



## Electronic Recyclers International CEO Addresses Phi Beta Lambda's Annual California Meeting

March 30, 2010

John S. Shegerian, Chairman and CEO of Electronic Recyclers International (ERI), the nation's leading recycler of electronics and e-waste, delivered the keynote address for the Phi Beta Lambda's annual State Business Leadership Conference at the Sheraton in Pasadena, California.

Speaking to a packed hall of business students from campuses ranging from UCLA and UC Berkeley to UC San Diego and Cal State Long Beach, Shegerian described the importance of sustainability in business and the tremendous opportunities emerging young entrepreneurs can seize when they recognize that "green is good."

Sharing his Twitter, Facebook and LinkedIn account information with the audience of future business leaders, Shegerian said he was contacted by dozens of audience members before the presentation was even over!

"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 and sustainability issues," said Shegerian. "It's so important that today's business leaders look toward future generations for a shared commitment to keeping our planet healthy. When I meet and address young adults such as this terrific assembly of Phi Beta Lambda members, and hear of some of their own goals and plans to be social entrepreneurs, I see tremendous promise."

Shegerian spoke to attendees about the importance of companies realizing the importance of their "environmental DNA," as he described his own company's electric forklifts, recycled furniture, energy efficient lighting and other environmentally friendly aspects of the company, including its cornerstone operations mission to be the top recycler of electronic waste in the world.

Phi Beta Lambda (PBL) is the collegiate division of the association, FBLA-PBL. Membership in this division reaches 10,000 nationwide and is open to all postsecondary students who have an interest in business. The FBLA-PBL Mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. The mission is brought to life through the application of the motto: *Service, Education, and Progress*.

For more information on recycling, please visit <http://1800recycling.com>.