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For Immediate Release

PEARL Conference to Focus on Disaster Recovery for the Electrical Reconditioning Industry
The Professional Electrical Apparatus Recyclers League (PEARL) annual conference will provide education, networking and disaster preparedness sessions for attendees

WHEAT RIDGE, COLORADO (January 24, 2017) – Registration is now open for the [Professional Electrical Apparatus Recyclers League's](#) (PEARL) annual conference, which will take place April 6th through April 9th at the Island Hotel in Newport Beach, California. The 20th annual Electrical Safety, Reliability and Sustainability Conference & Exhibition brings the electrical reconditioning industry together to network, to participate in workshops and training, and to hear from industry leaders. The conference is open to both PEARL members and non-members.

This year's conference will focus on disaster recovery, with an opening keynote from disaster preparedness expert Chloe Demrovsky, executive director of the Disaster Recovery Institute International (DRI). Her presentation, "Resilience is a Competitive Advantage: How to be a Reliable Supplier," will provide insight into how companies can demonstrate their resilience and prepare for new supply chain management concerns like cyber security threats, economic upheaval, terrorism or natural disasters. Demrovsky is a leading authority on this subject, is a regular commentator on Bloomberg TV, MSNBC and Fox, and has served as an expert source for *The Wall Street Journal*, *USA Today* and *The New York Times*.

"PEARL members are essential to the disaster recovery process, and often serve as first responders when an unforeseen event takes a facility offline," said Doug Powell, president of PEARL. "As industry leaders, it's important that PEARL provide both its members and the industry as a whole with the latest preparedness strategies to ensure they can offer a solution when disaster strikes."

The Electrical Safety, Reliability and Sustainability Conference will also provide preconference workshops including a technician certification course and a leadership course; technician certification exam testing and training; an awards program; and a tradeshow. Attendees can sit in on multiple sessions that will discuss industry trends and other topics.

As PEARL celebrates the 20th anniversary of its conference and of its inception as an association, the organization plans to unveil a new, redesigned brand at this year's conference. Attendees will get the first public look at PEARL's brand-new logo, website and mission. This modern brand and updated collateral precede many exciting announcements and developments for PEARL throughout 2017, as it continues to lead the industry in advancing safe reconditioning practices for electrical apparatus.

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Founded in 1997, the Professional Electrical Apparatus Recyclers League (PEARL) creates, collects, and disseminates information, policies, procedures, and standards to ensure the proper recycling and reuse

of electrical power equipment. Its 70+ corporate members must meet strict technical, safety, and operational requirements. PEARL is an ANSI Accredited Standards Developer.