



## FOR IMMEDIATE RELEASE

### Apex® HCM Announces Preferred Member Sponsorship Level at the 2018 PASBA Spring Marketing Conference

**Roswell, GA. (May 8, 2018)** – Apex HCM, a leader in payroll and human capital management, proudly announces their participation as a Preferred Vendor sponsor of the PASBA Marketing Conference hosted by the Professional Association of Small Business Accounts (PASBA) May 7 – 10, 2018. The PASBA is a leading trade association whose members are primarily Certified Public Accountants, Public Accountants, and Enrolled Agents who provide accounting services to small businesses throughout the United States.

This year's Annual Conference takes place at the Trump International Beach Resort, In Sunny Isles, Florida. PASBA holds two annual conferences every year offering members a way to stay up-to-date on best practices, rapidly changing regulations, and industry trends. PASBA has a proven track record of connecting small business owners with talented, trusted accounting and tax professionals, in addition to providing competitive payroll and HR solutions for today's market place. Apex HCM is honored to be among these solutions.

Marty Hamby, Apex President, and colleagues, will present the latest research about payroll service growth. Hamby commented, *"Our presentation centers around the data highlighted in our recently published white papers and research briefs. Specifically, we'll present a formula for growing a payroll business."* Apex regularly publishes research briefs, white papers, case studies and a weekly blog. The topics largely revolve around issues related to accountants operating and growing payroll service businesses. In addition, Apex sponsors an industry leadership council composed largely of accountants and CPAs who operate successful payroll businesses.

#### **About Apex® HCM:**

Apex HCM is a market leader in licensing cloud-based payroll, benefits and HR technology. Over 300 payroll service firms nationally use Apex's technology as the core of their business foundation. Our highly customizable and comprehensive suite of products and services include payroll & tax, time & attendance, benefits enrollment, ACA, human resources, mobile apps, reports & analytics, employee onboarding, applicant tracking, and other business management tools normally reserved for large enterprises. Apex HCM's cutting-edge cloud-based software allows its customers to effectively compete feature-for-feature with larger established firms while dramatically improving their workforce productivity

#### **For information contact:**

For more information, please visit <https://apexhcm.com> or call 877-750-APEX (2739).

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