



Electronic Recyclers International CEO to Address Fresno State's Collegiate Entrepreneurs Organization

Thursday April 24

John S. Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), will be delivering the keynote presentation tomorrow night before a crowd of local business students and professionals at the Collegiate Entrepreneurs Organization (CEO) of Fresno State's eleventh annual Spring Banquet at the Ramada Inn in Fresno.

The Collegiate Entrepreneurs Organization at California State University Fresno is currently in its eleventh year and works to inform, supports and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. CEO Fresno works closely with the Lyles Center for Innovation and entrepreneurship to develop projects, networks, and enterprises that will help students become successful entrepreneurs.

The event organizers asked John Shegerian to be a keynote speaker for the night and share his insights regarding his many successful entrepreneurial ventures and his current industry-defining success with Electronic Recyclers International, headquartered here in Fresno.

Shegerian will speak to the business students and other attendees about socially beneficial businesses such as ERI. He also plans to stress the importance of companies realizing the importance of their "environmental DNA," as he describes ERI's electric forklifts, recycled furniture, energy efficient lighting and other environmentally and community 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 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 the CEO students coming to tomorrow's event, and hear of some of their own goals and plans to be social entrepreneurs, I see tremendous promise."