



Michael Fugler Appointed State Chairman Creative Marketing and Social Media Task Force, FSEA

Perdido Key, Florida / [PRBuzz](#) / June 2, 2011 - - Michael Fugler, State Vice Chairman of Publicity and Public Relations for the Florida State Elks Association, appointed Chairman, Creative Marketing and Social Media Task Force for the Florida State Elks Association.

Frank Hayes, newly elected President of the Florida State Elks Association, stated, "Our new marketing plan will be about selling. We need to start thinking about Elks membership as a business and run our membership campaign like a business. Our success will come from being more imaginative than the next guy. This requires thinking outside the box and we believe Michael is the guy to make it happen. He is very creative."

Mr. Fugler stated, "Whether you want to pay it forward or give back, the Elks are the local solution for charitable giving. Elks Care, Elks Share and we want our local communities to hear about us. The Florida Elks will use our new marketing plan to demonstrate that we are PROUD, VISIBLE, VOCAL AND LOCAL."

The Benevolent and Protective Order of Elks Mission statement: To inculcate the principles of Charity, Justice, Brotherly Love and Fidelity; to recognize a belief in God; to promote the welfare and enhance the happiness of its Members; to quicken the spirit of American patriotism; to cultivate good fellowship; to perpetuate itself as a fraternal organization, and to provide for its government, the Benevolent and Protective Order of Elks of the United States of America will serve the people and communities through benevolent programs, demonstrating that Elks Care and Elks Share.

The Elks National Foundation, established in 1928, has distributed over \$3 billion in cash, goods and services to the nations youth, its veterans, the disadvantaged and handicapped and in support of patriotic and civic programs. The Elks National Foundation mission is "helping Elks build stronger communities." We do this by providing tomorrow's leaders, our youth, with a healthy beginning, by providing more scholarships than any organization besides the U.S. Government.

The Florida State Elks support its two charities, the Florida Elks Youth Camp and the Florida Children's Therapy Services. The Florida Elks Youth Camp is located on 385 acres of rolling hills, forests, lakes and open space in Marion County, Florida. The camp has a ratio of one counselor and one counselor in training for every seven

campers and is accredited by The American Camping Association as a safe camping environment for children.

The Florida Elks Children Therapy Services provides physical therapy and occupational therapy to Florida children with 20 mobile units consisting of both Physical and Occupation Therapists. They treat children all over the state of Florida who do not have easy access to therapy as a result of financial consideration without regard to the ability to pay for such services.

Michael Fugler www.michaelfugler.com

Florida State Elks Association, State Chairman, Creative Marketing and Social Media Task Force 2011/2012; State Vice Chairman, Publicity & Public Relations 2011/2012, 2010/2011; North District Co-Chairman Publicity & Public Relations 2010/2011

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.

Mr. Fugler has been a member of the Tallahassee Elks Lodge #937 since 2006 where he has been extremely active behind the scenes supporting Lodge leadership and Lodge Committees and has spent a tremendous amount of time consulting with and advising members of the Lodge and volunteering at the Lodge, District and State levels.

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