

MISSOURI BOTANICAL GARDEN
Institutional Advancement Division

Corporate Council Meeting Notes
Thursday, February 7, 2013 – 7:30 a.m.
Monsanto Center

Council Members Present

Brian Bauer (PNC Bank)	Thompson Knox (SteadyRain)
Don Brown (Guarantee Electrical)	Jennifer Larsen (Maritz Holdings)
Ken Crawford (Argent Capital)	Linda Lockwood (U.S. Bank)
Ellen Dierenfeld (Novus International)	Joseph Marcallini (SteadyRain)
Sherry Fagin (Hager Companies)	Wally McClellan (Office Essentials)
Wendy Flanagan (Fleishman-Hillard)	Mary Parker (Northern Trust)
Pam Funk (City of O'Fallon, Illinois)	Kathleen Petrillo (Senniger Powers)
Dan Genovese (UMB Bank)	Jon Reed (Graybar)
Shawn Hagan (Fifth Third Bank)	Brian Rothery (Enterprise Holdings)
Rick Halpern (Daniel and Henry)	Rebecca Saunders (Mallinckrodt)
Jenny Hoelzer (Commerce Bank)	Chris Schmidt (CSI Leasing)
Dan Jay (Christner Inc.)	Shawn Schukar (Ameren)
Michael Jones (Regions Bank)	Jeff Stuerman (Edward Jones)
Jeff Kaiser (CBRE)	Kelley Wilken (Ronnoco Coffee)
Jerry Kluge (J.W. Terrill)	Nate Zelinske (Protiviti)

Council Members Unable to Attend

Cheri Cooper (Wells Fargo Advisors)	Rick Lindquist (Morgan Stanley)
Lisa Disbrow (Waste Management)	Eric Lobser (Laclede Gas Company)
Jason Florek (KPMG)	Rick Lodewyck (CDG Engineers)
Tim Gamma (Gamma Tree Experts)	Gayla Nunn (ABNA Engineering)
Matt Guymon (Husch Blackwell)	Émer ÓBroin (Monsanto)
Patricia Hernandez (Emerson)	Joseph Ostafi (HOK)
Debra Hollingsworth (AT&T)	Megan Ridgeway (Arcturus)
Kelly Hoskins (Wehrenberg Theatres)	Deb Seidel (Bunge North America)
Rick Hunter (Microgrid Solar)	Deb Slagle (Sigma-Aldrich)
Ann Joos (Brown Shoe)	Suzy Stone (Macy's)
Mike Kinnikin (Eureka Forge)	Jason Thein (Thompson Coburn)
Mike Konzen (PGAV Destinations)	Tom Walsh (Drury Hotels)
Carleen Kramer (Catering St. Louis)	

Also in Attendance

Staff: Dr. Rainer Bussmann, Kristine Gruver

Meeting Summary

Corporate Council chair Jeff Stuerman opened the meeting and welcomed the following new members:

- Wendy Flanagan, Fleishman-Hillard
- Deb Hollingsworth, AT&T
- Jeff Kaiser, CBRE

- Joseph Marcallini, SteadyRain
- Kathleen Petrillo, Senniger Powers
- Rebecca Saunders, Mallinckrodt, the pharmaceuticals business of Covidien
- Tom Walsh, Drury Hotels Company
- Kelley Wilken, Ronnoco Coffee
- Nate Zelinske, Protiviti

Meeting packets contained a “Corporate Council Update Sheet.” Jeff encouraged Council members to recommit to a subcommittee or choose a new subcommittee after listening to the meeting updates.

Biodiversity Initiatives Development Team

Jeff also provided an update on the Biodiversity Initiatives Development Team, initiated by Dr. Peter Wyse Jackson at the Council’s February 2012 meeting. The biodiversity team met in November, with a follow-up meeting of the Garden staff in January. An intern has been added to the project team, assisting with day-to-day goals and operations. Goals have been outlined for 2013 and beyond, with stretch goals into 2020. Garden team members presented goals and tasks to Dr. Wyse Jackson for approval on February 13. The full biodiversity team will meet March 27 to discuss Dr. Wyse Jackson’s feedback and continue progress.

Council Impact

Jeff thanked the Council for their considerable support of the Garden’s mission, programs, and goals. He noted the Council’s activities have a lasting impact for the Garden. For example, seven percent of the households participating in Corporate Partners Days in 2012 became new Garden members; this the highest acquisition rate of any group, program, or outreach effort in the Garden. Clearly, the support and outreach of the Council has made this possible.

Around the World Wine Dinner

Jeff invited the Council to join him for an “Around the World Wine Dinner” at the Garden on Friday, April 19. The theme of the event will be “The Sun and the Soil,” pairing a four-course meal of pastoral Mexican cuisine and wines. The Corporate Council, alumni, Young Friends Council, and other special guests have been invited to the event, which includes a cocktail hour for networking before the dinner. A detailed invitation was included in meeting packets.

Announcements and Recognition

Brian Rothery, Council representative from Enterprise Holdings, will become the new chair of the Corporate Council at the June 19 meeting.

Donna McGinnis will join the Garden as the new Vice President of Institutional Advancement on February 25. The position was previously held by Sharon Mertzluft.

Chris Schmidt was presented with the “Master Cultivator Award” for his outstanding support of the mission of the Missouri Botanical Garden and personal commitment to advancing partnership and awareness in the corporate community.

Council Engagement Subcommittee

Council Engagement Subcommittee chair Jenny Hoelzer reviewed the Council metrics, noting strong growth in all areas and exceeded goals for “Corporate Partners Days Attendance” and “Corporate Site Rental.”

Jenny announced the Corporate Council would be receiving t-shirts. Council members were asked to wear the shirts in the community and as “Corporate Ambassadors” at Corporate Partners Day events. Ambassadors would be asked to attend Corporate Partners Day for a two-hour shift, wearing the Council shirt and greeting guests.

In accordance with the feedback from the 2012 survey, the Council has developed a LinkedIn group to facilitate networking and keep in touch with Council alumni. The group currently has 59 members, and all Council members were encouraged to join and use the group.

Corporate Outreach Subcommittee

Outreach Subcommittee chair Mary Parker provided began with an update on the 2012 Outreach Petal Challenge. Three new Corporate Partners joined in 2012 as a result of outreach from Council representatives Pam Funk, Thompson Knox, and Mary Parker. These results again illustrate the impact of Council support.

The Petal Challenge will continue in 2013 and is off to a strong start. The Corporate Partners Program welcomed the following new members since the September 2012 Council meeting:

- BryanMark Financial Group, with outreach from Council member Jason Thein
- CBRE
- Protiviti, with outreach from Young Friends Council member Nate Zelinske
- Senniger Powers, with outreach from Young Friends Council member Sara Gillette
- Standing Partnership

Corporate Partners Days

The December 16, 2012, Corporate Partners Day capped a record year with 1,144 guests from 41 companies and resulted in 22 new Garden memberships. A detailed overview was provided in meeting packets.

The Garden will host five Corporate Partners Day events in 2013. A calendar was included in meeting packets, along with fliers for the February 24 and June 2 events.

Corporate Sustainability Initiatives Subcommittee

Kristine Gruver provided the Sustainability Subcommittee update on behalf of subcommittee chair Megan Ridgeway.

RCGA Green Business Challenge

The 2012 Challenge began with 87 participating organizations, and 84 completed the year-long program. Of those, 30 percent were first-time participants, and 30 percent had participated each year. This shows both long-term program and increasing interest among local organizations for sustainable business support. Additionally, 7 of the 12 organizations awarded a “Greatest Gain”

were new participants, 58 participants provided case studies, and 15 percent of participants earned a third-party certification through SITES, EnergyStar, LEED, and others.

The EarthWays Center will continue to be the Green Resource Advisors for the 2013 Challenge. The program continues to grow in participants and variety. If you are interested in learning more, please visit the Challenge website, www.stlouisgreenchallenge.com.

Support for Garden Sustainability Service Materials

As a major initiative in 2013, the sustainability subcommittee is helping Garden staff develop materials that explain and promote the Garden's sustainability services available to the business community. These materials will also show the value of access to these services for Corporate Partners are intended to be useful outreach and recruitment tools.

Green Tips of the Meeting

Attend the Green Ball, fundraiser for EarthWays Center, on Friday, April 26 at Moonrise Hotel. Tickets are \$40 for Garden members, \$50 for the general public. For more information, visit www.mobot.org/greenball.

Consider hosting a Green Fair at your company in late March/early April to kick off Earth Month. Green Fairs are a great way to engage your employees with sustainability opportunities in the community and promote your own commitment to sustainability.

Special Presentation by Dr. Rainer Bussmann

Kristine introduced Dr. Rainer Bussmann, Director of the Garden's William L. Brown Center (WLBC) and Curator of Economic Botany. Dr. Bussmann joined the Garden in 2007. He is an ethnobotanist, vegetation ecologist, and conservationist with a Ph.D. from the University of Bayreuth and a M.S. from the University of Tübingen, Germany. Dr. Bussmann focuses his efforts on ethnobotanical research and the preservation of the ecological diversity and cultural heritage in threatened regions of South America, East Africa, the Middle East, and South Asia.

The WLBC is essential to maintaining the Garden's reputation as a global leader in discovering, explaining, and disseminating information about the diverse and dynamic relationships between people and plants throughout the world. Dr. Bussmann provided an overview of the WLBC and the Garden's work with ethnobotany, including Garden's ethnobotanical and conservation research in Madagascar. In 2013, the Garden is celebrating 25 years of continuous, permanent presence in this biodiverse island nation with a new book, special events, and the theme of the Orchid Show. Highlights from Dr. Bussmann's presentation include:

- Ethnobotany is the study of the relationships between people and plants. Humans use plants for food, medicines, fiber, and other products. The Garden's ethnobotany programs are internationally recognized as leading scientific efforts to understand the relationship between plants, people, the environment, and associated traditional knowledge.
- The WLBC began in 1986 when the Garden's Research Division initiated several natural products discovery partnerships that aimed to discover new anti-cancer or other drugs. It was named in honor of plant breeder and geneticist Dr. William L. Brown in 2003, in recognition of his efforts to promote conservation of the genetic diversity of crops and their wild relatives.

- The WLBC has 15 current full-time staff based in St. Louis, seven staff members residing in Madagascar and Gabon, and associated post-docs and students, making it one of the largest and most active programs in economic botany in the world.
- The objectives of the WLBC focus on preserving and recording traditional botanical knowledge; understanding, protecting, and expanding markets for plant-based medicines; preserving crops and their wild relatives; discovering new natural products; and protecting plants and traditional uses from climate change.
- WLBC programs focus on medicinal and food species in highly biodiverse mountain regions, especially the Andes, the Himalayas, and the African Highlands. This allows the WLBC to fill a critical gap while focusing on the core areas targeted by the Garden's research programs in the Andean Region, Indo-China, and Madagascar.
- WLBC researchers also work in collaboration with Native American communities to explore and conserve their traditional ecological knowledge as well as skills in using native plants for food, medicine, dyes, and ceremonies.
- The Sacred Seeds program, managed through the WLBC, is a network of living gardens around the world containing locally important plants, including those of medicinal, ceremonial, food crop, and craft value.
- The WLBC also has programs focused on identifying natural, plant-based insecticides; verifying plant-based material in commerce, such as herbal supplements; and integrating ecological education into school programs in the communities where they work.

Next Corporate Council Meeting

Wednesday June 19, 2013

4:30–6:00 p.m.

William T. Kemper Center for Home Gardening

Missouri Botanical Garden

4344 Shaw Boulevard

St. Louis, Missouri 63110

The meeting will be followed by a group photo. Council members and significant others will be invited to enjoy cocktails and a picnic supper in the Kemper Center along with the evening's Whitaker Music Festival performance by local blue, soul, R&B, and pop singer Kim Massie.