

Friday, October 24, 2008

## Sustainable Employee Programs Finalist: Gallop, Johnson & Neuman

St. Louis Business Journal - by Lucie Wolken

When attorney Alan Breckenridge set out to adopt eco-friendly policies at Gallop, Johnson & Neuman (GJN), he wasn't necessarily looking to save the planet or be deemed a hero. His mission was much simpler: Eliminate waste.

"Waste is stupid. There is no reason to be wasting when we don't need to," Breckenridge said.

The firm's "greenification" started in December 2007 after Breckenridge discovered the American Bar Association and Environmental Protection Agency's Law Office Climate Challenge program. The voluntary program charges firms with adopting eco-friendly policies and practices. When GJN began, it was one of only two Missouri firms to participate, and the only St. Louis-based one.

GJN started by reducing consumption in two areas — paper and electricity.



Alan Breckenridge and John Traeger say GJN was the first area firm to participate in the Law Office Climate Challenge.