



Michael Fugler Moderates and Participates in NIBA Panel, Atlanta, GA

Atlanta, GA, / [PRBuzz](#) / June 21, 2011 - - Michael Fugler moderates and participates in a Panel featuring Steve Gross, Founding Organizer, HLB Gross Collins, PC and Doug Busk, Mobile Brand Strategy-Global Connections, The Coca Cola Company. The panel will discuss "Game Changers: Winning Market Strategies for Today's Mobile & Digital World."

Mr. Fugler stated "Doug has 10 years leadership experience in the mobile space, ranging from interactive television to mobile grassroots strategy and brought a diverse background to his current role leading Mobile Brand Strategy for the Global Connections marketing team at The Coca-Cola Company. Steve is a founding organizer of HLB Gross Collins, P.C., he was Regional Managing Partner, National Director of Business Consulting and a member of the Executive Committee of the national accounting firm. He has consulted, audited or assisted in exit events with hundreds of companies throughout the United States and Western Europe. He has assisted management teams in growing, governing and merging or selling multiple companies to a variety of major international groups."

Mr. Fugler further stated, "Even though the mobile space is still in its early days, it appears that early adopters are paving the way for greater adoption of services and behavior that, until recently, have been the focus of desktops. As the pace of adoption quickens globally, businesses have to be invested in the channel and move beyond the planning stages to start executing and learn how users are interacting with the mobile channel. This panel will be a catalyst for new thinking by our members."

Michael Fugler www.michaelfugler.com

Two term past Chairman and three term past Secretary of NIBA www.nibanet.org

Chairman, EURO Financial Network, Inc. www.eurofinancialnetwork.com

Head of Global Capital Markets, Welcome Life Financial Group www.welcomelife.com

Deputy Chairman 2011, Past Secretary 2010, European Life Settlement Association (ELSA) www.elsa-sls.org

Mr. Fugler currently serves on the Board of ASG Securities and as Head of Global Capital Markets for Welcome Life Financial Group where he manages the strategic vision and direction for building Welcome Life Financial Group as the global expert in longevity markets, offering institutional clients trading, product development, capital raising and independent objective advice.

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 years being FINRA (www.finra.org) 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.

National Investment Banking Association (NIBA) www.nibanet.org

NIBA is the only national not-for-profit trade association of regional and independent brokerages, investment banking firms, institutional investors and related capital market service providers. Since its inception, NIBA member firms have successfully completed nearly 1000 equity offerings totaling approximately \$10 billion in new capital for America's finest emerging growth companies. The member firms of NIBA represent over 8000 registered representatives with an estimated \$76 billion in assets under management, and are responsible for 90% of all Initial Public Offerings under \$20 million. For more information, please visit www.nibanet.org. You can also follow NIBA updates on Twitter @NIBAnet.

Stephen R. Gross, CPA, CVA, CFE

Steve Gross is a founding organizer of HLB Gross Collins, P.C. He was Regional Managing Partner, National Director of Business Consulting and a member of the Executive Committee of the national accounting firm. Steve, a native of Atlanta, graduate from Duke University with a major in management sciences and attended Georgia State University graduate school majoring in accounting.

Steve has taught strategic business planning, executive development, real estate finance, tax planning, corporate finance and financial controls to CPAs throughout Georgia and was a national speaker and trainer on these subjects for the national firm and a national contract training firm.

Doug Busk, Mobile Brand Strategy - Global Connections, The Coca-Cola Company

With over 10 years leadership experience in the mobile space, ranging from interactive television to mobile grassroots strategy, Doug Busk brings a diverse background to his current role leading Mobile Brand Strategy for the Global Connections marketing team at The Coca-Cola Company. Over the 2008 presidential election cycle, Doug served as the outside volunteer advisor to the landmark mobile efforts of the Obama campaign. Previously, Doug held business development and product marketing executive roles with Atlanta-based Whoop, Amdocs and SinglePoint. Prior to that, Doug led product management and development for the Verizon Wireless SMS portfolio, where he was instrumental in coordinating the first cross-carrier non-profit fundraising project via mobile giving benefitting the Red Cross Hurricane Katrina relief efforts. From 2001-2003, Doug drove product development and strategy for third-party revenue at AT&T Mobility (then Cingular). An active participant in industry organizations, Doug has

held multiple Board and Committee leadership positions with the Mobile Marketing Association, .MOBI, and CTIA/WIC.

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia. Globally, the number one provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.7 billion servings a day. With an enduring commitment to building sustainable communities, the Coca-Cola Company is focused on initiatives that reduce environmental footprint, support active, healthy living, create a safe, inclusive work environment and enhance the economic development of the communities where it operates. For more information about Coca-Cola, please visit www.thecoca-colacompany.com.

Contact:

Michael Fugler

www.michaelfugler.com

EURO Financial Network, Inc.

www.eurofinancialnetwork.com

212.631.7770

michael@eurofinancialnetwork.com

NIBA

Emily Foshee, Executive Director

706-208-9620

www.nibanet.org

emily@nibanet.org

Twitter: @NIBAnet

HLB Gross Collins, P.C.

770-433-1711

partners@perduepartners.com