:

"AgEI literally gave me the life I have today because it introduced me to my current employer. The program also gave me the opportunity to meet life long friends and gain skills that I can use in my current career and when I start a business in the future."

Partner with us!

For more information on how we can work together to inspire students and impact the future of agriculture through the programs offered by the Agricultural Entrepreneurship Initiative, visit us on campus in Curtiss Hall, on the web at www.agei.cals.iastate.edu or by emailing us at agei@iastate.edu.

Gifts to support the Agricultural Entrepreneurship Initiative could fund the following strategic priorities.

Student Activities

Funding will help support popular events including the Entrepreneur Roundtable, Farmer Entrepreneur Roundtable, Pitch Competitions, conferences and professional development opportunities, among other new activities, including student preparation workshops and Agricultural Entrepreneurship Week.

Student Incubator

The Student Incubator provides resources and mentoring vital to success in moving an idea to a viable business. Support will provide incentive funds for students to develop business ideas as well as shape and formalize business concepts. Funding will also support special events in areas such as creative business concept development, sales skills development and prototype development.

Entrepreneurial Internships

Internship offerings include the summer internship program, in which students are placed with early-stage companies for 12 weeks during the summer. The Semester Inc. internship program is similar, students are placed with early-stage companies during the school year.

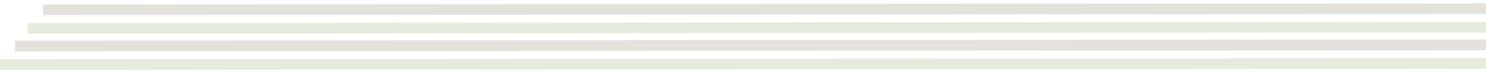
International Study

Funding will support participation in internships and other international student learning opportunities.

thank you

volunteers, supporters, donors

David Acker	ISU	Bob Haney	Friend of ISU	Jeff Kushkowsky	ISU	Kaylie Reicks	Reicks View Farms
Bill Adamowski	ISU	Ray Hansen	ISU	Shannon Latham	Latham Seeds	Dave Rettig	Rembrandt Enterprises
Barry Adams	Prairie Crest Capital	Denny Harding	IA Farm Bureau Federation	John Lawrence	ISU	Raymond Richie	REG
Brent Addison	Capital City Fruit	Hank Harris	Friend of ISU	Lloyd Le Page	Heartland Global	Stephen Ringlee	Ringlee Fund
Georgianne Artz	ISU	Joel Harris	Global Vet Link	Garrett Ley	Geisler Farms	Sarah Roelfs	ISU
Dane Bahe	AgSolver	Chad Hart	ISU	Xiuping Li	Synowa Ventures	Matthew Rooda	Swine Tech
Joe Baitinger	Baitinger, Inc.	Christa Hartsook	ISU	Melea Licht	ISU	Kevin Ross	Ross Farms
David Baker	ISU	Kim Heckert	IA Institute for Cooperatives	Lee Livingston	Friend of ISU	John Royer	Central TX Specialty Growers
Dustin Balsley	Performance Livestock Analytics	Randy Heitz	IA Farm Bureau Federation	Barb Lykins	IA Farm Bureau Federation	Jon Scharingson	REG
Lance Baumgard	ISU	Laurie Henry	Long View Farms	Kevin Maher	PetMeasure	Brent Schipper	Schipper Family Farms
Roxi Beck	Look East	Scott Henry	Long View Farms	Brandon Maier	Maier Farm Drainage	Fred Seamon	CME Group
Matt Bell	CultiVian Ventures	Steve Henry	Long View Farms	Andrew Manu	ISU	Dave Sengpiel	Friend of ISU
Jeff Bentley	AgLeader Technology	Al Hermanson	Woodland Farms	Bobby Martens	ISU	Natalina Sents	Successful Farming
Monte Berg	Veridian Credit Union	Pete Hermanson	Woodland Farms	Robert Martin	ISU	Brady Sidwell	Sidwell Strategies
Allen Bierbaum	Priority 5	Randy Hertz	Hertz Farm Management	Barb McBreen	ISU	Dave Sly	Pro Planner
Chris Boessen	ISU	Reed Herzig	Monsanto	Doug McCorkle	AgSolver	Keith & Virginia Smith	Friends of ISU
Amy Brandau	ISU	Craig Hill	IA Farm Bureau Federation	Stuart McCulloh	ISU	Travis Smock	Peoples Company
Julio Bravo	AgroBravo	Dakota Hoben	Granular	Denny McKilligan	Tech Mix Global	Dr. Jeffrey Stamp	Bold Thinking
Steven Brockshus	Terva	Sara Hobson	Summit Group	Kyle McMahan	Tractor Zoom	Spencer Stensrude	AgVentures Alliance
David Brown	IPE 1031	Scott Hoekman	Next Level Ventures	Brian Meyer	ISU	Marcie Stevenson	ISU
David Brownmiller	Sukup Manufacturing	Dave Holm	IA Institute for Cooperatives	Steve Mickelson	ISU	Harry Stine	Stine Seed Company
Steve Bruere	Peoples Company	Derald Holtkamp	ISU	David Miller	IA Farm Bureau Federation	Mikayla Sullivan	KinoSol
Monte Berg	Hertz Farm Management	Eric Holtkamp	ControlTech	Melissa Miller	ISU	Joe Sweeney	Eagle's Catch
Angelo Campos	Tres Mentas Salsa	Caleb Hopkins	Westside State Bank	Russ Mullen	ISU	Vince Taylor	Farmers All Risk
Phillip Campos	Tres Mentas Salsa	Joe Hrdlicka	IA Biotech Association	Rick Murdock	AgConnections	Mike Taylor	Midwest Growth Partners
Craig Chase	ISU	Sara Hunter	Vermeer	Dave Muth	AgSolver	Scott Thellman	Juniper Hill Farms
Barb Clawson	ISU	Charles Hurburgh	ISU	Al Myers	AgLeader Technologies	Joel Thilges	First National Bank
Sara Closson	John Deere	Colin Hurd	SmartAg	Linda & Randy Naeve	Nature Road Farm	Dustin Thomas	Midwest Growth Partners
Christian Comito	Capital City Fruit	Maro Ibarhuru-Blanc	ISU	Peter Nelson	AgLaunch	Tray Thomas	Context Network
Jude Conway	Ag Ventures Alliance	Keri Jacobs	ISU	Tim Neugent	Neugent, Inc.	Rob Trice	Mixing Bowl
Haley Cook	ISU	Darren Jarboe	ISU	Linda Niehm	ISU	Ann Trimble-Ray	Heartland Marketing Group
Matt Danner	Templeton Family Farms	Kristine Johansen	ISU	Casey Niemann	AgriSync, Inc.	Andrew Uden	Quantified Ag
Dan Dawes	AgriNovus Indiana	Darra Johnson	Murphy Brown	Sarah Nolet	AgThentic	Roger Underwood	Riverwood Holdings
Jo Eckert	WDM Incubator	Robert Jolly	Friend of ISU	Bill Northey	IA Secretary of Agriculture	Jayne Ungs	US Bank
Herb Eckhouse	La Quercia	Brian Jones	IA Corn	Holden Nyhus	ScoutPro	Mike Upah	iSeek
Nick Evens	Veridian Credit Union	Nathan Katzer	IA Farm Bureau Federation	Scott Oakes	Harvest Capital	Don Van Houweling	Van Wall Equipment
Judi Eyles	ISU Pappajohn Center	Mark Kenney	Kenney Farms	Josh Oehlerking	John Deere	Amanda Van Steenwyk	IA Farm Bureau Federation
Steve Ferguson	Iowa Ag Develop. Authority	Steve Kenney	Hancock Financial Group	Erika Osmundson	Ag Careers	Matt Waite	DuPont Pioneer
Tim Fevold	Hertz Farm Management	Joe Kerns	Kerns & Associates	Ryan Pellett	J.D. Heiskell & Company	Kyle Welborn	Yield Lab
Tom Field	UNL	Karen Kerns	Kerns & Associates	Pete Petersen	Jensen Consulting	Mark White	Prairie Crest Capital
Wayne Freese	Prairie Holdings Company	Steve Kerns	Kerns Farms	Eric Peterson	Summit Farms	Tom Wilkerson	ADM
Tim Gartin	Hastings & Gartin	Jackson Kimle	Inland Sea	Mike Peterson	Peterson Genetics	Wendy Wintersteen	ISU
Rachel Geilenfeld	Sukup Manufacturing	Sarah Kimle	Prairie Crest Capital	Jolene Pisel	JoKir's Wild	Murray Wise	Murray Wise & Associates
Ryan Gerhardy	Next Level Ventures	Justin Kirchoff	Summit Group	Andrew Pittz	Sawmill Hollow Farms	Kyle Woiwood	LWBJ
Todd Goll	Wells Fargo	Andy Kleen	Kleen Landscape Supply	Danen Pool	Nebbulam	Brett Wong	Piper Jaffrey
Steve Goodhue	Knapp Tedesco	Ray Klein	ISU	Ron Prescott	ISU	Chuck & Margo Wood	Friends of ISU
Mark Greenwood	AgStar Financial Services	Mary Kleis	ISU	Andy Pringnitz	Granular	Geoff Wood	Gravitate
Martin Gross	Gross-Wen Technologies	Michael Koenig	ScoutPro	Paul Quam	Quam & Associates	Diana Wright	ISU Pappajohn Center
Marji Guylor-Alaniz	FarmHer	Adam Koppes	IA Farm Bureau Federation	Bruce Rastetter	Summit Group	Molly Zaver	Peoples Company
Ron Hallenbeck	Ames Chamber	Dane Kuper	Performance Livestock Analytics	Dale Reicks	Reicks View Farms	Andy Zehr	ISU



IOWA STATE UNIVERSITY

College of Agriculture and Life Sciences

PARTNER WITH US!

For more information on how we can work together to inspire students and impact the future of agriculture through the programs offered by the Agricultural Entrepreneurship Initiative, visit us on campus at 0030 Curtiss Hall, on the web at www.agei.cals.iastate.edu, emailing us at agei@iastate.edu, or calling us at 515.294.4945.