

Electronic Recyclers International CEO Addresses UCLA Extension's "Business of Green" Conference

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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" last Friday morning at the UCLA Extension's "The Business of Green: What's the Payoff?" program at the Westin Long Beach.

Addressing an audience of Southern California's elite executives from an array of industries, Shegerian, as part of a panel on green initiatives for emerging businesses, described the challenges, opportunities and profitability of capitalizing on sustainability practices. 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.

The UCLA Extension event, designed for business professionals seeking relevant information on sustainability, implementation techniques, and advice about green practices that work in today's business world, also featured other notable speakers such as actor and environmental crusader Ed Begley, Jr. and Long Beach Mayor Bob Foster.

"It's an honor and privilege to have been asked to speak at this very forward-thinking event before such an esteemed and influential audience of California businesspeople and entrepreneurs," said Shegerian. "This event provides a perfect opportunity to spread the message of environmental responsibility in business. We tip our hats to UCLA Extension for taking such a proactive role in helping us spread our message that 'Green is Good' and that there are both fiscal and environmental benefits to be gained by responsible business practices."