

MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

Corporate Outreach Subcommittee Meeting

Thursday, April 4, 2013 – 8:30 a.m.

Shoenberg Administration Building

Subcommittee Members Present

Jerry Kluge (J.W. Terrill)

Thompson Knox (SteadyRain)

Rick Lodewyck (CDG Engineers)

Wally McClellan (Office Essentials)

Jason Thein (Thompson Coburn)

Tom Walsh (Drury Hotels)

Subcommittee Members Unable to Attend

Don Brown (Guarantee Electrical)

Jason Florek (KPMG)

Pam Funk (City of O'Fallon, IL)

Matt Guymon (Husch Blackwell)

Mary Parker (Northern Trust)

Brian Rothery (Enterprise Holdings)

Also in Attendance

Garden Staff: Kristine Gruver

Meeting Summary

Subcommittee chair Mary Parker was unable to attend due to illness, so Kristine Gruver conducted the meeting in her stead. Kristine began by reviewing the 2013 metrics and the Petal Challenge new-member flower graphic. The year had a strong start, with several relationships developed in 2012 driving three new Corporate Partner members.

The first Corporate Partners Day of 2013, held on February 24, was also quite successful. The Garden hosted 651 guests representing 52 Corporate Partner companies. In addition, 50 of these households became new Garden members—double the average conversion rate for previous Corporate Partners Days. This was also the first Corporate Partners Day to include Corporate Ambassador volunteers from the Council. The ambassadors indicated they enjoyed the opportunity and provided thoughtful feedback for upcoming Corporate Partners Days.

To advance outreach efforts in 2013, the subcommittee asked the Garden to provide analysis of current supporters, organizing Corporate Partners according to their industries. Prospects under cultivation were to be added in a different color. The subcommittee indicated this visual tool was quite helpful to illustrate which industries have strong representation as well as where we have room to grow. The subcommittee also suggested adding “wish list” companies to direct future outreach programs and goals.

The subcommittee also shared updates on current outreach. Kristine will update the tracking spreadsheet to reflect these updates and share it with Mary. She will also continue to respond to requests for information, materials, visits, or other support from subcommittee members.

Action Steps

- Kristine to send outreach update e-mail to each subcommittee member in late May
- Garden staff to add “wish list” prospects to industry analysis as they are suggested by the subcommittee
- Subcommittee members to provide update on outreach progress with each prospect

- Subcommittee members to continue personal outreach opportunities as appropriate and request support from Garden staff when appropriate

Next Meeting

Corporate Council

Wednesday, June 19, 2013

4:30–6:00 p.m.

Kemper Center classroom, Missouri Botanical Garden

Featured speaker: June Hutson, Garden Horticulturalist

Note: Council meeting to precede corporate Whitaker evening at William T. Kemper Center for Home Gardening and Cohen Amphitheater

Corporate Outreach Subcommittee

Thursday, August 1, 2013

8:30–9:30 a.m.

Shoenberg Administration Building

2345 Tower Grove Avenue

St. Louis, Missouri 63110