

Electronic Recyclers International's John Shegerian Addresses Green Innovation Venture Capital Summit

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John S. Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), urged investors, businesses and individuals to get in touch with their “green DNA” by realizing the fiscal benefits of going green at the 2008 Green Innovation Venture Capital Summit at the Phoenician in Scottsdale this past weekend. The theme of the conference was to shed light on the tangible benefits of investing in the high growth areas of green technologies and environmentally-friendly enterprises, and Shegerian, whose ERI is the nation’s leading recycler of electronic waste, was asked to address the group on the subject of “The Economics of Going Green.”

Addressing a capacity audience of many of the nation’s premier investor community and business leaders, Shegerian described his motto that “green is good” by explaining to the crowd that “...first you have to make a profit in your choice of green business as you get to participate in the green revolution. Then you can make an environmental difference! But you cannot accomplish anything relevant – or realize financial success in this market – if you do not first create or invest in a sustainable company, focused on the bottom line.”

Shegerian and ERI were part of a panel also featuring Think Equity Partners, Perf Go Green and American River Ventures. The discussion was moderated by Philadelphia Board of Pensions.

The 2008 Green Innovation Venture Capital Summit, presented by Opal Financial Group, covered topics related to investing in green technologies and environmentally-friendly enterprises and catered to venture capitalists, portfolio management executives and Global 1000 company executives who are looking for green investment opportunities. Attendees learned about the emerging trends and challenges of green technologies while showcasing their own green portfolios and networking with other entrepreneurs and venture capitalists.

“It’s an honor and privilege to have been asked to speak at this important event before so many great business minds and investment leaders,” said Shegerian. “It’s very rewarding to find investors and corporate decision makers that are willing to take the time to share and learn about the tremendous promise of green industry while spreading the message of getting greener through simple and highly proactive measures. We tip our hats to The Opal Financial Group for taking a leadership role in helping us promote the concept that ‘Green is Good’ and that there are both fiscal and environmental benefits to be gained through sustainable business practices, such as the proper recycling of electronics.”