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MAGAZINE

Hall of Fame

OUR 2008 HALL OF FAMERS—
NOMINATED BY OUR EDITORIAL
ADVISORY BOARD—WALK THE
WALK AND SHARE THEIR INSIGHTS
ON THE STATE OF THE INDUSTRY
AND HOW THEY GOT WHERE THEY
ARE TODAY.

BY LAUREN K. HURLEY

PHOTOS BY KENDALL KARMANIAN



Kimberly LaBounty Best Meeting Professional

President, Apex Management & Special Events Inc.

●●● Don't mess with Kim LaBounty. Most people wouldn't expect it, but boxing is one of her favorite hobbies. So when she needs to relieve the stress of running her own business, she hits the boxing bag for a little high-impact cardio. It takes a tough constitution to power through the daily responsibilities of being a business owner and starting Apex almost seven years ago was no easy decision.

LaBounty started Apex on a part-time basis with no clients and a non-compete. Since then, Apex has built an impressive roster of clients, specializing in organization management, marketing development and event planning. "There was once a sense of 'if you build it, they will come,' but that's no longer valid," says LaBounty. "You need to prove to them that they should come. There is such competition for time and dollars." Another strategy to her success: Seeing a client's bigger picture. "You have to understand what the organization is trying to accomplish. Then [you can] show how you can provide value and be a part of that team to make what you're doing just as valuable as every other aspect of the organization." **LD**

LaBounty and the Apex team have professionally managed nonprofit and association meetings and events for 8 to 4500 people throughout the United States. We listen to your ideas, challenges and past successes. Then we get to work creating and executing compelling, effective meetings and events. Apex delivers the "wow factor" that keeps your attendees talking, texting and twittering

for months. We stay in touch with you during all phases of the process but don't disrupt your ability to focus on your day job! We understand your meetings and events directly reflect your company's mission, image and objectives. Our specialty is small to mid-size special events and meetings. Our strengths are professionalism, marketing expertise and a creative, big-picture perspective.



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& SPECIAL EVENTS

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