



MISSOURI BOTANICAL GARDEN



**Corporate Council Meeting**  
**Thursday, February 7, 2013**  
**Monsanto Center**

# February 7, 2013, Meeting Topics



**Council Update**

**Council Engagement Subcommittee Update**

**Corporate Outreach Subcommittee Update**

**Sustainability Initiatives Subcommittee Update**

**Additional Notes**

**Special Presentation: Dr. Rainer W. Bussmann**

**Director, William L. Brown Center**

# Welcome New Members



**Wendy Flanagan, Fleishman-Hillard**

**Deb Hollingsworth, AT&T**

**Joseph Marcallini, SteadyRain**

**Kathleen Petrillo, Senniger Powers**

**Rebecca Saunders, Mallinckrodt**

**Tom Walsh, Drury Hotels Company**

**Kelley Wilken, Ronnoco Coffee**

**Nate Zelinske, Protiviti**

# Council Update



- **Corporate Council Update Sheets**
- **Biodiversity Initiative Update**
- **The Impact of the Corporate Council**

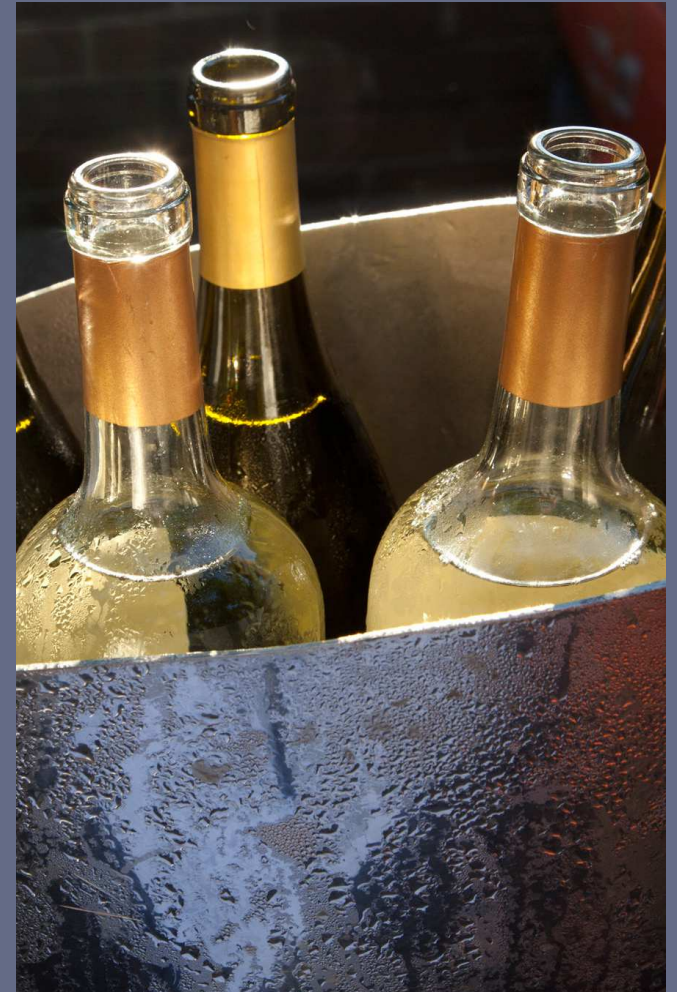


# Wine Dinner Invitation



## **Around the World Wine Dinner**

- The Sun and The Soil
- Friday, April 19
- 6:30 p.m.
- Tickets: \$73.36/person;  
\$146.72/couple



# Special Announcements



# 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 Review



<b>Metrics</b>	<b>Actual 12/31/08</b>	<b>Actual 12/31/09</b>	<b>Actual 12/31/10</b>	<b>Actual 12/31/11</b>	<b>Actual 12/31/12</b>	<b>Target 12/31/12</b>	<b>Actual 01/31/13</b>	<b>Target 12/31/13</b>
<b>Corporate Partner Companies</b>	<b>65</b>	<b>68</b>	<b>85</b>	<b>90</b>	<b>91</b>	<b>95</b>	<b>92</b>	<b>105</b>
<b>Number of New Partners</b>	<b>--</b>	<b>4</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>--</b>	<b>3</b>	<b>12</b>
<b>Corporate Council Participation</b>	<b>30</b>	<b>34</b>	<b>40</b>	<b>45</b>	<b>54</b>	<b>55</b>	<b>56</b>	<b>60</b>
<b>Council Reps with Personal Memberships</b>	<b>12</b>	<b>24</b>	<b>35</b>	<b>45</b>	<b>51</b>	<b>55</b>	<b>51</b>	<b>60</b>
<b>Total Above as Percentage</b>	<b>40%</b>	<b>70%</b>	<b>88%</b>	<b>100%</b>	<b>94%</b>	<b>100%</b>	<b>91%</b>	<b>100%</b>
<b>Corporate Partners Support</b>	<b>\$126,200</b>	<b>\$163,140</b>	<b>\$192,793</b>	<b>\$216,000</b>	<b>\$174,000</b>	<b>\$210,000</b>	<b>\$44,500</b>	<b>\$220,000</b>



# Metrics Review



<b>Metrics</b>	<b>Actual 12/31/08</b>	<b>Actual 12/31/09</b>	<b>Actual 12/31/10</b>	<b>Actual 12/31/11</b>	<b>Actual 12/31/12</b>	<b>Target 12/31/12</b>	<b>Actual 01/31/13</b>	<b>Target 12/31/13</b>
<b>Corporate Partner Days Number of Events</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>--</b>	<b>5</b>
<b>Corporate Partner Days Attendance (total)</b>	<b>811</b>	<b>1,413</b>	<b>2,430</b>	<b>2,444</b>	<b>6,136</b>	<b>3,000</b>	<b>--</b>	<b>4,250</b>
<b>Corporate Partner Days Attendance (average)</b>	<b>405</b>	<b>706</b>	<b>607</b>	<b>611</b>	<b>1,534</b>	<b>750</b>	<b>--</b>	<b>850</b>
<b>In-company Outreach Opportunities</b>	<b>0</b>	<b>3</b>	<b>4</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>--</b>	<b>10</b>
<b>Corporate Site Rental (number of events)</b>	<b>94</b>	<b>50</b>	<b>60</b>	<b>67</b>	<b>101</b>	<b>80</b>	<b>12</b>	<b>80</b>

# Corporate Council T-Shirts



front



back

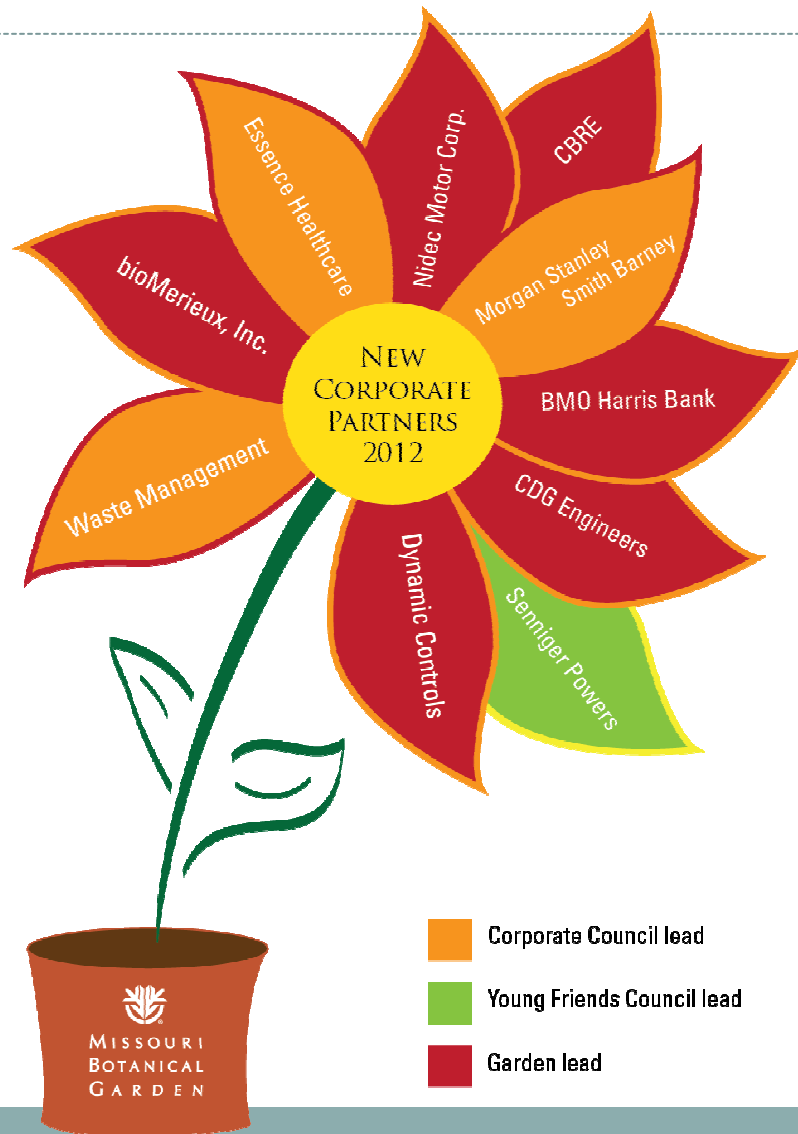


# Corporate Outreach Subcommittee



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



**BryanMark  
Financial Group**

**CBRE**

**Protiviti**

**Senniger Powers**

**Standing Partnership**



# Corporate Partners Days



Sunday, February 24

- Featuring 2013 Orchid Show

Sunday, June 2

- Featuring *Foodology: Dig In!*  
Summer Programming

# 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.

# RCGA Green Business Challenge



## 2012 Green Business Challenge

- 84 organizations completed the Challenge
- New participants: 30%
- Participated each year: 30%
- Earned third-party certification: 15%
- 7 of 12 “Greatest Gain” winners were new participants
- 58 participants provided case studies

## 2013 Green Business Challenge

- Kicks off March 13
- Interested? Visit [www.stlouisgreenchallenge.com](http://www.stlouisgreenchallenge.com)





# Sustainability Tips



## Attend the Green Ball!

- Fundraiser for EarthWays Center
- Friday, April 26
- Moonrise Hotel
- \$40 members, \$50 nonmembers

Host a company “Green Fair” in late March or early April to kick off Earth Month!

# **Next Corporate Council Meeting**



**Wednesday, June 19, 2013**

**4:30 p.m. – 6:00 p.m.**

**William T. Kemper Center for Home Gardening**

**Cocktails, picnic supper, and  
Whitaker Music Festival performance  
by Kim Massie**

**6:30 p.m. – 8:30 p.m.**

**Kemper Center and Cohen Amphitheater**