



## Electronic Recyclers International CEO Addresses Southeast Recycling Conference

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John Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), the nation's leading recycler of electronic waste, shared his thoughts on the promise of urban mining yesterday at the Southeast Recycling Conference & Trade Show (SERC) held at the Hilton Sandestin Beach Golf Resort & Spa in Destin, Florida.

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Shegerian described the importance of "mining" for metals, plastics, glass and "rare earth metals and magnets" in the ever deepening pool of unwanted consumer electronics. Playing double-duty at the event, Shegerian also served as the moderator for the panel discussion on electronic recycling.

During his presentation on urban mining, Shegerian fielded questions from the audience and also spoke of the long-range international importance of sustainability and properly recycling electronics and the role that ERI plays in climate change and the preservation of the planet's natural resources.

"It's an honor to have been asked to present on the very relevant and important topic of urban mining, while also moderating such a spirited discussion on electronic recycling," said Shegerian. "It is particularly rewarding to be communicating with the SERC — that is already so passionate about sustainability. ERI will be developing a presence here in the Southeast in the coming months and we are looking forward to working alongside many of those we spoke with here today. With urban mining and with electronic recycling in general, there is a tremendous amount we can accomplish together. We are merely in the top of the first inning, and there is much more to be done and explored."

The Southeast Recycling Conference & Trade Show (SERC) is a four-day event linking industry leaders and recycling officials, offering focused educational sessions, the latest recycling products, equipment and services and industry networking opportunities.

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