



### **Seeing is believing; Visualizing Commerce and Conservation**

*"When you ask creative people how they did something, they feel a little guilty because they think they didn't really do it, they just saw something" - Steve Jobs*

This favorite quote by Steve Jobs resonates when reflecting on the origin of Magnificent Missouri and how a small group of creatives saw something so special. It sparked a movement - even if what they saw had been readily seen by everyone and for a very long time!

What they saw was the beauty of the Missouri River Valley Corridor - ecologically diverse, historically rich, and in the backyard of an urban area with three million residents. They saw an opportunity to enlighten others, to build on the work of the Katy Land Trust. Their vision - if the land were appreciated and conserved, it could provide continued recreation, lifestyle, and economic benefit for generations to come.

It was visualizing the corridor in the context of commerce and conservation that validated the idea that St. Louisans, and others throughout the world, are missing out on the region's most precious cultural assets.

Since Magnificent Missouri's founding in 2012, the vision for the corridor has been presented in dozens of presentations, news articles, books, videos, documentaries and, once again, in the latest issue of [Across STL](#). Visitors can also experience firsthand the building restorations of both Peers Store and Treloar Mercantile in Marthasville, MO, out along the Katy Trail. The amount of progress is staggering, but we are just at the beginning.

Fast forwarding to today reminds us of the selfless guidance of our founders and how the early vision from those creatives still resides within our DNA. It's manifesting into a movement. Join us as we get to know each other while exploring the possibilities throughout the corridor. I hope you enjoy our newsletter and take part in all of what the corridor has to offer. We'll see you out there!

**Ralph Pfremmer**

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