

## Electronic Recyclers International's John Shegerian Leads "Green is Good" Webinar on ReadyTalk

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John S. Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), announced today that he will stress the urgency of addressing the incoming glut of electronic waste and other ways businesses and individuals can get in touch with their "green DNA" tomorrow as the presenter of a ReadyTalk webinar titled "Green is Good: How Your Organization Can Benefit on Multiple Levels." Shegerian was asked by the ReadyTalk to provide insights on the future for businesses concerned about the environment and policies that work for both the environment and the economy.

The webinar will take place Wednesday, October 22nd, at 2:00 p.m. EDT and will last one hour. The webinar is open to the general public. Anyone can join by pasting the following URL into their browser <https://cc.readytalk.com/partlogin/1o6o2frq6fzpu> and dialing 866-740-1260 for the audio portion. The access code is 2091783.

ReadyTalk delivers audio and web conferencing services that empower its users to conduct web seminars, hold training sessions, work remotely and grow their organizations through internet networking. Typical ReadyTalk webinars attract thousand of visitors on the internet, who can hear the host's presentation and interactively participate by asking questions and making comments.

Shegerian will share with participants how he has turned his organization into a genuinely sustainable business - from the electric fork lifts and recycled furniture in house, to the hybrid vehicles his sales team drives and general energy efficient practices his organizations applies. He will also discuss the topic he is the nation's leading expert on: electronic waste. What, after all, are companies and general citizens to do with the glut of unwanted cell phones, laptops, monitors and televisions that are now out of date? He will explain why it is urgently important to keep these devices out of landfills.

Webinar participants will come away knowing how to act more responsibly in general and will become better educated regarding the toxic after-effects of disposing of electronic waste into land-fills.

Emphasizing his motto that "Green is Good," Shegerian will show attendees just how simple and beneficial it can be to explore one's own "green DNA" and how environmentally friendly practices can be a benefit to the bottom line as well as to the planet.