



World Affairs Councils of America

April 17, 2025

Re: Lindy Long, Director, Global Accounts, HelmsBriscoe

To Whom It May Concern:

It is a sincere privilege for me to commend the services of Lindy Long, director of global accounts for HelmsBriscoe. In my dozen years working in association management, Lindy stands out as one of the most helpful, positive, responsive, and determined professionals I have had the chance to work with.

Lindy has supported the national office of the World Affairs Councils of America (WACA) in hotel and meeting venue selection and troubleshooting, vendor sourcing, and meeting strategy since 2016. I first interacted with Lindy in preparation for a small WACA national meeting in 2019 in Kansas City where Lindy supported the selection of a hotel room block and I led the organizing WACA affiliate. Lindy was thorough, prompt, and helpful throughout the process, and all attendees were pleased with the results. But it is in larger and more complex meetings and needs that Lindy truly shines.

Since I joined the WACA national office two years ago, Lindy has actively supported seven different national meetings for 50 to 200 people in Washington, DC, and has helped us proactively source and contract for several others in the future. She has conducted each venue search with professionalism and candor as we looked for creative solutions in a difficult market. She has been unfailingly available for questions and concerns and flags issues as soon as they arise, always with a solution and a backup plan in her pocket. During meetings, Lindy checks in regularly and drops whatever she is doing to resolve time-critical issues from the very large to the granular, and she is eager to receive feedback. In an industry that is constantly changing and a line of work that is often chaotic, Lindy is unflappable and a bastion of calm, even in the tensest moments.

I can't adequately express my thanks for the way that Lindy is especially present in the most challenging moments – when no options appear available, when a property decides to renovate and moves your meeting after the contract is signed, when a property threatens to cancel a multiday conference already in progress. In each of these moments, and in so many others, Lindy knows how to show up, roll up her sleeves, be firm when necessary, and do the work. Her client's goals and her client's success drive her, always to our great benefit.

If Lindy has any shortcoming, it is that she doesn't believe she has done enough for her clients, even when she has exceeded any measure of what could be expected. WACA offers superior meetings because of Lindy, and we look forward to many productive years ahead. I recommend her without reservation.

Sincerely,

Matthew Hughes
President & CEO

90 Local Councils. One National Network.

1000 Vermont Ave. NW Suite 900, Washington, DC, 20005
worldaffairscouncils.org
202.833.4557



April 10, 2025

To Whom it May Concern:

I am writing to provide the most enthusiastic recommendation possible for Lindy Long. I have worked with Lindy for eight years and have sourced venues from as large as 1300 people to as small as 50. No matter the size or scope, Lindy puts 110% into every search and remains a true partner well after the contract is signed.

Lindy is available at every stage of the process well beyond what I would expect. I have called Lindy at 11pm on a Sunday night with an emergency (more than once) and she jumps into action. She keeps me on top of contract deadlines and takes the lead in dealing with the venue when something goes wrong—taking a tremendous amount of work off of my plate.

Working with Lindy is truly the best thing to happen to my work as a Conference planner. She is a delight to work with and the hardest working, most committed professional. I would be very happy to share more or answer any questions.

All my best,

Rachel

Rachel Hochheiser Schwartz

Associate Vice President, Conferences and Events, Hillel International

P: 202.449.6586 **E:** rhochheiser@hillel.org



Kelsey Baver
Executive Assistant
The Cellular Connection
610.739.7816

April, 3rd 2025

To Whom It May Concern,

I am pleased to provide this letter of recommendation for Lindy Long, who has been an invaluable asset to me and my company in sourcing hotels for large corporate events. I have had the pleasure of working with Lindy for the past year in my role as an Executive Assistant at The Cellular Connection, and I can say without reservation that she is an exceptional professional who consistently goes above and beyond to meet our needs.

Lindy is a Meeting Site Selection Director at HelmsBriscoe, and her expertise in hotel site selection and contract negotiation is second to none. She is highly organized, incredibly thorough, and has a patient, sweet demeanor that makes her a joy to work with. Whether I need assistance with complex hotel agreements or have specific requests for room rates, discounts, or concessions, Lindy is always there to advocate on our behalf. Her communication is clear, prompt, and always focused on ensuring that we get the best possible deals.

One of Lindy's standout qualities is her availability. In my experience, there is rarely a time when I can't reach her when I need her most. She has been instrumental in helping me secure hotel contracts for multiple events, including our upcoming Regional Sales Summits, which will take place in five major U.S. cities from June to October. With her support, we've been able to move forward smoothly, with no details overlooked. She checks in regularly to see if I need any additional assistance and proactively works to resolve any questions or issues with the hotels.

Beyond her excellent organizational skills, Lindy takes the time to explain every line of a hotel contract in detail, ensuring that I am confident and comfortable with each agreement we make. Her knowledge of the industry and her commitment to helping her clients succeed are evident in everything she does.

I highly recommend Lindy Long to anyone seeking a skilled, reliable, and dedicated hotel site selection specialist. She has proven to be a trusted partner for us, and I am confident that she will bring the same level of excellence to any future clients she serves.

Please feel free to contact me if you would like further information about my experience working with Lindy.

Sincerely,

Kelsey L Baver

Kelsey Baver
Executive Assistant
The Cellular Connection

To Whom it May Concern:

I have had the pleasure of working with Lindy Long for the past seven years as both a sourcing, and thought partner, for venues for my organization's events. Lindy has helped me to source dozens of properties during this time, ranging in size from small, forty-person room blocks to large 1000+ attendee gatherings in need of sleeping rooms, food and beverage, and meeting space. Along with varying sizes, she has also helped to source different types of venues, whether I am requesting a standard hotel and conference center, or a lakeside campground, Lindy has helped find them all.

Working as a meeting professional means that I receive many strange requests from our programming team. Lindy works with me on all our crazy requests or questions, and advocates for us with properties on things that may seem inconsequential but are important to our staff and participants. She has taken time to meet with members of our C-Suite to talk through different aspects of a contract, explain the terms, and provide guidance when they are looking for reassurance.

Aside from sourcing, Lindy has also been a strong advocate for us if we run into issues. There was one time when I needed to reach a hotel General Manager at 11pm on a weekend and could not get in touch with them. Lindy answered both my frantic texts and phone call, and within less than ten minutes had gotten back to me with follow-up contact information. When the COVID pandemic first hit in 2020, she worked with us to ensure minimal financial impact by negotiating with properties to either be fully released from contracts, or for significantly reduced revenue guarantees for future events.

While not an employee of our organization, Lindy is an integral part of our conference and meeting planning process. Myself, and my team, would not be able to continually provide a high standard of service, or execute at an elevated level, without her support. Our annual conferences are successful, growing, and possible due to the groundwork that she does for us, whether she has a three-year head start, or six months.

I strongly, and enthusiastically, recommend Lindy, she is truly one of a kind. Please feel free to reach out if you have further questions.

Meghan Crawford

Director, Meetings and Events

mcrawford@hillel.org, 202-449-6578

Associate Testimonial:

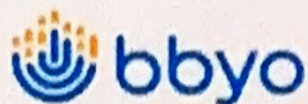
Lindy is great to work with, she has seen our contract through to the end, originally signed in 2019/2020 and fulfilled in 2022. She helped us update our contract with the hotel multiple times, always looking out for our best interest. Lindy is fast to respond and always follows through on all requests. She knows all about current conference trends and keeps me updated. I am so happy I have her by my side, I can't wait to work with her again! She makes conference planning 10x easier for me and I appreciate it 100%!

Natalie Swiencki, Corporate Communications & CRM Manager

HelmsBriscoe Testimonial:

HelmsBriscoe has supported AllianceChicago in contracting with hotels for over 5 years. Prior to working with HelmsBriscoe, we would spend 50+ hours sourcing and contracting with hotels. Working with HelmsBriscoe, saves us time and money. They work on our behalf to get us the best pricing and terms to meet our needs. We will always use HelmsBriscoe when contracting with hotels!

AllianceChicago



Ian Solow-Niederman
300 S Dahlia St
Denver, CO 80246
August 2, 2019

To Whom It May Concern:

Working with Lindy, Andrea, and the Helms-Briscoe team has been fantastic. They have consistently gotten us great value in booking events and are generally wonderful to work with.

You never think that something will go wrong in running a conference, but it happens. When we had a recent issue, Lindy was our number one advocate. She worked tirelessly to make the situation right and helped me remain calm and confident in the process. Having her on my team is priceless.

Lindy's relationships across the industry are unparalleled and give us plenty of options for conferences. She truly works on our side and helps with all stages of the process. She knows our organization well enough to think about the little details that make events special. She lays out processes on our timeline and fixes problems before they even arise. Lindy is truly exemplary to work with.

I greatly value what Helms-Briscoe brings to my work and I encourage you to work with them as well. Being part of their family has been fantastic for our organization.

All my best,

A handwritten signature in black ink, appearing to read "ISN", written over a horizontal line.

Ian Solow-Niederman

Regional Director | BBYO Rocky Mountain Region
303.316.6385 | isolowniederman@bbyo.org

February 19, 2016

HelmsBriscoe Global Headquarters
20875 N. 90th Place
Scottsdale, AZ 85255

To Whom It May Concern,

One of the best partnerships Georgia PTA has entered into is with HelmsBriscoe and Lindy Long. Georgia PTA is an all-volunteer organization with board members throughout the state; we are constantly juggling and coordinating busy schedules. Lindy handles our craziness with an ease and a grace that is rare to find these days.

Recently, we had a Board of Directors meeting that occurred during an “icy” weekend. We were adding rooms, canceling rooms and changing roommates up until 10:00 p.m. Lindy responded to every crisis we threw her way, diligently working with the Hilton until everyone was safely situated. Not having the added stress of working directly with the hotel was a big relief.

When Lindy works her “magic” everything seems effortlessly to fall into place. She answers emails and phone calls promptly. Working with Lindy is a true pleasure.

Lisa-Marie Haygood



Georgia PTA President 2015-2017



Lindy,

I always have time for you😊

Very easy to work with

Follows through on what she says (Dependable)

Great personality

Great with her clients.

Honest!

Should I go on? ;)

Sincerely,

Monica Conroy | Conference Sales Manager

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TEMPLE AHAVAT SHALOM

Gary Klein
Rabbi

Deborah Jacobson
Cantor

Albert Waksman
President

To Whom It May Concern:

HelmsBriscoe has an exceptional reputation for creating successful events on any scale, and for us, Lindy Long always earns high marks for what she consistently pulls together for us.

Our company excursions are not large-scale by any means, but every step is always treated as if we were the largest client on the calendar. Lindy is always available when needed, detail-oriented, extremely thorough, and a pleasure to work with.

We look forward to working together for many years to come.

Sincerely,



Gayle Maller

Judaic School Principal
Temple Ahavat Shalom
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Palm Harbor, FL 34683
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The Osteogenesis Imperfecta
Foundation, Inc., is a 501(c)3
non-profit organization.



March 14, 2016

To Whom It May Concern:

We were recently introduced to Lindy Long through a long-time volunteer and supporter of our foundation. Until meeting Lindy, we had always scouted and booked our meeting venues on our own—and we have been very successful securing what we needed. We were a little skeptical about changing our process but Lindy was very patient with us and provided us with such comprehensive information and feedback that we felt comfortable trying something new.

Lindy was an absolute pleasure to work with and listened to all of our concerns and responded with confidence and without pressure. She saved our office countless hours of staff time researching potential meeting venues and cities. Lindy took the time to really understand our group and special needs and was a true advocate for us while negotiating with potential properties.

We are very happy with the meeting property Lindy found for our upcoming 2018 National Conference!

Sincerely,

Erika Carter
Director of Communications & Development

My experiences with Lindy Long are always, and have always, been professional and wonderful. She is easy to work with, does a great job and treats you like a personal friend. Her services are wonderful for a person in my position, and she has helped my company save a lot of money. I highly recommend her!

Sincerely,

Jennifer Kenny
Marketing Coordinator
SCI Solutions