

Young Entrepreneur



Highlighting Schuyler's "Young Entrepreneurial"

Meet Jacob Wolff, Loan Officer at Homestead Bank, Schuyler

Jacob reigns from the rural Norfolk area, and as you get to know him, you will understand his love for Agriculture. We are fortunate to have him as a leader in one of financial institutions here in Schuyler. Our Chamber sat down with him and asked him some questions and we know you will be as excited as we are by getting to know him better through this spotlight.

Why did you want to own (manage) your own Business?

I enjoy the challenges that are involved with financial work at the bank, as well as the ability to help guide customers in making perceptive business decisions. Personally, I have the farming/ranching bug and cannot leave production agriculture alone.

When you were young what did you want to be when you grew up?

My choice bounced back and forth between Engineer and Veterinarian, and always a stockman/farmer.

What was your first business idea and what did you do with it?

I started raising sheep as a quick trading venture that turned into a 4H project and into a mildly successful Show Lamb (and now Show Goats) operation. My wife and I also feed cattle and run a growing cow/calf operation as well as farming some row crop acres.

What do you wish you knew before you became a Funeral Director?

Patience is a virtue- I knew that already- but to actually have the realization about how personal ventures do not spring into successful operations overnight. It is easy to become discouraged in the beginning when you seem to have only challenges with limited wins.

What did you learn from the worst/best boss you ever had?

I learned from the worst and the idea was reinforced by the best: Empowering employees goes so much farther than micromanagement in regard to happiness and productivity.



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What do you admire most about your mom and dad?

I have always admired the things they accomplished while raising a family. Dad is pushing the home operation forward, and mom is getting her bachelor's degree. Raising one child now seems daunting enough.

What is your favorite book?

I am a geek for fantasy novels, but equally enthralled with reading Louis L' Amour books. I also enjoy reading textbooks.

What did you learn from your biggest failure?

That the previous failure really was not that bad! If you do not expect failure, you will not always be looking to improve your process. It is not if you will fail, it is when.

How do you find inspiration?

My wife keeps me going, mostly because she can out do me at any task and I just keep going to try to keep up!

What was the best piece of advice you ever got? The worst?

Best- "Buy low, sell high" But good luck timing that, right?! Worst- "Can't sell in an up market." Making money is making money, I practice this on my own operation and attempt to preach it to customers at the bank.

What do you think is the most important innovation of your lifetime thus far?

Bitcoin- Do not ask me to explain cryptocurrency because I do not fully understand blockchain technology myself; but, unless we go back to an analog world due to some catastrophe, these technologies will become more than prevalent.

Who would you most like to have dinner with?

Tough question to just pick one. There are a handful of historical figures, deceased family members, and current world leaders both in the public and private sector that interest me. Mostly, I love having dinner with Katy and Eloise... my wife and daughter.

What was your fave class in college?

Advanced Farm Finance, Histology, and Livestock Nutrition

What do you feel Schuyler needs for additional businesses?

A good breakfast spot, and a brewery seem to be a missed opportunity in Schuyler.

Jacob is 27, married with one child, graduated from UNL with a degree in Vet Science with minors in Animal Science and Ag Economy. He grew up in rural Norfolk, graduated from Lutheran High School and their farm operation is Meadow Creek Farms.