



2011

UNIVERSITY OF  
**Nebraska**  
Lincoln

**EXTENSION**

Know how. Know **now.**

## ESI & BEYOND

### Meeting the Challenge

As many Nebraska rural communities face dwindling numbers of businesses, many youth are compelled to leave rural areas to find employment. However, entrepreneurship can empower youth to stay in rural Nebraska to create jobs for tomorrow's Nebraskans. Opportunities are available for:

- Youth from middle school through college work to with educators and community volunteers to learn how to become entrepreneurs.
- Communities to learn to be supportive of all local entrepreneurs.

4-H experiential entrepreneurship curricula are delivered in schools, after school programs, camps and in community-focused programs across the state. Engler Agribusiness Entrepreneurship Program assists college students in further developing their entrepreneurial aspirations.

### Extension's Impact

- Fifty youth from 10 Nebraska counties participated in the first annual 4-H Entrepreneurship Challenge. Four winners received \$500 Engler Agribusiness Entrepreneurship program scholarships.
- Nine youth-owned businesses earned a total of \$2,100 in sales in four hours at the National Association of Extension 4-H Agents conference.
- In its second year, the Engler Agribusiness Entrepreneurship program has attracted 60 students, all of whom pursue the entrepreneurship minor.
- Eight students attended the inaugural Big Red Academic Camp in Entrepreneurship.

*"I will do everything differently. I didn't really know anything about drafting, shopping, making prototypes or anything, and now I have a great idea for a good business strategy" – Big Red Camper*

*"I see the kids that are more active out in the community. They are a lot more outgoing. They seem to have a lot more self-confidence."  
– ESI Instructor*

*"Just like Mr. Engler's story of entrepreneurship and success inspires me, the Engler program encourages and inspires me to succeed." -Engler Agribusiness Entrepreneurship student, an experienced entrepreneur, has an African violet business.*



*"Before, I was like, 'oh, I could never do this'. Then, after the course (ESI), I realized I could do it if I ever wanted to."  
– ESI Student*

### Public Value

Extension youth entrepreneurship programs help youth develop skills to start and run their own businesses in their home communities.

Extension entrepreneurship education helps youth and adults understand their collective role in the future of their community sustainability.

FOR MORE INFORMATION, CONTACT YOUR LOCAL UNL EXTENSION OFFICE, [HTTP://WWW.EXTENSION.UNL.EDU](http://www.extension.unl.edu) OR [DIANE C. VIGNA, PH.D., DVIGNA2@UNL.EDU](mailto:DVIGNA2@UNL.EDU), FOR THIS EXTENSION INITIATIVE



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.