

MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

Corporate Council Council Engagement Subcommittee Meeting

Commerce Bank

15th Floor Dining Room

Tuesday, January 15 – 11:30 a.m.

Subcommittee Members Present

Ken Crawford (Argent Capital Mgmt.)

Shawn Hagan (Fifth Third Bank)

Jenny Hoelzer (Commerce Bank)

Joe Marcallini (SteadyRain)

Chris Schmidt (CSI Leasing)

Jeff Stuerman (Edward Jones)

Subcommittee Members Unable to Attend

Sherry Fagin (Hager Companies)

Dan Genovese (UMB Bank)

Ann Joos (Brown Shoe)

Shawn Schukar (Ameren)

Also in Attendance

Garden staff: Kristine Gruver

Meeting Summary

Subcommittee chair Jenny Hoelzer welcomed everyone to Commerce Bank. During the working lunch, the subcommittee began the meeting with a review of the 2012 Corporate Council metrics and 2013 metrics goals. Though some goals were not obtained, all metrics showed positive growth when compared with 2011 and previous years. Metrics related to corporate events at the Garden and Corporate Partners Days far exceeded targets.

Engagement Progress in 2012

Several engagement components were enacted or strengthened in 2012. The Corporate Council LinkedIn group was launched in late November and currently has 58 members. Members include current Council representatives, Council alumni, and relevant Garden staff. This total represents 73 percent of all possible group members. Acknowledging that not all Council members will use LinkedIn and some alumni may not be interested in joining, the group has about 10 additional likely users at this time. The subcommittee was pleased with the response rate.

The Council has welcomed several new members since the September meeting, including:

- Wendy Flanagan, Fleishman-Hillard
- Deb Hollingsworth, AT&T
- Jeff Kaiser, CBRE
- Joseph Marcallini, SteadyRain (replacing Eric Baggett)
- Kathleen Petrillo, Senniger Powers
- Rebecca Saunders, Mallinckrodt, the pharmaceuticals business of Covidien
- Tom Walsh, Drury Hotels Company
- Kelley Wilken, Ronnoco Coffee (replacing Jill Sickman)
- Nate Zelinske, Protiviti

The Engagement Subcommittee hosted a new member orientation lunch at the Garden on January 22 to welcome these new members in advance of the February 7 meeting. Jenny Hoelzer and Chris Schmidt volunteered to lead the lunch.

The Corporate Council representative directory now includes pictures and company bios for almost all representatives, including new members. The updated directory will be distributed at the February 7 Council meeting.

Even with the recent growth of the Council, 37 Corporate Partner companies do not have a representative on the Council. The Engagement Subcommittee will continue to have increased representation as a priority in 2013.

Corporate Partners Days

Corporate Partners Days in 2012 surpassed all goals. Over 6,100 guests participated in the four events, representing 72 companies and garnering 148 new memberships. Weather was favorable on all days, and the “admission reminder passes” were extremely helpful.

The Garden approved the Council’s request to host a fifth Corporate Partners Day event on Tuesday, July 16. This evening event will feature evening walking hours and nighttime viewing of the inaugural Arid Regions Show.

The subcommittee would like Council members to volunteer as “ambassadors” during Corporate Partners Days, much like Members’ Board leadership volunteers do for member events. Council volunteers would spend a few hours at a Corporate Partners Day welcoming guests as they arrive at the Garden. The subcommittee approved red “Corporate Council/Corporate Ambassador” t-shirts for the Council representatives. Kristine will work with the Garden’s graphic team to prepare and order the shirts. Council members will be asked for their preferred shirt size at the February 7 meeting, and Commerce Bank has generously offered to underwrite the costs.

2013 Corporate Council Meetings

The subcommittee reviewed the draft agenda for the February 7 meeting. Kristine confirmed Dr. Rainer Bussmann will be the guest speaker. The agenda will be updated to reflect feedback from the meeting.

Kristine also confirmed Garden horticulturalist June Hudson will be the guest speaker for the June 19 meeting, and Vickie Campbell, interim director of the Butterfly House, will be the guest speaker for the September 12 meeting.

Other Engagement Opportunities

The subcommittee decided to move forward with the Around the World Wine Dinner on Friday, April 19, understanding the event will be available to the broader public. Kristine will prepare an invitation for the February 7 Council meeting. Invited groups will include Corporate Council members and alumni, corporate leadership, and the Young Friends Council.

The Young Friends Council has expressed interest with continuing partnership and networking opportunities with the Corporate Council. Leadership for both councils will continue to collaborate on opportunities.

The subcommittee was asked to save the date for the 2013 Wing Ding gala at the Butterfly House on September 28. More details will be forthcoming.

Action Steps

- Garden staff to continue membership reminders for nonmember Council representatives and those with lapsed personal memberships.
- Garden staff to prepare agenda and materials for February 7 Council meeting.
- Garden staff to order approved Council t-shirt after February 7 Council meeting.
- Garden staff to send February 24 Corporate Partners Day materials to partner companies the week of January 24.

Next Meeting

Corporate Council

Thursday, February 7, 2013

7:30–9:00 a.m.

Monsanto Center

Missouri Botanical Garden

4500 Shaw Boulevard

St. Louis, Missouri 63110

Council Engagement Subcommittee

Thursday, March 28, 2013

8:00–9:00 a.m.

Shoenberg Administration Building

Missouri Botanical Garden

2345 Tower Grove Avenue

St. Louis, Missouri 63110