

# MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

## Corporate Council Meeting Notes

Wednesday, June 19, 2013 – 4:30 p.m.

William T. Kemper Center for Home Gardening

### Council Members Present

Brian Bauer (PNC Bank)  
Ken Crawford (Argent Capital)  
Pam Funk (City of O'Fallon, Illinois)  
Tim Gamma (Gamma Tree Experts)  
Jenny Hoelzer (Commerce Bank)  
Debra Hollingsworth (AT&T)  
Rick Hunter (Microgrid Solar)  
Dan Jay (Christner Inc.)  
Jeff Kaiser (CBRE)  
Jerry Kluge (J.W. Terrill)  
Carleen Kramer (Catering St. Louis)  
Eric Lobser (Laclede Gas Company)

Linda Lockwood (Regions Bank)  
Wally McClellan (Office Essentials)  
Gayla Nunn (ABNA Engineering)  
Émer ÓBroin (Monsanto)  
Mary Parker (Northern Trust)  
Kathleen Petrillo (Senniger Powers)  
Jon Reed (Graybar)  
Brian Rothery (Enterprise Holdings)  
Deb Seidel (Bunge North America)  
Julie Steininger (Standing Partnership)  
Jeff Stuerman (Edward Jones)  
Tom Walsh (Drury Hotels)

### Council Members Unable to Attend

Don Brown (Guarantee Electrical)  
Cheri Cooper (Wells Fargo Advisors)  
Lisa Disbrow (Waste Management)  
Christi Dixon (Standing Partnership)  
Sherry Fagin (Hager Companies)  
Jason Florek (KPMG)  
Wendy Flanagan (Fleishman-Hillard)  
Dan Genovese (UMB Bank)  
Matt Guymon (Husch Blackwell)  
Shawn Hagan (Fifth Third Bank)  
Rick Halpern (Daniel and Henry)  
Patricia Hernandez (Emerson)  
Kelly Hoskins (Wehrenberg Theatres)  
Ann Joos (Brown Shoe)  
Mike Kinnikin (Eureka Forge)  
Thompson Knox (SteadyRain)

Mike Konzen (PGAV Destinations)  
Jennifer Larsen (Maritz Holdings)  
Rick Lindquist (Morgan Stanley)  
Rick Lodewyck (CDG Engineers)  
Joseph Marcallini (SteadyRain)  
Joseph Ostafi (HOK)  
Megan Ridgeway (Arcturis)  
Rebecca Saunders (Mallinckrodt)  
Chris Schmidt (CSI Leasing)  
Shawn Schukar (Ameren)  
Deb Slagle (Sigma-Aldrich)  
Suzy Stone (Macy's)  
Jason Thein (Thompson Coburn)  
Steve Wang (Protiviti)  
Kelley Wilken (Ronnoco Coffee)

### Also in Attendance

Staff: June Hutson, Donna McGinnis, Kristine Gruver

### Meeting Summary

During the meeting, spouses and special guests of Corporate Council representatives enjoyed a guided tour of the Doris Waters Harris Lichtenstein Victorian District and rejoined the Council members at the conclusion of the meeting.

Corporate Council chair Jeff Stuerman opened the meeting and introduced guest speaker June Hutson. June is an Outdoor Horticulturalist and has been a member of the Garden staff team for 37 years. A St. Louis native, June holds an Associates degree in Horticulture from Meramec Community College. She has been featured in the college's publication of accomplished graduates and serves as an advisory board member.

June is the Aurelia Schlapp Curator of Perennials—the only horticulture curatorship awarded in the Garden's history. She served as the curator of Temperate House and Rock Garden for 19 years. Currently, June is the Supervisor for the William T. Kemper Center Home Demonstration Gardens (a 10-acre facility dedicated to home gardening) and the Doris I. Schnuck Children's Garden. June also teaches adult-education classes at the Garden on a variety of subjects.

June is also an independent garden consultant and designer. She has written articles for publications including *Fine Gardening*, *Midwest Living*, and *Better Homes and Gardens*. Her article on container-garden combinations was featured in the book *Container Gardening*, published by *Fine Gardening* magazine in 2009.

June provided a “virtual tour” of the Kemper Center gardens and encouraged the Council to walk through the Kemper Center displays after the meeting. Highlights from her presentation included the following information.

- The 23 named gardens within the Kemper Center were installed in 1995 and 1996.
- These show gardens are intended to provide ideas, inspiration, and support for home gardeners.
- Kemper Center gardens include vertical gardens, arbors, fruits and vegetable gardens, annuals and perennials, fragrance gardens, and gardens from full sun to full shade.
- The Kemper Center is also a learning facility that includes test and trial gardens, a weather station and climate garden, and studies on drought and heat resistance.
- Birds and other pollinators are attracted by flowers and seeds rather than artificial feeders.
- Garden classes offer everything from pruning techniques to vegetable gardening to plantings that attract pollinators.
- The native garden, while not for “neatniks,” provides a beautiful example of the ecosystem developed by native birds, insects, plants, and animals.
- All of the animal statues and fountains were designed by local artist Robert Walker.

After June's presentation, Jeff introduced Donna McKinnis, the new Vice President of Institutional Advancement for the Garden. Jeff then passed leadership of the Council to the new chair, Brian Rothery, with a ceremonial gavel.

Brian thanked Jeff for his leadership and outlined the impact of his leadership.

- The Corporate Council was established in 2008 to provide leadership opportunities, engagement, and “voice” for the Garden's Corporate Partners.
- Pam Jackson, representative from Emerson, served as the first chair from 2008 to 2010.
- During that time, Jeff served as representative for Edward Jones and became chair of what is now the Engagement Subcommittee.
- Jeff was chosen as the Council's second chair at end of 2010.

- Under Jeff's leadership
  - the Council and Corporate Partners Program have continued to grow;
  - the Council worked together to provide major sponsorship support for the phenomenal *Lantern Festival* in 2012;
  - and the Council is respected and valued by Garden President Dr. Peter Wyse Jackson, Garden staff, and the Garden's Board of Trustees.

On behalf of the Council and the Garden, Brian presented Jeff with a framed print of a sensitive plant. This plate was reprinted from the *Temple of Flora*, a rare book of stunning floral portraits in the Garden's collection. It was first published in 1799. The text describing the image and its history accompanied the print.

Brian then welcomed the following new members:

- Christi Dixon and Julie Steininger, Standing Partnership
- Linda Lockwood, returning to the Council to represent Regions Bank
- Steve Wang, Protiviti

#### BiodiverseCity Update

Brian provided an update on the BiodiverseCity Initiative. This initiative is a major focus of Garden president Dr. Peter Wyse Jackson, and he chose to launch the development at the Council's February 2012 meeting. Council volunteers have been working with Garden staff to develop and advance the initiative.

- Corporate Council BiodiverseCity Team Members
  - Ellen Dierenfeld, PhD; Council alumni
  - Dan Jay, Christner Inc.
  - Eric Lobser, Laclede Gas Company
  - Wally McClellan, Office Essentials, Inc.
  - Émer ÓBroin, Monsanto
  - Joseph Ostafi, HOK
  - Chris Schmidt, CSI Leasing, Inc.
- BiodiverseCity action items
  - BiodiverseCity Development Team met in March
  - Program scope and goals formalized as *BiodiverseCity St. Louis*
  - BiodiverseCity Summit held May 15
    - 69 attendees representing nonprofits, businesses, educational institutions, local government, and others
  - Next BiodiverseCity Development Team meeting in July

#### Around the World Wine Dinner

The "Around the World Wine Dinner" held at the Garden on Friday, April 19, was a great success. The theme of the event was "The Sun and the Soil," pairing a four-course meal of pastoral Mexican cuisine and wines. Of the 62 attendees, 31 were Council members and their guests. Several Council members indicated they are looking forward to a similar opportunity next year.

### Wing Ding 2013

Every two to three years, the Garden hosts a Wing Ding gala to celebrate and support the Sophia M. Sachs Butterfly House. Brian and his wife Laura are co-chairing this year's gala with Members' Board president Parker McMillan and her husband Steve. The event committee includes representatives from the Board of Trustees, Members' Board, Young Friends Council, and the following Corporate Council members:

- Dan Genovese, UMB Bank
- Matt Guymon, Husch Blackwell
- Jenny Hoelzer, Commerce Bank
- Kelly Hoskins, Wehrenberg Theatres

Brian encouraged everyone to review the Wing Ding materials in their meeting packets and consider supporting the event through sponsorship or purchasing tickets.

### **Corporate Outreach Subcommittee**

Outreach Subcommittee chair Mary Parker provided began with an update on 2013 outreach, including the Petal Challenge. The Petal Challenge shows four new Corporate Partners in 2013:

- BryanMark Financial Group, with outreach from Council member Jason Thein
- Central Presbyterian Church, with outreach from Council member Linda Lockwood
- Protiviti, with outreach from Young Friends Council member Nate Zelinske
- Standing Partnership, with Garden staff outreach

Mary encouraged the Council to keep up the good work and introduced a new tool that might help. Corporate Partners Program members were sorted by industry to illustrate fields of strength, then prospective partners were added to show opportunities for growth. Mary asked the Council to look at those prospects and contact Kristine Gruver with any assistance that could be offered for outreach.

### **Council Engagement Subcommittee**

Council Engagement Subcommittee chair Jenny Hoelzer reviewed the Council metrics, noting continued growth in all areas. Jenny particularly noted the benefits of hosting an in-company opportunity for Garden staff to connect with Corporate Partner employees. Commerce Bank hosted a sustainability-themed lunch-and-learn with Garden team member Jean Ponzi and had a very positive employee-engagement experience.

### Corporate Partners Days

Results from the February 24 and June 2 Corporate Partners Days were included in the meeting packets. Fliers for the upcoming July 16 and September 15 events were also included. Council volunteers supported both events as Corporate Ambassadors, wearing their Council t-shirts for a two-hour shift of greeting guests and answering questions. All ambassadors have reported a positive, enjoyable experience.

### **Corporate Sustainability Initiatives Subcommittee**

Rick Hunter, Council representative from Microgrid, will be co-chairing the subcommittee through December 2013. Subcommittee chair Megan Ridgeway is expecting her first child, and Rick will help ensure the subcommittee can continue its work through Megan's maternity leave.

### St. Louis Regional Chamber's Green Business Challenge

- 82 organizations are participating in the 2013 Green Business Challenge.
- EarthWays Center remains the contracted resource advisor for the Regional Chamber.
- The Challenge offers 3 programs in 2013:
  - Advantage, a shorter, 4-month program for sustainability “beginners.”
  - Challenge, the usual Challenge, with an added biodiversity component.
- Emeritus, for sustainability masters who wish to take on a mentoring role.
- To learn more, visit the Challenge website, [www.stlouisgreenchallenge.com](http://www.stlouisgreenchallenge.com).

### Green Ball 2013

- Fourth annual gala to celebrate sustainability and support the EarthWays Center.
- Held April 26, 2013, at Moonrise Hotel.
- Sold out for the first time with 356 attendees.
- Raised over \$15,000 to support EarthWays programs.
- Corporate Council member Gayla Nunn, representative from ABNA Engineering, was one of 3 “Green Fashion Contest” winners!

### Support for Garden Sustainability Initiatives

- The subcommittee is working with EarthWays to support development of new marketing materials to promote EarthWays expertise to business community.
- Standing Partnership is taking a leadership role in messaging development.
- The subcommittee is considering hosting a November 14 Green Mixer event to promote and launch the new messaging plan.
- Future engagement opportunities for the subcommittee include:
  - Green Demonstration Home
    - Feasibility study underway to build new facility on Garden grounds.
  - Green Resources Answer Service
    - Opportunities to reorganize and expand this valuable, free service are being identified.

The meeting concluded with a group photo and was followed by cocktails, a picnic supper, and the Whitaker Music Festival performance by Kim Massie.

### **Next Corporate Council Meeting**

Thursday, September 12, 2013

7:30–9:00 a.m.

Sophia M. Sachs Butterfly House

Faust Park

15193 Olive Boulevard

Chesterfield, Missouri 63017