

The background is a dark green color. It features several large, stylized, overlapping leaf shapes in various shades of green, ranging from light to dark. The leaves are arranged in a way that they appear to be part of a larger, abstract plant or forest scene. The text is centered in the upper half of the page.

# Environmental stewardship done our way

# A Fundamental, Top-of-Mind Mission

One thing is certain when it comes to our green practices and programs: They aren't going anywhere anytime soon. We're continuing to decrease our footprint, increase our impact, and encourage and educate others.

This year, we maintained our environmental stewardship by expanding upon green partnerships and community outreach; creating a companywide program that allows staff members to track their green actions through a desktop icon; volunteering at and donating to nature and wildlife nonprofits; continuing to implement paperless processes in all our offices; and continuing to offer clients the opportunity to go green with their products.

Business operations aren't the only areas where green has been kept top-of-mind since 2007. Our incredible staff hasn't wavered either. We're proud to say that 4.5 percent of our staff owns hybrid vehicles, and the practices of carpooling, walking instead of using public or personal transportation, buying organic and local meats and produce, shopping with reusable bags, and green cleaning and household habits occur on a nearly daily basis with almost all of our 175 staff members.

The official mission of Big Green is to become a recognized leader in financially sustainable environmental stewardship by pioneering meaningful initiatives and by encouraging our staff, partners, peer groups and customers to do the same. As you read through the next few pages, we think you'll agree that we're definitely accomplishing this goal..

Sincerely,

The National Big Green Think Tank

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### PHOENIX

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Laura Marlowe  
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Thomas Richards  
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### SARATOGA SPRINGS

Kevin Burt  
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## Big Green Mission

To become a recognized leader in financially sustainable environmental stewardship by pioneering meaningful initiatives that reduce waste and energy consumption, protect biodiversity and conserve precious resources—and by encouraging our staff, partners, peer groups and customers to do the same.



## The Carbon Challenge

The Carbon Challenge encourages staff to participate in green activities such as carpooling, walking, biking and using public transportation to get to work; purchasing or leasing a hybrid car; purchasing an Energy Star appliance; changing to an alternative home energy provider; and donating or volunteering at an environmental organization. When a staff member performs these qualifying green actions, he or she enters it into a database and is eligible for an end-of-quarter raffle with prizes like gift cards for any green product or activity and other special green gifts. Raffle winners this year were Managing Art Director Sue Gardner, Luxury Brands Specialist Marisa Zappattereno, Production Manager Bob Cornute and Revenue Manager Kerstin Kubina.



“This year’s accomplishments are even further proof that when we set out to make an impact, we make an impact. Nothing about Big Green dwindled or wound down. Instead, our staff continued to discover new and more ways to keep McMurry ahead of the environmental stewardship curve.”  
– CEO Chris McMurry

## Go Green Program

Go Green encourages clients to use 10 percent post-consumer waste recyclable paper in creating McMurry-made publications. Each time a participating client's publication is produced, McMurry plants 10 trees in partnership with American Forests to help rebuild after hurricane or flood damage, reclaim abandoned strip mines or farms, prevent erosion in salmon streams, and fight back invasive species of trees. The clients that participated in Go Green this past year resulted in 69 issues printed with recycled stock, which resulted in McMurry planting 690 trees.

## Office Recycling Efforts

One of the easiest things staff members can do to contribute to a green workplace is recycle paper products in the office. All staff members have recycling bins at their desks, and conference rooms and kitchen areas also come equipped with bins. In 2010, our offices recycled 21,425 pounds of paper and cardboard and reduced CO2 emissions by 85,700 pounds through recycling alone! We are recycling less tonnage of paper each year as a primary result of using and wasting less overall.

**YOUR BUSINESS: IS IT EASY BEING GREEN?**

Here's a 25-point checklist to help you on track:

- Energy Usage:**
  - Turn off or lower when not in use.
  - Use energy-efficient lighting.
  - Use energy-efficient appliances.
  - Use energy-efficient windows.
  - Use energy-efficient doors.
  - Use energy-efficient fans.
  - Use energy-efficient fans.
  - Use energy-efficient fans.
- Recycling:**
  - Recycle all types of paper.
  - Recycle all types of paper.
  - Recycle all types of paper.
  - Recycle all types of paper.
  - Recycle all types of paper.
  - Recycle all types of paper.
  - Recycle all types of paper.
  - Recycle all types of paper.
- Waste Reduction:**
  - Reduce paper use.
  - Reduce paper use.
  - Reduce paper use.
  - Reduce paper use.
  - Reduce paper use.
  - Reduce paper use.
  - Reduce paper use.
  - Reduce paper use.
- Paper:**
  - Use recycled paper.
  - Use recycled paper.
  - Use recycled paper.
  - Use recycled paper.
  - Use recycled paper.
  - Use recycled paper.
  - Use recycled paper.
  - Use recycled paper.

**Big Green  
By the Numbers**

**389,612**

Total pounds of greenhouse gases avoided (including CO2 emissions) through all Big Green programs in 2010

**117,645**

Total pounds of paper products recycled by McMurry since 2007

**2,118,727**

Total pounds of recycled paper used to create McMurry publications in 2010

**623,728**

Gallons of water saved by printing publications on recycled paper in 2010

**2,221,977,532**

Energy in billions of BTUs saved by printing publications on recycled paper since Go Green inception

**5,500**

Pages of paper saved annually by using virtual proofing and paperless systems

**1,029**

Trees planted by McMurry since 2007

**Little Things That Add Up**

A big part of our sustainability success is grounded in education, sharing information, and innovating new programs and processes. The simple premise is that our staff members, like most people, will do the right thing when given

the knowledge from which to make choices.

COO/CFO Audra Taylor and VP/Production Dan Brenner both visited the New Page Corp. mill in Escanaba, Mich., in July to experience the manufacturing process for McMurry's paper stock, including the process for making recycled paper.

Our financial systems continue their quest to be paperless. This year, Senior Accountant Rachael Cordova worked with a payroll consultant to change the process of relaying particular payroll information from payroll to finance. The old process involved printing 100-plus sheets of paper per pay period, and now it's a completely paperless information transfer. It saves more than 2,600 pieces of paper each year!

To keep green practices top-of-mind around the offices and remind staff members of all the little things they can do to be green, Operations Support Specialist Thomas Richards and Strategic Communications Manager Katie Haney took on the roles of "G-Man" and "Clueless Katie" and filmed short, humorous skits that were posted on YouTube and shared through the company's daily news. The skits reminded staff of things like what types of items are recyclable and non-recyclable, to turn off running water when brushing teeth, and to unplug electric items when not in use.



“It is clear to us that financially responsible sustainable practices are a critical component to an organization’s overall value proposition. Through education and community outreach, as well as partnership with our clients and suppliers, it is our goal to continue this positive trend in all facets of our business.”  
– VP/Production Dan Brenner



**Big Green  
By the Numbers**

**3,486**

Trees saved by printing publications on recycled stock since 2007

**69**

Issues printed on recycled stock in 2010 through Go Green program

**\$32,534**

Money and energy savings by staff in 2010 through the Carbon Challenge program

**8**

Energy-efficient appliances purchased by staff members in 2010

**8**

Staff members who own a hybrid vehicle

**2**

Number of "green" conferences held where a McMurry representative presented

**1**

Earth Day 2010 newspaper insert that covered the Big Green program



Earth Day served as the perfect opportunity for north-east regional recycling company County Waste to promote its single-stream recycling services (one of the first in the country) to its customers. So, it partnered with Manager of Strategic Pricing Kevin Burt and people from several other environmental organizations to be the local green voices in a special Earth Day advertorial insert in New York's Capital Region's daily newspaper, The Times Union. The insert sent a clear message to households and businesses about County Waste's new, easier recycling procedures, and it achieved impressive, measured results. The piece also represented McMurry as both a community and national leader in sustainability and green business operations.



**Joining Forces**

McMurry partners with a variety of organizations to learn from the success of others and share our resources and knowledge.

This year, Dan Brenner became the chairperson of Communications and Marketing for the Phoenix Green Chamber of Commerce, and Kevin Burt was one of four panelists at a Saratoga Springs Chamber of Commerce-sponsored sustainability symposium. Kevin also presented an outline of Big Green at a chamber event attended by 75 young professionals, C-level businesspeople and local media.

McMurry sponsored several sustainability-focused events this past year, including one of



the first green golf tournaments in Arizona, and we're playing an active role, as well as sponsoring, the 2011 Keep America Beautiful Corporate Challenge, which will be hosted in Phoenix.

While the activities we participated in varied greatly, a good example was our partnership with Keep Phoenix Beautiful. McMurry put together a group of volunteers on two separate occasions to get their hands dirty and

do some environmental cleanup. In April, a group of staff members participated in the Keep America Beautiful Corporate Challenge by spending a day cleaning a park in Phoenix, and in November, a group of staff spent a morning beautifying the grounds of Tovrea Castle, a Phoenix historical landmark.



"We are fully confident that financially sustainable environmental stewardship is a positive and profitable business trend that will continue well into the future."

— Manager of Strategic Pricing Kevin Burt





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