



## **Electronic Recyclers International CEO to Lead Canaccord Genuity Virtual Roundtable on Electronic Recycling**

September 8, 2011

John Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), the nation's leading recycler of electronic waste, will share his insights on the rapid evolution of the electronic recycling business model and discuss the tremendous promise of "urban mining" and the green color workforce next Tuesday as the lead speaker on a Canaccord Genuity Virtual Roundtable titled "The Evolving e-Cycling Business Model."

Interested parties are invited to call in by telephone to listen to the free session and gain valuable insights into the fast-growing electronic recycling industry. The discussion will center on the changing electronic recycling business model as recyclers expand their businesses beyond traditional collection/processing to include many different value-added services, such as secure data destruction, refurbishment, end-of-life IT asset management, etc. Drawing on his extensive industry knowledge, Shegerian will address why electronic recyclers are making this transition and how they are managing the new dynamics of this rapidly developing industry.

"It's a great honor to have been asked to lead this virtual roundtable discussion by Canaccord Genuity and to discuss the promise of electronic recycling and urban mining and how quickly our industry has changed and continues to change for the better," said Shegerian. "As more and more businesses are getting in touch with their green DNA, we believe our young industry will continue to have substantial impact in terms of fiscal growth and providing jobs to the fast growing green collar worker base. I'm excited to share some of our own experiences in this industry and what innovations we see as being the standards for the future of our business sector."

To listen in to this Canaccord Genuity Virtual Round Table, call in from any phone on Tuesday, September 13<sup>th</sup> at 11:00 am EDT to the appropriate number below and enter the confirmation code when prompted:

US Number: (866) 540-8241  
International: (706) 634-4840  
Confirmation Code: 94650463

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