



## Michael Fugler Speaks on Crowdfunding at FSX Conference, Marina del Rey

Marina del Rey, CA ([PRBuzz.com](http://PRBuzz.com)) May 4, 2012 -- Michael Fugler speaks on Crowdfunding at FSX Conference in Marina del Rey, California, April, 2012.

Michael Fugler, introduced as a Creative, Critical Thinker was Host, Moderator and Speaker on the JOBS Act and Crowdfunding at the FSX Spring Investment Banking Conference, Marina del Rey, California.

During his presentation Michael's recent publication, Crowdfunding, The JOBS Act & The Truth! The Mystery Revealed was handed out and Michael gave an overview of the new laws and the opportunities to possibly follow (see the full article at: [http://michaelfugler.com/Resources\\_Crowdfunding.html](http://michaelfugler.com/Resources_Crowdfunding.html))

Following Mr. Fugler also speaking were:

PLATFORM- Gene Massey, Chairman/CEO MediaShares  
ENTREPRENEUR- Howard Leonhardt, California Stock Exchange  
CAPITAL MARKETS- Alan Collier, Mid-Market Securities

The flow of the presentations touched on:

1. Crowdfunding and the JOBS Act are "hot topics" because the root of their existence is JOBS. Where do jobs come from? Small Business. What is Small Business? Small Business is the engine that drives America!
2. Let's take a look at the new law. It is called the JOBS Act
3. History is often important to put things in perspective so here is a breakdown
4. Our current capital formation process in America for Small Business is broken
5. Regulation D under the Securities Act of 1933 will permit General Solicitation and General Advertising
6. "IPO On Ramp" and "Emerging Growth Companies"
7. Crowdfunding
8. Regulation A
9. Fear is not justification to stop these new capital raising processes in their tracks
10. Finally thanks to Social Media, people are bannng together and finally politicians are forced to listen

Mr. Fugler is a global expert and speaker on Entrepreneurship. Delivering education, training, and demonstration workshops on how to go from an idea on a napkin to a stock exchange listing and all the steps in between. He has developed the Business Mastery System for Entrepreneurs, teaching how to find capital around the world. Whether seminars, webinars, panels, speaking engagements, or public appearances, Michael gives an overview of the vision and the knowledge which will give you a clearer understanding of how to develop your "Master Plan" using technology and social media in shaping your client acquisitions and relationships in this new economy and our changing world, ending with how to develop and present your "killer" client presentations that will move clients to action.

Mr. Fugler has been a licensed Attorney for 38 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 16 of those years being [FINRA](#) registered with Series 7, 24, 63, and 79 licenses and establishing offices and providing extensive consulting and guidance to institutional investors throughout Europe and the USA and now Asia.

Michael Fugler, "Critical, Creative Thinker," Investment Banker, Attorney at Law, [www.michaelfugler.com](http://www.michaelfugler.com)

Board of Directors, ASG Securities, Inc., "Rainmaker," [www.asgib.com](http://www.asgib.com)

Chairman, EURO Financial Network, Inc., "Global Networker," [www.eurofinancialnetwork.com](http://www.eurofinancialnetwork.com)

Immediate Past Deputy Chairman, Current Chairman Education Committee, European Life Settlement Association (ELSA), "Workhorse," "Head of Problem Solving," [www.elsa-sls.org](http://www.elsa-sls.org)

Head of Global Capital Markets, Welcome Life Financial Group, Global Expert in Longevity Markets, Life Settlements, [www.welcomelife.com](http://www.welcomelife.com)

Financial Services Exchange (FSX) [www.fsxone.com](http://www.fsxone.com)

FSX is the premier investment conference organization in the United States. Founded in 1983, they are a national organization comprised of independent FINRA broker/dealer firms. Through a series of regularly scheduled conferences, FSX brings these firms together with the purpose of sharing information and showcasing investment opportunities. The organization has hosted consecutive quarterly conferences for more than 25 years. FSX is one of the most reputable and established national alliances in the country for independent broker/dealers and their firms. FSX has a nationwide network of independent broker/dealers and sponsor organizations. Its member firms have a combined sales force of thousands of licensed professionals with clients who may want to invest in your company. To date, more than \$2.8 billion has been raised for presenting companies through the FSX network.

Howard J. Leonhardt is a serial entrepreneur. In 1986 he founded WorldMed originally as an export trading company helping small manufacturers of cardiovascular medical devices to reach international markets and later (1988) as a developer, manufacturer

and seller of original devices for treating heart and cardiovascular disease. Leonhardt has 17 U.S. patents for his inventions related to treating cardiovascular disease. He was primary inventor of the Taheri-Leonhardt or TALENT stent graft now sold by Medtronic Vascular that controls about 70% of the world market for repairing thoracic aortic aneurysms without surgery. He is the author of numerous articles in scientific journals on the subject of treating cardiovascular diseases.

He is an honorary Doctorate of Biomedical of Engineering from the University of Northern California, a honorary alumnus of the University of Florida, in addition to being a diploma graduate of the International Trade program of Anoka Technical College in Minneapolis, Minnesota where he also attended the University of Minnesota and Anoka Ramsey Community College.

Gene Massey has been influential in the popularity and implementation of crowd sourcing in the financial market for his company as well as others. He is the chairman and CEO of MediaShares. Gene Massey is considered almost a guru in the securities arena and his interviews and conference appearances articulate how he sees the optimistic future of crowd sourcing. He is the go-to-guy for internet and social media branding and expertise. Gene Massey has worked with Callaway Golf in the nineties and helped increase their annual revenue by 40 fold in a few years.

MediaShares is a company that assists other companies with crowd funding advertising and selling their own stock. This stock is often sold on the respective company website or through social media outlets such as Facebook. MediaShares is especially beneficial to companies that already have a heavy online presence. This online presence is utilized to sell shares directly to the online communities that they already have an influence over.

Crowdfunding is a great way to build capital and tap into ideas and opinions of the masses. It is cost effective and fiscally profitable for the companies, and provides a potential for unlimited ideas and investors. Gene Massey and MediaShares have been great pioneers and supporters of this newer type of investing and perspective sharing.

Candace Klein is the founder and CEO of two successful startup companies: Bad Girl Ventures and SoMoLend.

Bad Girl Ventures (bgv.bz) is a non-profit organization that focuses on educating and investing in woman-owned startup companies. In its first year of operations, BGV has received over 400 applicants, has educated over 250 businesses, has financed 26 women with \$700,000, and has created 156 jobs across Ohio. SoMoLend (somolend.com) is new technology platform that connects business borrowers seeking loans with lenders looking to make a return on investment. SoMoLend is now live and has partnered with KeyBank who has at least \$50 million to lend.

Candace has six years of lobbying experience, with the Northern Kentucky Chamber and United Way and four years of legal experience. Candace continues to practice as

an attorney with Ulmer & Berne LLP with a focus on corporate matters, business advocacy and government relations for startup companies and small business clients.

Steve Cinelli has been engaged in corporate finance, strategy, business development and financial technology throughout his career. Beginning with Bank of America, he served in its Technology Banking Group, later to become part of Security Pacific Bank's Merchant Banking Group focused on leveraged buyout financing, and initiated the Bank's mezzanine lending activities. He served as a principal at Knightsbridge Partners, a private equity firm. Before "crowdfunding" was became a term, Steve co-founded, in 1999, Off Road Capital, a private capital market for unregistered securities, enabling emerging growth companies to raise up to \$15 million of equity funding through a captive global market of 12,000 accredited investors. Serving on the board and overseeing the investment banking and international activities, he is recognized as the "inventor" on the patent filing of the market system, having designed the framework, protocols, and business model. Ten years later, Steve founded another market platform, PRIMARQ, which addresses the need to bring new equity capital into the housing finance system. Recognizing that the excessive use of mortgage debt is no longer a viable in financing residential real estate, PRIMARQ is a paradigm shift approach in a multi-trillion dollar market in the US and abroad.

Alan Collier has more than 20 years of experience in corporate finance. He specializes in the development and financing of early stage, high growth, and acquisitive companies (public and private). Mr. Collier provides his clientele with a variety of services, including mergers and acquisitions, equity and debt placement, capital restructuring, joint venture development, and channel partner procurement. Mr. Collier brings diverse experience across a wide array of industries, including aerospace, defense, information technology, healthcare, entertainment, transportation, manufacturing, and distribution.

Contact:

Contacts:

Michael Fugler

212.631.7770

[www.michaelfugler.com](http://www.michaelfugler.com)

[michael@eurofinancialnetwork.com](mailto:michael@eurofinancialnetwork.com)

FSX

Judy Ensweller, Executive Director

[www.fsxone.com](http://www.fsxone.com)

[judy@fsxone.com](mailto:judy@fsxone.com)