Corporate Council Meeting

Thursday, September 12, 2013
Sophia M. Sachs Butterfly House
Agenda

Breakfast and Networking
Council Update
Council Engagement Committee Update
Corporate Outreach Committee Update
Sustainability Initiatives Committee Update
Notes

Special Presentation by Vickie Campbell
Director, Sophia M. Sachs Butterfly House
Welcome

• Matt Balcer, F&B Financial Group
• Matt McGrath, CBIZ
• Doug Mueller, Anders CPAs + Advisors

• Kate Brueggemann, Director of Development, Missouri Botanical Garden
• Mike Ryan, Foundation Relations Manager, Missouri Botanical Garden

• Chris DeFabio, Young Friends Council, ADP
• Brad Landsbaum, Young Friends Council, Commerce Bank
BiodiverseCity St. Louis

- Work groups for 5 key initiative development areas
- Garden staff BiodiverseCity informational lunch September 10
- BiodiverseCity webpage on Garden site coming soon
BiodiverseCity St. Louis

Corporate Council Members on Development Team
• Dan Jay, Christner
• Eric Lobser, Laclede Gas Company
• Wally McClellan, Office Essentials
• Émer Óbroin, Monsanto
• Joseph Ostafi, HOK
• Chris Schmidt, CSI Leasing
Wing Ding 2013

Wing Ding Sponsors
• Edward Jones
• Novus International, Inc.
• Mr. and Mrs. James G. Berges

Council Committee Members
• Brian Rothery, co-chair Enterprise Holdings
• Dan Genovese UMB Bank
• Matt Guymon Husch Blackwell
• Jenny Hoelzer Commerce Bank
• Kelly Hoskins Wehrenberg Theatres
Garden Glow

- November 23–January 4
- Member preview November 22
- First Garden winter light exhibit
- Thousands of lights decorating iconic Garden structures
- Food, shopping, and a Snow Ball dance party!
Garden Glow Sponsors

Signature Locations
• BMO Harris Bank
• Ernst & Young
• David & Lelia Farr

Special Venues
• Maritz Holdings
• Peabody Energy
• UMB Bank
• Nick & Pat Reding
Council Engagement Committee

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

<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 8/31/13</th>
<th>Target 12/31/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Partner Companies</td>
<td>65</td>
<td>68</td>
<td>85</td>
<td>90</td>
<td>91</td>
<td>93</td>
<td>105</td>
</tr>
<tr>
<td>Number of New Partners</td>
<td>--</td>
<td>4</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Corporate Council Participation</td>
<td>30</td>
<td>34</td>
<td>40</td>
<td>45</td>
<td>54</td>
<td>58</td>
<td>60</td>
</tr>
<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>53</td>
<td>60</td>
</tr>
<tr>
<td>Total Above as Percentage</td>
<td>40%</td>
<td>70%</td>
<td>88%</td>
<td>100%</td>
<td>94%</td>
<td>91%</td>
<td>100%</td>
</tr>
<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>$102,000</td>
<td>$210,000</td>
</tr>
</tbody>
</table>
# Metrics Review

<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 08/31/13</th>
<th>Target 12/31/13</th>
</tr>
</thead>
<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>3</td>
<td>5</td>
</tr>
<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>1,775</td>
<td>4,250</td>
</tr>
<tr>
<td>Corporate Partner Days – Attendance (average)</td>
<td>405</td>
<td>706</td>
<td>607</td>
<td>611</td>
<td>1,534</td>
<td>592</td>
<td>850</td>
</tr>
<tr>
<td>Special In-company Outreach Opportunities</td>
<td>0</td>
<td>3</td>
<td>4</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>10</td>
</tr>
<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>60</td>
<td>80</td>
</tr>
</tbody>
</table>
Corporate Partners Days

Tuesday, July 16
• 302 guests
• 16 memberships
• featured Desert Show

Sunday, September 15
• Shaw Nature Reserve

Sunday, December 15
• Missouri Botanical Garden
• features Gardenland Express
Corporate Outreach Committee

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
- bioMerieux, Inc.
- Nidec Motor Corp.
- CDRE
- Morgan Stanley
- Smith Barney
- BMO Harris Bank
- JCRG Engineers
- St. Louis Park

NEW CORPORATE PARTNERS 2013
- Central Presbyterian Church
- F&B Financial Group
- SWT Design, Inc.
- BrianMark Financial Group Inc.
- Parners CPAs 
- Advisors
- ADVANCE PRATUFTI

Corporate Council lead
Young Friends Council lead
Garden lead

Missouri Botanical Garden

Missouri Botanical Garden
New Corporate Partners

Anders CPAs + Advisors

F&B Financial Group

SWT Design, Inc.
Sustainability Initiatives Committee

To disseminate information about ways sustainability programs are developed and implemented in the corporate community from workplace and external constituency perspectives.
• Saturday, September 28
• Presented by Ameren Missouri
• Garden’s annual celebration of sustainability
• Included with Garden admission; free for members
Sustainability Program Updates

Sustainable Business Messaging
• EarthWays and Standing Partnership
• Clarifying EarthWays’ business programs and offerings
• “Launch party” for new messaging in 2014

Green Demonstration Home
• EarthWays feasibility study in progress
• Potential site near Kemper Center for Home Gardening
• Featuring residential displays with interactive exhibits, classroom, deck, and more
Notes and Reminders
Sophia M. Sachs Butterfly House: Celebrating 15 Years

Vickie Campbell, Butterfly House Director
Butterfly House
Celebrating 15 Years

- 145,000 yearly attendance
- 18 employees
- 250 volunteers
• AZA Accredited Institution
  • Reaccredited September 9 at the AZA Annual Conference
What’s New at the Butterfly House

Lopata Learning Lab Renovation
What’s New at the Butterfly House

New Graphics in Exhibit Gallery
What’s New at the Butterfly House

- Firefly Festival
- Booterflies
- Supper with Santa
- Winter Jewels: A Holiday Celebration
Butterfly House signature gala
September 28, 2013
Signature cocktails and heavy hors d’oeuvres
Live music
Complimentary valet parking
Silent auction
Photo booth
“15 Years of Memories” in Emerson Theater
Special Thanks to Wing Ding sponsors

• Top Flight Sponsors
  • Edward Jones
  • Novus International, Inc.

• Beautiful Butterfly Sponsor
  • Mr. and Mrs. James G. Berges
Celebrate the 15th anniversary of the Sophia M. Sachs Butterfly House and catch a “Blue Wave” to the future!

**SATURDAY, SEPTEMBER 28 | 6:30—10:30 P.M.**
*Sophia M. Sachs Butterfly House | Tickets: $150*

Wing Ding 2013 celebrates 15 years of extraordinary innovation at the Sophia M. Sachs Butterfly House. The Wing Ding theme, Blue Wave, references the stunning butterfly that will populate the conservatory during the gala and hints at the vast energy, new programming, and educational opportunities at this venue of wonder and learning.

---

**Join us and enjoy:**

- Complimentary valet parking
- Food and beverage stations throughout the venue
- Signature cocktails
- Silent auction
- Live entertainment throughout the venue
- Guided tours of the Tropical Conservatory
- Photo booth and activities in Lopata Learning Lab
- “15 Years of Memories” visual display in Emerson Theater

Visit [www.butterflyhouse.org/wingding](http://www.butterflyhouse.org/wingding) to learn more or to purchase tickets.
October Events

• October 1-31
• Tuesday evenings
• 4:30–7:00 p.m.
  • Expanded collection of Magnificent Owl butterflies
  • Nocturnal animals from the Saint Louis Zoo
  • Owls from the World Bird Sanctuary

• October 25, 26, & 27
• 4:30–7:00 p.m.
  • Halloween games, treat houses, Spook-tacular crafts, glow walk
  • Dinner from Ladybug Snow Cones
  • Presented by Graybar
December Events

• December 1–31
• Collection of holiday-themed butterflies
• Holiday decorations

• November 30 and
  December 1, 7, 8, 14, and 15
• Dinner, pictures with Santa,
  glow walk, holiday crafts,
  face painting
Questions?