



Electronic Recyclers Gives Tour to Cal State University Fresno Class

by Trey Granger on October 18th, 2007

<http://earth911.org/blog/2007/10/18/electronic-recyclers-gives-tour-to-cal-state-university-fresno-class/>

Fresno, CA – John S. Shegerian, Chairman and CEO of Electronic Recyclers, Inc. (ERI), led a group of Cal State University Fresno students on a tour of his facility today. The students and their professor, all part of CSUF’s “Marketing 132 - Entrepreneur Marketing” class, were shown behind the scenes at ERI, where tons of electronic waste are responsibly dismantled and recycled.

After seeing Shegerian speak recently at CSUF’s “Changing the World: Social Entrepreneurship” roundtable event, several students and their professor, Dr. Rice, contacted Shegerian asking if they could learn more about his business.

Shegerian spoke to the visiting class about the mounting global environmental problems caused by the glut of our nation’s e-waste and explained the long-range international potential of electronic recycling as a method of helping to alleviate the problem. He also stressed the importance of companies realizing the importance of their “environmental DNA,” as he demonstrated ERI’s electric forklifts, recycled furniture, energy efficient lighting and other environmentally friendly aspects of the company.

“It’s always an honor to be given the opportunity to inspire the next generation of business leaders – especially a group of students that is particularly passionate about entrepreneurial and social issues,” said Shegerian. “While there is much to be done today in terms of fighting the incoming tsunami of electronic waste, our eyes must also look toward future generations for a commitment to keeping our planet healthy. When I meet and address young adults such as this class who took the time to visit with us today, and hear of some of their own goals and plans to be social entrepreneurs, I see tremendous promise.”