



## Michael Fugler Speaks on Technology Shakes Up Financial Services at REISA, Las Vegas

Las Vegas, NV ([PRBuzz.com](http://PRBuzz.com)) October 31, 2012 -- Michael Fugler speaks on how technology shakes up financial services at Real Estate Investment Securities Association's (REISA) Annual Conference in Las Vegas, Nevada.

### Technology Shakes Up Financial Services

Speaker and Moderator:

Michael Fugler, Chairman, EURO Financial Network, Inc.

"Critical, Creative Thinker," Investment Banker, Attorney at Law

Amy Mcilwain, Financial Social Media,

Entrepreneur, author, speaker and worldwide connector

Trey Dowdy, Director of Business Development

401(k) Rekon & Rekon Intelligence

Steve Biermann, President

Advisor Studios, a division of NorthStar Financial Services Group, LLC

In discussing the presentation by the speakers Mr. Fugler stated, "REISA is embracing financial social media and pushing the education of technology at its conferences and I am proud to lead the charge on educating attendees on technology. Our focus is to teach attendees how to become social media pros. We start with the basics: how to manage and market your social media accounts and websites (e.g., LinkedIn, Facebook, Twitter, YouTube) while remaining in compliance with new guidelines and regulations. Then we move to mobile marketing and applications and on to the specifics of the proper systems and knowledge for peace of mind to confidently embrace the incredible upside of social media while mitigating risk. The speakers are driven to highlight interesting, new and innovative systems, practices, vendors, products and services that transform the relationship between firm and client."

Michael Fugler, Chairman, EURO Financial Network, Inc.

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 40 years developing an expertise in international law and finance, international investment and merchant banking. He has also been an Investment Banker for the past 17 of those years being [FINRA](#) registered with Series 7, 24, 63, 79 and 99 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, [michaelfugler.com](http://michaelfugler.com)

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

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

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

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

Real Estate Investment Securities Association (REISA), Head of "Creative Thinking" and member REISA Conference Planning Committee [reisa.org](http://reisa.org)

Advisory Board, Financial Services Exchange (FSX), Genius Panel Creator, [fsxone.com](http://fsxone.com)

Chairman Advisory Committee to the Board and Chairman, Past Chairmen's Committee, "Chief Strategist," National Investment Banking Association (NIBA) [nibanet.org](http://nibanet.org)

Amy McIlwain

Entrepreneur, author, speaker and worldwide connector

Amy McIlwain is recognized internationally for radical new ways of thinking about Social Media. Amy launched Financial Social Media in 2010, which specifically addresses the compliance issues surrounding social media and the financial industry. With her unique background in both online marketing and financial services, she knows which media vehicles work and the marketing language needed to deliver results. Amy continues to teach others about the power of Social Media marketing and has conducted many live trainings and webinars for thousands of people worldwide. Additionally, her content has been featured in several top financial industry publications, programs, blogs, and websites, including the Wall Street Journal, NBC, ABC and Fox. She also recently published her first book, The Social Advisor.

Trey Dowdy, Director of Business Development, 401(k) Rekon & Rekon Intelligence  
Trey Dowdy has been in the financial services industry for over 16 years. He is the Director of Business Development with 401(k) Rekon & Rekon Intelligence and serves as the Western symposium moderator, securing symposium sponsorships and marketing to potential partners. He hosts the Rekon events West of Chicago and speaks at regional and national conferences.

Steve Biermann, President, Advisor Studios

Steve Biermann is President of Advisor Studios, a division of NorthStar Financial Services Group, LLC. NorthStar is a holding company for several subsidiaries that manage and service more than \$80 billion in financial assets for thousands of investment advisors.

Mr. Biermann is well versed in all phases of marketing, public relations, social media, advertising and sales. He has successfully integrated technology tools into business operations to streamline and enhance communications. He joined NorthStar in January 2010 with responsibilities for the strategic conceptualization, tactical implementation, and comprehensive return-on-investment evaluation of all marketing activities. In 2011 he was tapped to lead Advisor Studios, and bring NorthStar's expertise in hypermedia to advisors across the country.

Real Estate Investment Securities Association (REISA), [reisa.org](http://reisa.org)

The Real Estate Investment Securities Association (REISA) is a national trade association serving professionals who offer and distribute all forms of real estate investment securities. Established in 2003, REISA promotes the highest ethical standards to its members as well as provides education and information to the entire real estate securities community.

REISA members include: registered representatives, registered investment advisors (RIAs), broker-dealers, sponsors, qualified intermediaries, lenders, attorneys, CPAs, mortgage brokers, consultants and other affiliated professionals.

Contact:

Michael Fugler  
EURO Financial Network, Inc.  
212.631.7770  
[michaelfugler.com](http://michaelfugler.com)  
[michael@eurofinancialnetwork.com](mailto:michael@eurofinancialnetwork.com)

Real Estate Investment Securities Association  
317-663-4180  
[reisa.org](http://reisa.org)  
[reisa@reisa.org](mailto:reisa@reisa.org)