



## Electronic Recyclers International CEO Featured on "America's Business"

June 11, 2008 - <http://www.businesswire.com/news/google/20080611005940/en>

### ***John S. Shegerian Describes the Importance of Responsible eWaste Recycling on Nationally Syndicated Radio Program***

John S. Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), stressed the importance of addressing the incoming glut of electronic waste and the various other ways businesses can get in touch with their "green DNA" recently as a featured guest on the nationally syndicated radio program "America's Business With Mike Hambrick" recently. The show is produced by the National Association of Manufacturers and is heard on 70 radio stations all over the country.

Shegerian described the process of recycling electronics and the environmental benefits of doing it right. He explained that with ever decreasing quantity of specific in-demand resources around the world, there is now an unquenchable thirst for the various commodities that are available in electronics. He coined the term "urban miners" to describe the electronic recycling industry and its ability to tap into the rich collection of resources within discarded electronic items.

He also talked about the many opportunities the growing electronic recycling industry has created for entrepreneurs and employees alike. As part of the interview, host Mike Hambrick spoke with Shegerian about ERI's effort to employ many formerly incarcerated individuals – providing them with a second chance at life and career. Shegerian said, "We lead the country in recycling electronics, we felt it was our responsibility to lead the way in the process of recycling lives."

He also explained the forthcoming "tsunami-like" increase of e-waste with the impending national television switchover to digital. The interview is available for download at [www.nam.org](http://www.nam.org) in the section marked "America's Business." Shegerian's interview was on the May 31 broadcast.

"It's an honor and privilege to have been asked to be a guest on this terrific and very forward thinking program," said Shegerian. "Mike Hambrick and his team do such a good job getting to the bottom of the issues that affect business and the economy today – it was very insightful of them to dedicate a segment of their show to the electronic waste issue. Reaching their influential audience of American businesspeople and entrepreneurs with our message that 'Green is Good' – for the environment as well as for the bottom line – is so important."