

MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

Corporate Council

Council Engagement Subcommittee Meeting

Shoenberg Administration Building

First Floor Conference Room

Thursday, March 28, 2013 – 8:00 a.m.

Subcommittee Members Present

Jenny Hoelzer (Commerce Bank)

Ann Joos (Brown Shoe)

Jeff Kaiser (CBRE)

Shawn Schukar (Ameren)

Tom Walsh (Drury Hotels)

Subcommittee Members Unable to Attend

Ken Crawford (Argent Capital Mgmt.)

Dan Genovese (UMB Bank)

Shawn Hagan (Fifth Third Bank)

Joe Marcallini (SteadyRain)

Kathleen Petrillo (Senniger Powers)

Chris Schmidt (CSI Leasing)

Kelley Wilken (Ronnoco)

Nate Zelinske (Protiviti)

Also in Attendance

Garden staff: Donna McGinnis, Kristine Gruver

Meeting Summary

Subcommittee chair Jenny Hoelzer began the meeting and welcomed Donna McGinnis, the Garden's new Vice President for Institutional Advancement. The subcommittee also welcomed the following new members:

- Jeff Kaiser, CBRE
- Kathleen Petrillo, Senniger Powers
- Tom Walsh, Drury Hotels
- Nate Zelinske, Protiviti

Metrics for the first months of 2013 were reviewed, with all metrics showing positive growth.

Council Member Update

Due to the successful adoption of the Corporate Council LinkedIn group by 60 participants, Council alumni can now remain engaged with the Council network. Updates regarding new Council members and alumni members will be shared at subcommittee meetings.

New Council members since the February meeting:

- Christi Dixon, Standing Partnership (Sustainability Subcommittee)
- Julie Steininger, Standing Partnership (Corporate Council representative)

Council members transitioned to alumni since February meeting:

- Ellen Dierenfeld, formerly with Novus International
- Linda Lockwood, formerly with U.S. Bank
- Sterling Price, formerly with CBIZ & Mayer Hoffman McCann, P.C.

Ambassadors at Corporate Partners Days

Several Council members have volunteered to serve as "ambassadors" during Corporate Partners Days, much like Members' Board leadership volunteers do for member events. Council

volunteers spend a few hours at a Corporate Partners Day welcoming guests as they arrive at the Garden, wearing the red “Corporate Council/Corporate Ambassador” t-shirts.

Though t-shirts were not yet available at the February 24 Corporate Partners Day event, several Council members did volunteer. We welcomed 761 visitors from 52 companies and converted 50 visitor households to member households. Thank you to the following Council members for participating as ambassadors on February 24:

- Dan Genovese, UMB Bank
- Rick Lodewyck, CDG Engineers
- Brian Rothery, Enterprise Holdings
- Rebecca Saunders, Mallinckrodt

2013 Corporate Council Meetings and Topics

Kristine confirmed Garden horticulturalist June Hudson will be the guest speaker for the June 19 meeting. The Whitaker Music Festival performance that evening will be by Kim Massie. Due to logistics associated with the music festival guests, we will be unable to host a tram tour of the Garden for our Council members’ guests. Kristine is looking at other engagement opportunities. The subcommittee members reviewed the draft agenda for the meeting, which will be updated to reflect meeting feedback.

Other Engagement Opportunities

The Around the World Wine Dinner on Friday, April 19, was a success. Half of the 62 event attendees were Corporate Council members and guests. Attendees enjoyed a four-course meal, four fine wines, and great conversation. They were also able to meet Donna McGinnis.

The Young Friends Council has expressed continued interest in partnership and networking with the Corporate Council. Council leaders will continue to collaborate on opportunities.

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 June 19 Council meeting.
- Garden staff to send June 2 Corporate Partners Day materials to partner companies the week of May 3.

Next Meeting

Corporate Council

Wednesday, June 19, 2013

4:30–6:00 p.m.; 6:00–8:30 p.m.

Kemper Center classroom, Missouri Botanical Garden

Featured speaker: June Hutson, Garden Horticulturalist

Note: Council meeting to precede corporate Whitaker evening at Kemper Center

Council Engagement Subcommittee

Tuesday, July 23

8:00–9:00 a.m.

Shoenberg Administration Building

Missouri Botanical Garden

2345 Tower Grove Avenue

St. Louis, Missouri 63110