



FAMILY BUSINESS
Ten award finalists shine in the Valley



JOHN SHEGERIAN
Chairman and CEO,
Electronic Recyclers
International

Betts Spring Company
tops the list of the
oldest family-owned
businesses

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FOCUS ON FAMILY BUSINESS



Betts Spring Company of Fresno is the winner of the 2010 California Family Business Award

PG 4

Nine finalists for the California Family Business Award were honored Jan. 21 by The Business Journal and the Institute for Family Business at California State University Fresno.

PGS 4-13



When completed in mid-2011, Parc Grove Commons II will include townhomes and other multi-family units.

AROUND TOWN



MARC LUTZ
Liz and Roger Sanchez

Tamales a family affair

If you crave tamales, then you'll feel right at home with a new restaurant coming to Fresno.

Casa de Tamales Traditional & Gourmet will open the first part of March in the Shaw Marketplace, serving traditionally made, fresh tamales in a variety of flavors and styles.

But why only tamales?

"It's a family tradition," said Liz Sanchez, co-owner of Casa de Tamales. "We're taking the tradition of what we do every year and we're doing it every day."

Sanchez, along with brother Roger, decided to take their grandmother's

Build begins Feb. 3 on 215-unit Parc Grove project

Marc Lutz - STAFF WRITER

The Housing Authorities of the City and County of Fresno are about to launch their most ambitious project to date, and it's possibly the most ambitious for the entire state.

On Feb. 3, the organization will break ground on the first phase of Parc Grove Commons II, a 215-unit low-income housing development in Fresno. It's a day that's taken nearly three years of planning to realize.

The site of the project - Parc Grove | 3

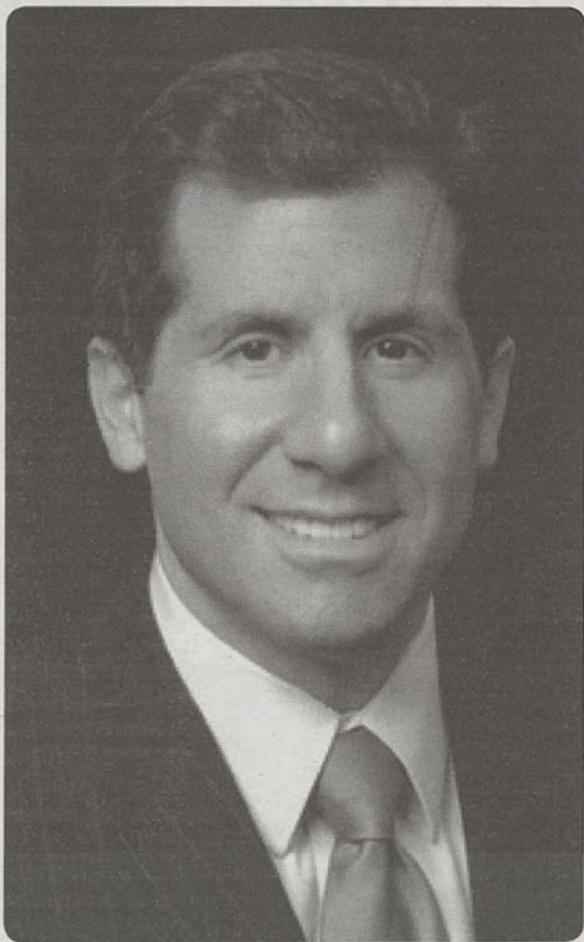


Funston Place, a low-income housing development, was demolished to make way for Parc Grove Commons II.



John S. Shegerian

Organization: Electronic Recyclers International
Title: Chairman/CEO/Co-Founder



What led you to your position with Electronic Recyclers International?

In 2004, my current partners asked me to assist them in restructuring a recycling company that was over \$2 million dollars in debt.

What were you doing prior to that?

Co-founder and chief marketing officer of www.financialaid.com, which we founded and scaled into the leading online student lender while we also democratized the process of student lending.

What is the greatest challenge to the electronic recycling industry today?

Educating political leaders, media and consumers that there is a massive and critical difference between the "real recycling" ERI does and the "shameful sham recycling" that many other recyclers engage in.

You recently partnered with Korean-company LS-Nikko to provide them with copper for smelting. How do you view the potential of this partnership?

The sky is truly the limit. We could not have dreamed of a better strategic partner. LS-Nikko has determined that our method of electronic recycling is really "urban mining," which represents the future of mining commodities in the U.S. We agree and believe that our partnership will facilitate our growth both in the U.S. and into the global marketplace.

What does it mean for ERI to receive California's Waste Reduction Award for four straight years?

Extraordinarily humbling. But the happiness lasts for a very short time at ERI. That is because we believe that ERI is the best brand in the electronic waste recycling industry. But we are continually striving to improve our company each and every day. Our entire laser beam focus is having the best people, leading technology (both offline and online) and the most remarkable service for our customers.

The one-of-a-kind shredder at your Fresno headquarters can process 10 to 12 million pounds of electronic waste a month. When will the machine be installed at the company's other facilities?

In Massachusetts this year, Indiana in 2011 and Dallas after that and we are currently in negotiations in Asia, Europe and the United Arab Emirates now.

Describe the growth of the ERI since it began?

Our growth has been very strong. We virtually pioneered the electronic waste industry as it did not exist as we know it today five years ago. In our first month of business we recycled about 10,000 pounds of electronic waste. Last month we recycled about 15 million pounds of electronic waste. The growth is now about to really happen as we scale the company in 2010 and 2011.

Where do you see the company in 10 years?

The largest electronic waste recycling company in the world.

ERI often hires individuals who are otherwise overlooked or underserved. What inspires this practice?

I was the co-Founder and creator of Homeboy Tortillas and Homeboy Industries in 1993 after the Los Angeles Riots. That became such a successful paradigm for economic and social change that I was forever a believer that whatever I did thereafter had to have a both a financial bottom line and social bottom line as well. At ERI we always say that we lead the nation in recycling electronics but we are even more proud that we also lead the nation in recycling lives. Our mission statement is painted over our front entrance: "Everyone can be great because everyone can serve." That was said by Dr. Martin Luther King Jr.

What kind of impact do you feel you've had through "Green Is Good," the weekly radio show that you co-host?

I am very grateful to Clear Channel Radio and Jeff Negrete for giving Mike Brady and myself this wonderful platform. We feel that if our show can inspire our listeners just to make small behavioral changes in their lives and live more sustainably, then lasting and relevant shifts for the betterment of our society will occur and therefore we will have succeeded at our show's mission.

What don't we know about electronic recycling that we should?

First of all that it is illegal to throw all electronics into a landfill because they contain hazardous materials that could contaminate our ground and water supply and overall environmental ecosystem. Second, it is critical to note that virtually all of the plastics, metals and glass that comprise all of our electronic gadgets and appliances can be commoditized and sent to qualified smelters around the world for reuse. Therefore all electronics should be and can be kept out of landfills and repurposed as new products and then everyone wins.

What was your first job and what did you learn from it?

Mucking racehorse stalls at the Meadowlands Racetrack in New Jersey. It is important to always remember that we are never above getting our hands and boots dirty in order to make an honest, rewarding and successful living.

Who has been your mentor and what did you learn from him/her?

My late dad John Shegerian and my father-in-law Ernie Bedrosian. Although they were very different people, they lived by many of the same rules. Love your family. Outwork the competition. Outsmart the competition. Sleep a few hours a day. Repeat.



What we do: Largest electronic recycling company in the United States

Education: New York University

Age: 47

Family: Tammy (wife), Cortney (daughter, 23) Tyler (son, 17)