MISSOURI BOTANICAL GARDEN
Institutional Advancement Division

Corporate Council Meeting
Wednesday, September 29, 2010 - 7:30 a.m.
Spink Pavilion

Council Members present:
Brian Bauer (PNC Bank), Emily Conley, (CBIZ & Mayer Hoffman McCann), Ken Crawford
(Argent Capital Management), Jason Florek (KPMG), Dan Genovese (UMB Bank),
Shawn Hagan (Fifth Third Bank), Rick Halpern (The Daniel and Henry Company),
Patricia Hernandez (Emerson), Diane Herndon (Monsanto), Jerry Kluge (J.W. Terrill),
Eric Lobser (Laclede Gas), Linda Lockwood (U.S. Bank), Joseph Ostafi (HOK), Mary Parker
(Northern Trust Bank), Chris Schmidt (CSI Leasing), Deb Seidel (Bunge North America),
Jeff Stuerman (Edward Jones Trust Company)

Council Members unable to attend:
Don Brown (Guarantee Electrical), Joyce Cacho, (Novus International), Cheri Cooper,
( Wells Fargo Advisors), Pam Funk (City of O’Fallon, Illinois), Jenny Hoelzer
(Commerce Bank), Dan Jay (Christner), Larry Katzenstein (Thompson Coburn), Mike Kinnikin
(Eureka Forge), Todd Kinnikin (Eureka Forge), Ami Kutz (Sachs Properties), Megan Nasrallah
(Arcturis), Susan Neumann (Smurfit Stone Container), Brian Rothery (Enterprise Holdings),
Beth Rusert (Maritz), Eric Schreimann (Regions Bank), Jill Sickmann (Ronnoco Coffee),
Donnell Siebert (Hager Companies), Deb Slagle (Sigma-Aldrich)

Also in attendance:
Guest Speakers:  Dr. Peter Wyse Jackson, President of the Missouri Botanical Garden
    Sheila Voss, Vice President of Education
Staff:  Sharon Mertzlufft, Kristine Gruver

Meeting Summary:
Jeff Stuerman, Chair of the Corporate Council, opened the Council meeting by welcoming the
following new members:
- Brian Bauer, PNC Bank
- Jason Florek, KPMG
- Émer ÓBroin, Monsanto
- Joseph Ostafi, HOK
- Shawn Schukar, Ameren
- Phil Snyder, Regions Bank
- Suzy Stone, Macy’s

The 31 Council members are also personal members of the Garden. Jeff asked the eight
remaining Council members to join the Garden before the end of the year to reach the Council
goal of 100% participation.
Jeff also provided a final update on the memorial tree for the late Bill Croghan. Bill’s wife Rhonda selected a Scarlet Maple near the lively area of the Children’s Garden and Cohen Amphitheater as the memorial tree. Scarlet Maples are high-level carbon-sequestering trees, a fitting tribute to Bill’s commitment to sustainability. A plaque near the base of the tree reads: In Memory of Bill Croghan, Champion of Sustainability and the Planet. Tribute gifts from the Council made this memorial possible.

Jeff gave an update on the 2010 Wing Ding gala, held Friday, June 29, at the Sophia M. Sachs Butterfly House. Jeff and Susie Stuerman chaired the event, and nine additional Council members served on the event committee. The Wing Ding gala hosted 159 guests and raised $90,400 to support the work of the Butterfly House.

Jeff then announced the creation of the “Master Cultivator” award. This award will be given to Corporate Council members who provide an exceptional level of support to the Garden at the discretion of the Council chair. Jeff proudly presented the first Master Cultivator award to Mary Parker in recognition of her outstanding support of the Garden’s mission and outreach to the corporate community.

Jeff then introduced Dr. Peter Wyse Jackson, the new president of the Missouri Botanical Garden. Prior to becoming Garden president on September 1, Dr. Wyse Jackson was director of the National Botanic Gardens of Ireland, where he began his tenure in 2005. While at the National Botanic Gardens, Dr. Wyse Jackson energized programs related to organic horticulture and home gardening, and he made it an institutional priority to model sustainable practices and advocate for sustainability on a global scale.

Dr. Wyse Jackson has worked with botanic gardens and network organizations worldwide in establishing and developing botanic gardens and other organizations in over 30 countries. He was lead author of the International Agenda for Botanic Gardens in Conservation, which is now endorsed by some 500 botanic gardens. He played a lead role in the development and implementation of the Global Strategy for Plant Conservation, adopted by the United Nations Convention on Biological Diversity in 2002, and is the current chairman of the Global Partnership for Plant Conservation.

Dr. Wyse Jackson thanked Jeff for the introduction and thanked the Council for volunteering their time and energy to support the Garden and its mission. He also noted the importance of corporate support and crucial role Council representatives play on the “front line” of outreach, advocacy, and financial support. Dr. Wyse Jackson indicated the Garden has an important role in connecting issues and opportunities relating to plant science and conservation with the community and the companies of the region, and the Garden’s Corporate Partners are instrumental to that relationship.

Dr. Wyse Jackson then focused on his personal background working with companies around the world, particularly in advancing conservation and sustainability. He announced that, as part of the Garden’s mission to protect plants and their environment, the Garden’s EarthWays Center programming will be relocating from Grand Center to the main Garden campus before the end of 2010. This move will allow the Garden to showcase sustainability to its visitors in a more effective manner.
Following Dr. Wyse Jackson’s remarks, each of the Council’s subcommittee chairs gave a report of progress in 2010. Following is a summary of their presentations.

**Corporate Sustainability Initiatives**
Subcommittee chair Dan Jay was out of the country for this meeting, so subcommittee member Deb Seidel provided the subcommittee update. The 2010 pilot program of the RCGA Green Business Challenge has been considered success. Over 60 organizations participated in the pilot, and final scorecards are due in October. An expanded program is being prepared for 2011.

In an effort to promote corporate sustainability, the subcommittee developed a “sustainability taste test” program. Letters were sent to the 52 Corporate Partner firms not participating in 2010 RCGA Challenge in late July inviting them to learn more about RCGA Challenge and the Garden’s role in the program. Sustainability “taste test teams” were developed to meet with interested companies. The teams consist of Kristine Gruver, a Garden sustainability expert, and a corporate volunteer. To date, the following companies have accepted a taste test visit:

- Thompson Coburn
- Sachs Properties
- CSI Leasing and Follman Real Estate Services
- Novus International
- Hager Companies
- Pedro’s Planet
- Sigma-Aldrich
- BSI Constructors

Each of these firms has indicated an interest in participating in the 2011 Challenge, and CBIZ has agreed to join the Challenge without meeting with a team.

The subcommittee will meet at the Garden on Tuesday, October 19, to discuss the results from the sustainability “taste test” program and plans for 2011.

**Corporate Outreach**
Subcommittee chair Jerry Kluge reported on the Outreach Subcommittee’s progress in 2010. The Garden has acquired ten new Corporate Partners since the May Council meeting, including

- Ameren
- AT&T
- Drury Hotels
- Gallop, Johnson and Neuman (through the outreach of Mary Parker)
- Gateway EDI (through the outreach of Mary Parker)
- Husch Blackwell
- Lewis, Rice, & Fingersh (through the outreach of Dan Jay)
- New Chapter
- Peabody Energy
- SteadyRain

The Garden also had a successful Corporate Partners Day on Sunday, August 15, hosting 870 visitors from 34 companies and acquiring 10 new Garden memberships. A detailed breakout of participating companies was included in the meeting packets.
The final Corporate Partners Day will be an evening event in conjunction with the Holiday Flower & Train Show on Thursday, December 9. A detailed flyer was included in the packets and is available on the Corporate Council Materials webpage.

The subcommittee will meet at the Garden on Thursday, November 18, to review progress in 2010 and outreach strategies for 2011.

**Council Development**

Subcommittee chair Chris Schmidt shared the Council Development Subcommittee update with the Council. A review of the Council metrics indicates growth in all areas, with most on-track to meet year-end goals. The Corporate Partners Program has increased to 80 member firms, and 39 of those participate in the Corporate Council. In an effort to increase the number of Corporate Partners participating in the Council, each Council Development Subcommittee member will select one Corporate Partner firm to approach about appointing a representative to the Council. This modest outreach would result in a growth of 20% in Council participation.

Chris then asked the Council to report on their discussions from the morning networking session. Meeting participants were randomly assigned one of four topics and asked to discuss it with their colleagues. Topics and feedback were as follows:

- **How can the Garden enhance its outreach to young professionals?**
  - Host more “family days” and events
  - Host more evening networking/happy hour events
  - Offer student memberships
  - Create a focus group of young professionals
    - Kristine Gruver indicated such a group has been formed; the Young Friends Council. Kristine will e-mail information on the Young Friends Council to the Corporate Council for review.
  - Share event information and other details over social networking sites such as Twitter and Facebook
    - The Garden has active Twitter, Flickr, and Facebook accounts
  - Connect with them at Whitaker Music Festival evenings; consider “younger” music
  - Consider engaging them in interactive sustainability projects

- **What kind of Garden events would you like to see for corporate supporters in the future?**
  - A corporate “VIP” tent at the Whitaker Music Festival evenings
    - Include refreshments or chairs or something to make it special
  - Reserved parking
    - Not really an option given the size of the Corporate Partners Program and the relative amount of parking spaces
  - After-hours summer or fall evening events for corporate guests
  - Corporate scavenger hunt at the Garden or Shaw Nature Reserve
    - Great team-building opportunities; companies or Garden could offer prizes
    - Might include an orienteering activity with navigating clues and finding pieces of a puzzle/object

- **What are the initiatives you would like the Corporate Council to focus on in the future?**
  - Feel the Garden and Council have strong initiatives underway that should continue
o Consider a monthly “best practices seminar” or similar event to keep Council engaged between meetings

- Evaluate the communications you receive from the Garden and discuss their impact.
  o E-mails are not ideal, but are the preferred method of communication
  o All communications should include color and images of the Garden or its family of attractions
  o Make better use of the Corporate Council Materials webpage

The subcommittee will meet at the Garden on Tuesday, November 9, to review 2010 metrics and discuss meetings and strategies for 2011.

Chris introduced guest speaker Sheila Voss, the Garden’s Vice President of Education. Sheila provided a detailed overview of the breadth and depth of education programming at the Garden. Education programming is both formal and informal and reaches visitors of all ages and levels of engagement. Sheila indicated the primary goal for all educational programs and projects at the Garden is to encourage more and more people to make choices—big and small—that are sustainable. To accomplish this, the Garden’s education programs focus on three key areas:
  - Reconnect people with nature
  - Increase young people’s interest in science and conservation
  - Propel the community toward sustainable living

A one-page overview of the education programs presented at the meeting will be prepared and added to the Corporate Council Materials webpage.

Kristine Gruver closed the meeting by thanking the Council members for their attendance and encouraging everyone to review the remaining materials in their meeting packets. Each Council member was also presented a 2011 Garden photo calendar as a token of the Garden’s appreciation.

The next meeting of the Corporate Council will take place on Tuesday, February 15, 2011, at the Monsanto Center of the Missouri Botanical Garden. A light breakfast will be available at 7:30 a.m. The meeting will begin promptly at 8:00 a.m. and will conclude by 9:30 a.m.