Corporate Council Meeting
Wednesday, June 19, 2013
June 19, 2013, Meeting Topics

Council Welcome
Presentation by June Hutson
Council Update
Corporate Outreach Subcommittee Update
Council Engagement Subcommittee Update
Sustainability Initiatives Subcommittee Update
Final Notes
Council Welcome and Remarks
Presentation by June Hutson
Corporate Council Transition

Welcome new Corporate Council chair, Brian Rothery
Special Appreciation
Welcome New Members

Linda Lockwood
Regions Bank

Julie Steininger &
Christi Dixon
Standing Partnership

Steve Wang
Protiviti
BiodiverseCity Update

- BiodiverseCity Development Team met in March
  - Includes Corporate Council volunteers and Garden staff

- Program scope and goals formalized as BiodiverseCity St. Louis

- BiodiverseCity Summit held May 15
  - 69 attendees representing nonprofits, businesses, educational institutions, local government, and others

- Next BiodiverseCity Development Team meeting in July
April 19 Wine Dinner

Around the World Wine Dinner

- The Sun and The Soil
- Mexican-themed four-course meal and wine pairings
- 31 of 62 attendees were Council members and their guests
Wing Ding 2013
Taking Flight
Celebrating 15 Years

Saturday, September 28
Sophia M. Sachs Butterfly House
Corporate Outreach Subcommittee

To develop and implement strategies in coordination with the Council chair and Missouri Botanical Garden staff to expand the Garden’s outreach in the corporate community.
Petal Challenge

NEW CORPORATE PARTNERS 2012
- essence healthcare
- nuclear motor corp
- CBRE
- Morgan Stanley
- Smith Barney
- BMO Harris Bank
- CDC Engineers
- Springer Powers

NEW CORPORATE PARTNERS 2013
- Central Presbyterian Church
- Standing Partnership
- Probiwi
- Bryan Mark Financial Group Inc

Corporate Council lead
Young Friends Council lead
Garden lead

Missouri Botanical Garden

Corporate Council lead
Young Friends Council lead
Garden lead

Missouri Botanical Garden
Council Engagement Subcommittee

To plan meeting content and ongoing communication forums for the Corporate Council in coordination with the Council chair and Missouri Botanical Garden staff.
# Metrics Update

<table>
<thead>
<tr>
<th>Metrics</th>
<th>Actual 12/31/08</th>
<th>Actual 12/31/09</th>
<th>Actual 12/31/10</th>
<th>Actual 12/31/11</th>
<th>Actual 12/31/12</th>
<th>Actual 5/31/13</th>
<th>Target 12/31/13</th>
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<tbody>
<tr>
<td>Corporate Partner Companies</td>
<td>65</td>
<td>68</td>
<td>85</td>
<td>90</td>
<td>91</td>
<td>92</td>
<td>105</td>
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<tr>
<td>Number of New Partners</td>
<td>--</td>
<td>4</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>4</td>
<td>12</td>
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<tr>
<td>Corporate Council Participation</td>
<td>30</td>
<td>34</td>
<td>40</td>
<td>45</td>
<td>54</td>
<td>56</td>
<td>60</td>
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<tr>
<td>Corporate Council Reps with Personal Garden Memberships</td>
<td>12</td>
<td>24</td>
<td>35</td>
<td>45</td>
<td>51</td>
<td>54</td>
<td>60</td>
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<tr>
<td>Total Above as Percentage</td>
<td>40%</td>
<td>70%</td>
<td>88%</td>
<td>100%</td>
<td>94%</td>
<td>96%</td>
<td>100%</td>
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<tr>
<td>Corporate Partners Program Total Financial Support</td>
<td>$126,200</td>
<td>$163,140</td>
<td>$192,793</td>
<td>$216,000</td>
<td>$174,000</td>
<td>$70,000</td>
<td>$220,000</td>
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## Metrics Update - Continued

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<th>Metrics</th>
<th>Actual 12/31/08</th>
<th>Actual 12/31/09</th>
<th>Actual 12/31/10</th>
<th>Actual 12/31/11</th>
<th>Actual 12/31/12</th>
<th>Actual 06/03/13</th>
<th>Target 12/31/13</th>
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<tbody>
<tr>
<td>Corporate Partner Days – Number of Events</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>5</td>
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<tr>
<td>Corporate Partner Days – Attendance (total)</td>
<td>811</td>
<td>1,413</td>
<td>2,430</td>
<td>2,444</td>
<td>6,136</td>
<td>1,475</td>
<td>4,250</td>
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<td>Corporate Partner Days – Attendance (average)</td>
<td>405</td>
<td>706</td>
<td>607</td>
<td>611</td>
<td>1,534</td>
<td>738</td>
<td>850</td>
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<td>Special In-company Outreach Opportunities</td>
<td>0</td>
<td>3</td>
<td>4</td>
<td>9</td>
<td>9</td>
<td>6</td>
<td>10</td>
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<tr>
<td>Corporate Site Rental (number of events)</td>
<td>94</td>
<td>50</td>
<td>60</td>
<td>67</td>
<td>101</td>
<td>45</td>
<td>80</td>
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Corporate Partners Days

• Corporate Ambassador Update

• Results from Recent Events
  • February 24 – Orchid Show
  • June 2 – Foodology

• Coming Corporate Partners Days:
  • July 16 – Evening Hours
  • September 15 – Shaw Nature Reserve
Sustainability Initiatives Subcommittee

To disseminate information about ways in which sustainability programs are developed and implemented in the corporate community from workplace and external constituency perspectives.
St. Louis Green Business Challenge

[Logos for St. Louis Green Business Challenge, St. Louis Regional Chamber, and EarthWays Center]
Green Ball 2013
Sustainable Business Offerings from the Garden
Next Corporate Council Meeting
Thursday, September 12, 2013, at 7:30 a.m.
Sophia M. Sachs Butterfly House