

# MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

## Corporate Council Meeting Notes

Thursday, September 12, 2013

7:30 a.m.

Sophia M. Sachs Butterfly House

Faust Park

### Council Members Present

Brian Bauer (PNC Bank)

Don Brown (Guarantee Electrical)

Ken Crawford (Argent Capital)

Lisa Disbrow (Waste Management)

Sherry Fagin (Hager Companies)

Pam Funk (City of O'Fallon, Illinois)

Tim Gamma (Gamma Tree Experts)

Matt Guymon (Husch Blackwell)

Rick Halpern (Daniel and Henry)

Teesha Hernandez (Emerson)

Rick Hunter (Microgrid Solar)

Thompson Knox (SteadyRain)

Carleen Kramer (Catering St. Louis)

Jennifer Larsen (Maritz Holdings)

Joe Marcallini (SteadyRain)

Matt McGrath (CBIZ)

Doug Mueller (Anders CPAs + Advisors)

Mary Parker (Northern Trust)

Brian Rothery (Enterprise Holdings)

Deb Seidel (Bunge North America)

Julie Steininger (Standing Partnership)

Jeff Stuerman (Edward Jones)

Tom Walsh (Drury Hotels)

Steve Wang (Protiviti)

### Council Members Unable to Attend

Matt Balcer (F&B Financial Group)

Cheri Cooper (Wells Fargo Advisors)

Wendy Flanagan (FleishmanHillard)

Jason Florek (KPMG)

Dan Genovese (UMB Bank)

Émer ÓBroin (Monsanto)

Shawn Hagan (Fifth Third Bank)

Jenny Hoelzer (Commerce Bank)

Deb Hollingsworth (AT&T)

Kelly Hoskins (Wehrenberg Theatres)

Dan Jay (Christner)

Ann Joos (Brown Shoe Company)

Jeff Kaiser (CBRE)

Mike Kinnikin (Eureka Forge)

Jerry Kluge (J.W. Terrill)

Mike Konzen (PGAV)

Rick Lindquist (Morgan Stanley)

Eric Lobser (Laclede Gas Company)

Linda Lockwood (Regions Bank)

Rick Lodewyck (CDG Engineers)

Wally McClellan (Office Essentials)

Gayla Nunn (ABNA Engineering)

Joseph Ostafi (HOK)

Kathleen Petrillo (Senniger Powers)

Jon Reed (Graybar Electric Company)

Megan Ridgeway (Arcturus)

Rebecca Saunders (Mallinckrodt Pharma.)

Chris Schmidt (CSI Leasing)

Shawn Schukar (Ameren Corporation)

Deb Slagle (Sigma-Aldrich Corporation)

Kelley Wilken (Ronnoco Coffee)

### Also in Attendance

Butterfly House staff: Vickie Campbell, Eileen Gillespie, Megan Powell

Garden staff: Kate Brueggemann, Kristine Gruver, Donna McGinnis, Mike Ryan

## Meeting Summary

Corporate Council chair Brian Rothery opened the meeting and welcomed the following new Council members and special guests.

### New Council members

- Matt Balcer, F&B Financial Group
- Matt McGrath, CBIZ
- Doug Mueller, Anders CPAs + Advisors

### Young Friends Council Co-Chairs

- Chris DeFabio, ADP
- Brad Landsbaum, Commerce Bank
- The Young Friends Council co-chairs are now invited to Corporate Council meetings to increase collaboration.

### Missouri Botanical Garden staff

- Guest speaker Vickie Campbell, Director of the Butterfly House
- Kate Brueggemann, Director of Development
- Mike Ryan, Foundation Relations Manager
- Mike Ryan will become the lead support staff for the Corporate Council. Kristine Gruver is transitioning to a new role in Institutional Advancement with different responsibilities.

## Council Updates

### BiodiverseCity St. Louis

Since the June Council meeting, the *BiodiverseCity St. Louis* team has:

- Hosted a Garden staff informational lunch on September
- Convened working groups around five key areas of initiative development
- Nearly completed the *BiodiverseCity St. Louis* webpage on the Garden website

Brian thanked the Corporate Council members on the *BiodiverseCity* development team:

- 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.

### Wing Ding 2013

On September 28, 2013, the Wing Ding gala celebrates the Sophia M. Sachs Butterfly House's 15<sup>th</sup> anniversary and "new wave" of opportunities and programming.

Brian thanked the following event sponsors:

- Edward Jones
- Novus International, Inc.
- Jim and Cathy Berges

Brian also thanked the Corporate Council representatives serving on the event committee:

- Brian Rothery, Enterprise Holdings, event co-chair
- Dan Genovese, UMB Bank
- Matt Guymon, Husch Blackwell
- Jenny Hoelzer, Commerce Bank
- Kelly Hoskins, Wehrenberg Theatres

### Garden Glow

The Garden is excited to host its first-ever winter light exhibit in 2013. Thousands of lights will adorn some of the Garden's most iconic locations, including the Climatron<sup>®</sup>, Kaeser Memorial Maze, Central Axis, and Tower Grove House. Visitors will travel through lighted pathways, visit a candlelight village, pose for pictures with snowmen, and join the Snow Ball dance party!

Information was included in meeting packets. Brian thanked the following event sponsors:

- BMO Harris Bank
- Ernst & Young LLP
- David and Lelia Farr
- Monsanto
- Peabody Energy
- Maritz Holdings, Inc.
- Nick and Pat Reding
- Sigma-Aldrich
- UMB Bank

### **Council Engagement Committee**

Kristine Gruver gave the Engagement Committee update on behalf of committee chair Jenny Hoelzer, who was delayed by weather. All metrics continue to show positive growth, and most are on-target to reach year-end goals. The Engagement Committee will also host a new Council member orientation lunch on October 22.

### Corporate Partners Days

Fliers for the upcoming September 15 and December 15 Corporate Partners Days were included in meeting packets. The July 16, Tuesday evening "bonus" Corporate Partners event hosted 302 guests and resulted in 16 new Garden memberships, an excellent turnout for a new event.

Kristine thanked Gayla Nunn and Deb Seidel for serving as ambassadors that evening and noted ambassador opportunities were still available for the September 15 and December 15 events.

### **Corporate Outreach Committee**

Outreach Committee chair Mary Parker provided began with an update on 2013 outreach, including the Petal Challenge. The Petal Challenge shows three new Corporate Partners since the June Council meeting:

- Anders CPAs + Advisors, with outreach support from Jason Thein
- F&B Financial Group, with outreach support from Brian Rothery
- SWT Design, with outreach support from Rick Lodewyck

Mary noted that most of the 2013 "petals" have bloomed because of the Corporate Council. She congratulated the Council for this important support and encouraged continued outreach.

## **Corporate Sustainability Initiatives Committee**

Committee co-chair Rick Hunter provided the Sustainability Committee meeting update. Committee co-chair Megan Ridgeway is on maternity leave.

### Green Homes Great Health Festival

- Annual festival celebrating sustainability and healthy living
- September 28
- Included with Garden admission
- Details included in meeting packets

### Sustainable Business Messaging

- Standing Partnership continues to work with EarthWays Center to develop materials
- Committee supporting efforts, providing feedback, and acting as focus group

### Green Demonstration Home

- Feasibility study underway for potential green demonstration home
- Possible site: Near William T. Kemper Center for Home Gardening
- Residential-style space with interactive exhibits to showcase sustainability in the home
- Classroom, kitchen facilities, materials library, offices, and more
- Committee meeting in October to discuss collaboration and support

## **Special Presentation: Vickie Campbell, Director, Sophia M. Sachs Butterfly House**

Donna McGinnis introduced guest speaker Vickie Campbell. Vickie has been director of the Butterfly House since 2011 and is the first non-entomologist to hold the position. Prior to joining the Garden team, Vickie was Senior Director of Marketing for Busch Entertainment Corporation and had been with the company for more than 30 years. She has used this extensive marketing and entertainment knowledge to bring a variety of new events, programs, and experiences to Butterfly House visitors.

Butterfly House quick facts:

- 145,000 yearly visitors
- 18 employees
- 250 volunteers
- Accredited by Association of Zoos and Aquariums
- Became a division of the Garden in 2001
- Display-only facility; no butterfly breeding onsite
- Partnership with El Bosque Nuevo in Costa Rica for most butterfly species on display
  - El Bosque Nuevo is a sustainable butterfly farm
  - Uses funds from butterfly sales to preserve and restore native rainforest, increasing habitat for butterflies and other species

The meeting concluded with a tour of the Butterfly House tropical conservatory, where over 1,500 are on display in free flight each day.