



## **Mission Magnificent!**

When John McPheeters and I founded Magnificent Missouri in 2012 we had great expectations for engaging more people in conservation by bringing attention to the beauty of the Missouri countryside. We enlisted the help of Gerard Craft, then at Niche Restaurant, and Cat Neville of Feast Magazine, to talk about the value of land as a source of local food and we were off and running.

Working in partnership with the Katy Land Trust, Magnificent Missouri has accomplished a lot since that time.

With recent support from the William T. Kemper Foundation, the Mysun Charitable Foundation and others, we have taken another significant step forward.

On July 1st we hired Ralph Pfremmer as our first Executive Director. Our expectations are even higher now than they were seven years ago. Ralph has a successful track record leading not-for-profit advocacy organizations - the last five years in the role of Executive Director at Trailnet, an organization focused on active living and connectivity. Prior to that he was an entrepreneur in the hospitality and event management industry. He spends most of his time "out there" on the Trail and in the communities along the river searching for organizations and communities to work with to accomplish our mission.

We need your ideas and suggestions about how we can do that. We have a number of exciting events planned and ask that you spend one of the upcoming beautiful fall days along the Trail and in the river valley - and share with others just how Magnificent Missouri is.

Dan Burkhardt  
President - Magnificent Missouri