

**MISSOURI BOTANICAL GARDEN**  
Institutional Advancement Division

**Corporate Outreach Subcommittee Meeting**

Thursday, January 24, 2013 – 8:30 a.m.  
Shoenberg Administration Building

**Subcommittee Members Present**

Matt Guymon (Husch Blackwell)  
Jerry Kluge (J.W. Terrill)  
Linda Lockwood (U.S. Bank)

Mary Parker (Northern Trust)  
Brian Rothery (Enterprise Holdings)  
Jason Thein (Thompson Coburn)

**Subcommittee Members Unable to Attend**

Don Brown (Guarantee Electrical)  
Pam Funk (City of O'Fallon, IL)  
Jason Florek (KPMG)

Thompson Knox (SteadyRain)  
Wally McClellan (Office Essentials)

**Also in Attendance**

Garden Staff: Kristine Gruver

**Meeting Summary**

Subcommittee chair Mary Parker began the meeting by reviewing the 2012 metrics and the progress in 2013. Though some goals were not obtained in 2012, 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.

In conjunction with the metrics, the subcommittee reviewed the “Corporate Outreach Petal Challenge” flower images for 2012 and 2013. Ten organizations became new Corporate Partners in 2012: seven through outreach led by Garden staff, three through outreach led by subcommittee members, and one through the support of the Young Friends Council.

The outreach support from 2012 continues to bear fruit into 2013. Two new companies have joined the program in January. Standing Partnership and Protiviti were connected to the program through Garden-lead outreach and the Young Friends Council, respectively.

To advance outreach efforts in 2013, the subcommittee asked the Garden to provide analysis on current supporters, organizing Corporate Partners according to their industries. This analysis was reviewed at the meeting and found to be quite helpful. Some revisions will be made based on feedback, and prospects under cultivation will be added in a different color. The subcommittee also suggested adding companies and industries on the “wish list” in a third color to show where growth should be targeted.

Subcommittee members also shared updates on current outreach as well as an overview of activities in 2012, using the spreadsheet record of outreach activities. These tracking and analysis tools continue to make meetings productive and focused. Kristine will continue to respond to

requests for information, materials, visits, or other support from subcommittee members. She will also e-mail each subcommittee member periodically for updates, maintaining the spreadsheet and sharing it with Mary as requested.

### **Action Steps**

- Kristine to send outreach update e-mail to each subcommittee member in March
- Garden staff to revise and expand analysis of current Corporate Partners
- Subcommittee members to provide update on outreach progress with each prospect
- Subcommittee members to continue personal outreach opportunities as appropriate and request any and all support from Garden staff

### **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

Corporate Outreach Subcommittee

Thursday, April 4, 2013

8:30–9:30 a.m.

Shoenberg Administration Building

2345 Tower Grove Avenue

St. Louis, Missouri 63110