

Fogler catering to desire for unique experiences

By **Charlie Vick**

Neighbor Newspapers Staff Writer

William Fogler is the man behind many extravagant events.

As the head of WM Events, and before as a decorator at Event Design Group, Fogler built a reputation as a man who can come through in a pinch and under budget. From sprawling corporate launches to private social gatherings, he's been in charge, responsible for everything from contracting the right vendors for food or entertainment to fixing a bride's broken shoe strap. He's worked people in suits, wedding gowns, and young adults in MTV's "Super Sweet 16."

Winning two ICON awards last spring, for his work, Fogler has been in catering for 15 years, and in Atlanta for two. The Midtown resident relocated from Denver, though he continued to fly there for work. In August his Denver-based company opened a branch in Atlanta.

"My goal is to take my client's concept and make it happen in the most extraordinary way. I do that by pulling in a variety of resources; I don't put the flowers together, but I match a client with those who do," Fogler said.

The main task is showing people who attend something they've never seen before, something memorable.

"Oftentimes people get in a rut of going to a lot of parties," he said, "and I want to give

them something different and exciting."

Fogler and WM Events tackle a wide range of events, with big differences in their goals and orientation. The 37-year-old said corporate events tend to be more about logistics than an emotional experience.

These gatherings have a mission behind them, be it encouraging thought or welcoming potential new partners. Social events like birthday par-

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ties and weddings are vested from an emotional standpoint, and typically convey something about the clients to all their guests.

"During the planning I find myself playing a number of roles, from planner to financial advisor to therapist," Fogler said.

But his job has only begun when the planning ends and

the event begins. Being everywhere at once is hard enough, and being in charge of it all only adds to the difficulty. But somehow Fogler pulls it off.

The job is strenuous, but not without its perks.

"I have the luxury of sleeping in, and I get to start work two hours later because many of my clients are still in Colorado. Of course," Fogler said, "I do have to work two hours later, for those clients."

Regardless, he finds it rewarding.

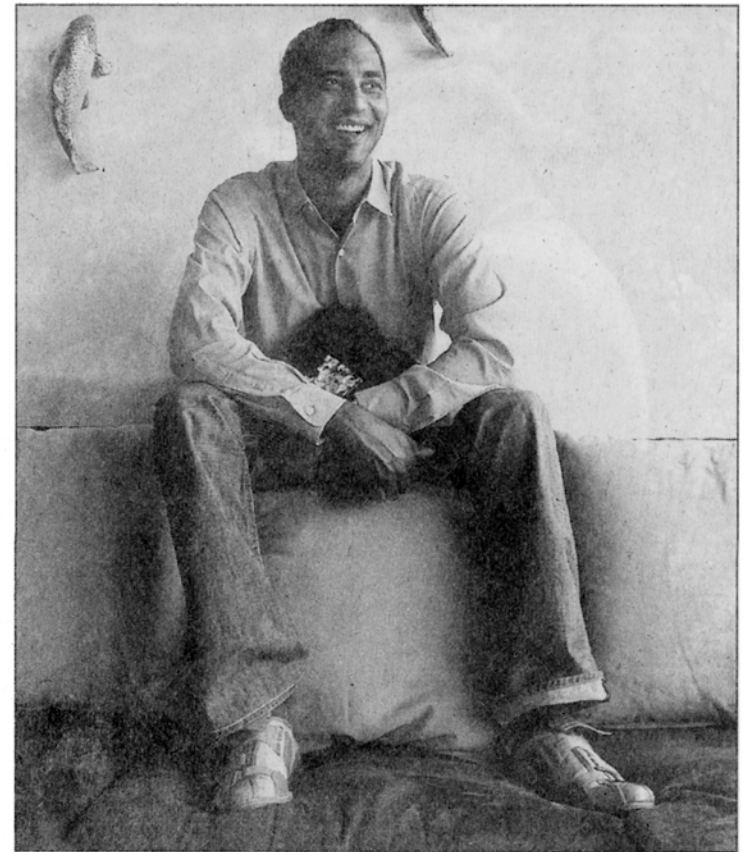
"What's most gratifying is having a really happy client saying, 'You really helped us create something we're proud of,'" Fogler said.

One such client was Darleen Pope, whose daughter's wedding was supervised by Fogler.

Her daughter, Michelle Pope, and the groom, Matthew Fuhman, already had a large wedding planned. But everything wasn't moving smoothly.

"We didn't have the organization," Darleen Pope said, "but he knew exactly what to do to make this become truly memorable. I truly believe that he helped make this the best wedding imaginable."

"He went above and beyond



Muzel Chen/Staff

Event organizer William Fogler with his portfolio in hand at his residence in Atlanta last week.

what he needed to do. He fixed one of Michelle's shoes when it broke, which I don't believe was in his job description."

The ICON awards, given by Colorado Expressions magazine, have served as a reward for Fogler's efforts. These two awards are a little more special for Fogler, as he earned them through his own company.

At one theme wedding

reception, he advised his clients to buy hats and accessories for the guests. The clients balked, but eventually took his advice.

"When you see the father of the groom wearing a pink boa and sunglasses and he's having the time of his life," he said, "that is better than any award."

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