



Electronic Recyclers International CEO Addresses CALED on Subject of E-Waste

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John S. Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), stressed the importance of businesses responsibly recycling their electronic waste today at the California Association for Local Economic Development's (CALED's) Growing Local Economies Conference at the Disneyland Hotel in Anaheim.

Addressing a diverse audience of economic developers, elected officials, business owners, utilities, banks, service providers and other California-based business entities, Shegerian urged his fellow [business community](#) to act responsibly and become better educated regarding the toxic after-[effects](#) of disposing of electronic waste into land-fills.

He also explained the mounting environmental problems caused by the glut of our nation's e-waste as well as the forthcoming "tsunami-like" increase of e-waste with the impending national [television](#) switchover to digital.

Emphasizing his motto that "Green is Good," Shegerian also encouraged businesses to explore their own "green DNA" and how environmentally friendly practices can be a benefit to the bottom line as well as to the planet.

Each year CALED, one of the largest economic development organizations in the United States, presents California's largest economic development conference to train attendees how to implement effective economic development practices to help their businesses and grow their local economy. This year's conference is unique because it features special issues facing local governments, businesses, and economic development. These issues include the impact of the green movement on business assistance programs, cultivating tomorrow's economic development leaders, and opportunities for attracting foreign direct investment in the global economy.

"It's an honor and privilege to have been asked by CALED to present our information before such an esteemed and influential audience of California decision makers in business and local government," said Shegerian. "Properly disposing of electronic waste has become a problem that demands more than a quick fix. The State of California is well ahead of the curve in that it has developed a legislation model, creating a regional infrastructure to manage this problem. It is important that businesses across the board become aware of this infrastructure and participate in its continued success."

Shegerian also shared details of his company's new 1-800-RECYCLING concept - launching nationally later this year as a website (1-800-Recycling.com) and live-operator phone line. Both the site and the [phone service](#) will be able to direct users to [responsible](#) recyclers of electronics, tires, oil, paint, glass, plastic, household hazardous waste, wood, mattresses, carpet, junk - basically everything that can be recycled.