

MISSOURI BOTANICAL GARDEN
Institutional Advancement Division

Corporate Outreach Committee Meeting

Thursday, August 15, 2013 – 8:30 a.m.
Shoenberg Administration Building

Committee Members Present

Don Brown (Guarantee Electrical)
Pam Funk (City of O'Fallon, IL)
Linda Lockwood (Regions Bank)

Rick Lodewyck (CDG Engineers)
Mary Parker (Northern Trust)
Brian Rothery (Enterprise Holdings)

Committee Members Unable to Attend

Jason Florek (KPMG)
Matt Guymon (Husch Blackwell)
Jerry Kluge (J.W. Terrill)
Thompson Knox (SteadyRain)

Wally McClellan (Office Essentials)
Jeff Stuerman (Edward Jones)
Jason Thein (Thompson Coburn)
Tom Walsh (Drury Hotels)

Garden Staff Present

Kristine Gruver
Donna McGinnis

Mike Ryan

Meeting Summary

Committee chair Mary Parker began the meeting by reviewing the 2013 metrics and the Petal Challenge new-member flower graphic. The Corporate Partners Program has added six new members thus far in 2013, and four of those were through the outreach of the Corporate Council. Mary thanked and congratulated Rick Lodewyck and Jason Thein for their outreach to new partners Anders CPAs + Advisors and SWT Design, respectively.

The extra Corporate Partners event held on Tuesday evening, July 16, in conjunction with members-only walking hours and the new Desert Show was quite a success with 302 corporate guests and 16 new memberships. Unfortunately, due to a computer error, the Garden was unable to capture which Corporate Partner companies were represented at the event. The Garden IT team is working to ensure the issue is fixed and will not impact future events.

The next Corporate Partners Day will be held at Shaw Nature Reserve on Sunday, September 15, and will not use the same IT system.

The bulk of the meeting focused on reviewing the color-coded list of current Corporate Partners, active prospects, and “wishlist” prospects divided by industry. This visual tool illustrate which industries have strong representation within the Corporate Partners Program as well as those industries where we have room to grow.

The committee used the industry infographic as they shared updates on current outreach. Garden staff will update the tracking spreadsheet to reflect these updates and continue to share it with

Mary on an ongoing basis, requesting an update from the committee prior to the September Corporate Council meeting. Garden staff will also continue to respond to requests for information, materials, visits, or other support from Committee members.

Action Steps

- Committee members to provide outreach update in response to Garden staff request prior to September 12 Corporate Council meeting
- Garden staff to update industry-sort infographic and outreach tracking sheet with feedback from committee members
- Committee members to promote September 15 Corporate Partners Day at Shaw Nature Reserve to colleagues
- Committee members to continue personal outreach opportunities as appropriate and continue to request any and all support from Garden staff

Upcoming Meetings

Corporate Council

Thursday, September 12

7:30–9:00 a.m.

Sophia M. Sachs Butterfly House

Featured speaker: Vickie Campbell, Butterfly House director

Corporate Outreach Committee

Thursday, November 7

8:30–9:30 a.m.

Shoenberg Administration Building

Missouri Botanical Garden

2345 Tower Grove Avenue

St. Louis, Missouri 63110