

The Nesnah Ventures Story

From Humble Beginnings. In 1965 John and Donna Hansen started a convenience store chain that grew from a family business to a Midwestern staple. Part of being humble is the idea that “leaders eat last.” Egos have no room at Nesnah Ventures. With that belief, Nesnah Ventures was born; Nesnah is Hansen spelled backwards.

A New Company is Born. In 2000, when we sold our family company, Kwik Trip (which was founded by our parents), the siblings wondered, “What do we do next?” The company was a learning ground for us early in our careers; we were not only co-workers but shareholders too. The day of the sale our father said to us, “You all had some stock in the company; take that money and go out and do something you love.”

Despite the individual professional opportunities available to us in our respective fields, what we loved was working together in a family business. Shortly after the sale, we decided that by combining our skills in human resources, real estate, marketing, information technology, and trading, we had the foundation for a great company. We wanted to work together and grow a business that would be people-oriented, faith-driven, and a fun place to work. Through great planning, execution, and hard work, Nesnah Ventures was born.

Today, we own several companies in the agriculture and service sectors. We are a family office that intentionally holds onto businesses to enhance long-term value, rather than selling businesses within five years. This philosophy is in stark contrast to the practices of other private equity companies.

People-Oriented. Our goal is to facilitate growth in our people, as well as the companies and customers we support. We offer invaluable leadership development to the companies we own, in addition to providing them with human resources, finance, accounting and technology services and support. We challenge and encourage our co-workers to grow in a positive environment, and they will tell you, “At Nesnah Ventures, we are more likely to get a hug than a kick in the pants.” We treat our people like family and foster a sense of community at work. Our goal is to help our employees achieve.

Faith-Driven. We treat our co-workers and customers as we would want to be treated. Faith and stewardship guide us in all that we do to grow and create value in our co-workers and companies. When one of our employees needs help, we roll up our sleeves and pitch in to offer support and assistance. We strive to make a difference in our communities by encouraging outreach activities such as food drives and volunteering in charitable activities.

A Fun Place to Work. At Nesnah Ventures, we work hard and play hard. From ice cream socials to turkey bowling (yes, the turkey is deceased – and frozen!), we thrive on seeing our co-workers smiling and laughing at work! We encourage team-building, along with some friendly competition, to continually build a joyful culture in our workplace.

A Promising Future. Nesnah Ventures is not just a “flash in the pan” company; we are designed to be a multigenerational, 100-year business. We are proud to be mentoring a third generation of family members who desire to be involved in our companies. The next generation is excited, eager, and ready to earn an integral spot in our business and embrace the ideals and values that our company was founded upon. The future is bright!