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

<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>Target 12/31/12</th>
<th>Actual 01/31/13</th>
<th>Target 12/31/13</th>
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</thead>
<tbody>
<tr>
<td>Corporate Partner Companies</td>
<td>65</td>
<td>68</td>
<td>85</td>
<td>90</td>
<td>91</td>
<td>95</td>
<td>92</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>--</td>
<td>3</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>55</td>
<td>56</td>
<td>60</td>
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<tr>
<td>Council Reps with Personal Memberships</td>
<td>12</td>
<td>24</td>
<td>35</td>
<td>45</td>
<td>51</td>
<td>55</td>
<td>51</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>100%</td>
<td>91%</td>
<td>100%</td>
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<tr>
<td>Corporate Partners Support</td>
<td>$126,200</td>
<td>$163,140</td>
<td>$192,793</td>
<td>$216,000</td>
<td>$174,000</td>
<td>$210,000</td>
<td>$44,500</td>
<td>$220,000</td>
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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>4</td>
<td>--</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>3,000</td>
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<td>4,250</td>
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<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>750</td>
<td>--</td>
<td>850</td>
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<td>In-company Outreach Opportunities</td>
<td>0</td>
<td>3</td>
<td>4</td>
<td>9</td>
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<td>10</td>
<td>--</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>80</td>
<td>12</td>
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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
- bioMerieux, Inc.
- Waste Management
- Dynamic Controls
- JAG Gerst Corp.
- CDG Engineers
- Shenk Treyes

New Corporate Partners 2013
- Morgan Stanley
- Smith Barney
- BMU Harris Bank
- Franklin Financial Group Inc.
- Protiviti

Corporate Council lead
Young Friends Council lead
Garden lead
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.
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
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