



Michael Fugler Speaks on Social Media at Florida State Elks Association Midyear Convention

St. Petersburg, Florida, / PRBuzz.com / November 17, 2011 - - Michael Fugler, State Chairman Creative Marketing and Social Media Task Force and State Vice Chairman of Publicity and Public Relations for the Florida State Elks Association (FSEA), speaks to the FSEA at its Midyear Convention in St. Petersburg, Florida, on Social Media.

Hilton St. Petersburg
November 2011
Building Your Brand
Publicity & Public Relations and Marketing Seminar
By: Michael Fugler

Russ Sens, State Chairman Publicity & Public Relations, stated, "Michael is full of creative energy and critical thinking, which comes at a good time for the Elks because we are looking for creative thinking to expand our membership and increase revenue."

Mr. Fugler stated, "The Elks are a Brand. They have been doing good things for their neighbors for decades but no one knows about it, so the creative, out-of-the-box thinking that we are delivering is intended to put the Florida State Elks Association on the map. There is an Elks Lodge in 105 local communities in the state of Florida, that is just about everywhere, so now we are going to take this grass roots organization and drive its membership and revenue and let each of their local communities know that when it comes to charitable giving the Elks are the LOCAL solution. Elks Care, Elks Share - whether paying it forward or giving back. Elks are the new Local Solution!"

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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