



August 21, 2018

Anne Marie Kjelland
Director, Global Accounts
HelmsBriscoe

Dear Anne Marie,

Now that a very busy summer is wrapping up and life has resumed to a "normal" pace, I wanted to take a minute to thank you for all of your help. It's hard to believe we started working together on the 2018 ICF Midwest Coaches Conference two years ago, and it's been nearly two months since the conference ended.

We couldn't have made a better choice than the Westin Convention Center Pittsburgh for our conference. Your attention to detail and help with navigating the RFP and site selection process was invaluable. You kept in touch with Anne and me through it all, and helped us identify an overflow hotel, which happily, worked out great too!

It was a true pleasure working with you. I'm happy to recommend you and your services and would be lucky to work with you again.

Best wishes,

Wendy Maletta
Host City Chair
2018 ICF Midwest Region Coaches Conference

Thank You!!!



June 27, 2016

Hi Anne Marie,

I just wanted to let you know that our event was a HUGE success last weekend! The venue was absolutely perfect, the food delicious and plentiful, and the service from the hotel staff outstanding. The session rooms were big and comfortable, plus everyone loved having the buffets in the main session room. The vendors had tons of space and everyone had consistently good traffic because the hotel had such good flow and the vendors were in good proximity to the session rooms. Everyone raved about the food! We were struck by how helpful and friendly the staff was and how unobtrusive they were in setting up and taking down meals/snacks. I thought it would be a long time before we topped the 2014 conference in Cleveland and we just did!

And here's the big one: the AV team gave us literally about \$3500 worth of equipment and services for free. We were \$5000 over budget on AV and I had cut back on some things to reduce costs. When I got to the hotel, everything I cut was there, plus some extras, like a curtain drape for the wall behind the main stage (I had passed on that since it was going to be \$1500), back lighting for our conference banner and those cool cubes with microphones inside that can be tossed around for Q and A! I was almost in tears when I saw what they had done for us.

Thank you so much for all of your help and support in booking the hotel, dealing with all my questions, helping me to change items in the contracts and just insuring that our conference had the best possible venue and service and that every detail was covered. You are such a gem and made my job so much easier. I can't tell you how comforting it is to know a seasoned professional planner has your back every step of the way. You set us up so well for success that my team and I were able to relax and enjoy the conference.

It has been such a pleasure working with you and I'm so grateful for all that you did for our conference. Wishing you all the best for continued success,

Julia Mattern, PCC, CPCC
Chair, 2016 ICF Midwest Regional Conference
The Crossroads of Coaching



Therapeutic Touch International Association

P.O. Box 130, Delmar, NY 12054
Tel: 518-325-1185
E-mail: tia@therapeutic-touch.org
Website: www.therapeutic-touch.org

Anne Marie Kjelland, C.A.S.E.
Manager Global Accounts
HelmsBriscoe
Lake City, MN

June 22, 2016

Dear Anne Marie,

Thank you so much for all your assistance in finding the best site for our 2017 Congress. Your help in narrowing the field down, scheduling site visits, and negotiating the final contract were incredibly helpful. Having done this on our own in the past, your help was really appreciated.

Your knowledge of the meetings industry, attention to details, and ability to work with us as we clarify and expand our program has been invaluable. You took your time, and asked all the right questions to learn about who we are as an organization and selected sites that were just right for our purpose – professional but friendly.

We look forward to a continued relationship with HelmsBriscoe and especially with Anne Marie. You have been a delight to work with!

Peace and gratitude,

Sue

Sue Conlin, President
Therapeutic Touch International Association



April 7, 2016

Anne Marie Kjelland, C.A.S.E.
Manager Global Accounts
HelmsBriscoe
Lake City, MN

Dear Anne Marie,

I wanted to take the time to thank Anne Marie for all her help with our venue searches and contract negotiations for all our events. I have very much enjoyed working with her over the past several years and your assistance really makes the event location planning so much easier. I greatly appreciate her knowledge of the meetings industry, attention to details, and ability to work with all our planning changes and modifications throughout the contracting process. Her assistance in the planning process saves us a great deal of time in finding the right place that is willing to work with our requirements.

Anne Marie's ability to negotiate the best rates and concessions possible is invaluable to ensure we have all the necessary agreements in the contract before signing. I was impressed that she took the time to build our relationship by flying herself on her own dime to come out to meet me and my team during our last large event so she could understand our event process to a greater extent. She is very pleasant to work with and will try to help negotiate anything she can into our concession requirements.

I would be the first to recommend her services to anyone in the conference planning industry.

Thank you!

Rory Butler
Marketing Manager

The Great Plains Laboratory, Inc.
11813 W. 77th St., Lenexa, KS 66214
913-341-8949 x128 | Fax: 913-815-4043

School of Ophthalmic Medical Technology
Mail Stop: 12101C
640 Jackson Street
St. Paul, MN 55101

Tel 651-254-3000
Fax 651-778-2319
regionshospital.com



November 11, 2015

Dear Anne Marie,

I want to thank you for everything you have done for our Program. The School of Ophthalmic Medical Technology- Regions Hospital has been lucky to have you working with us over the past year+. Your knowledge of the industry is invaluable and we were so happy to have your help in navigating and negotiating our meeting plans for our recent meeting and upcoming meetings.

From the beginning when you stepped in to help with a new site we were already working with, getting site options and visiting them with me, to helping to finalize the contracts, you have been a pleasure to partner with.

I am so thankful that our connection was made. You and HelmsBriscoe have been such a great team to have on our side. I look forward to continuing to work with you in the future for our annual meeting event.

Sincerely;

A handwritten signature in cursive script that reads "Kris Fey, COMT".

Kris Fey, COMT
Program Director

June 10, 2015

Dear Anne Marie,

It has truly been a pleasure working with you over the past year in selecting venues and sites for Fairview's various Board and Senior Executive Team retreats and special meetings. I am so thankful for you and the great work you have done for us. It has literally saved me countless hours in research and negotiating with various sites and has saved Fairview money as well.

We have benefitted greatly from your expertise, knowing what to ask for and negotiating tactics and managing every detail along the way. Your attention to detail is superb. I appreciate your patience, suggestions and perseverance, especially when we have had to make changes on our end. From the customer experience we personally receive and responses from our various locations, it appears to be a win-win situation for all involved. You and HelmsBriscoe have a wonderful reputation in the marketplace.

We are grateful for your work on our behalf and look forward to a continued relationship with you and HelmsBriscoe. I can't say enough about the wonderful service you provide and the positive impact it has had on me personally, and for the quality of our high level meetings.

Warm regards,



Roxie Kidder

Executive Assistant to the CEO and Board of Directors



February 25, 2015

Dear Anne Marie,

I have very much enjoyed working with you over the past several months in selecting destinations and sites for the International Coach Federation's educational events and business meetings. Working with you has saved me so much time and allowed me to focus on delivering programs for our membership.

I greatly appreciate your knowledge of the meetings industry, attention to details and your ability to negotiate for us the best rates and concessions possible is exceptional.

It truly is a pleasure to work with you and I look forward to a continued relationship and the support of the HelmsBriscoe team!

Warm regards,

A handwritten signature in cursive script that reads "Denise Stenzel".

Denise Stenzel
Director, ICF Meetings & Events

November 3, 2014

Anne Marie Kjelland, C.A.S.E.
Manager Global Accounts
HelmsBriscoe
Lake City, MN

Dear Anne Marie,

Thank you so much for all your hard work in negotiating the hotel contract for the 2016 ICF-Midwest Regional Conference. I appreciate how you listened carefully to our needs and helped us find the perfect venue, while managing every little detail along the way to insure the best possible outcome. You definitely made the process easy for me and took away any trepidation I might have been feeling. And, you are an amazing negotiator :-). We got excellent concessions that will positively impact our conference budget and experience. It felt great to sign the contract to make it official.

Thanks also for all the contact information. It's great to know we have a team to support us in creating a wonderful conference and that you always have our back. I just can't say enough about what a wonderful service you provide. I really appreciate your patience, thoroughness, professionalism, and attention to detail. I will happily recommend you to anyone planning a conference.

Wishing you all the best for continued success,

Julia Mattern

Julia Mattern, PCC, CPCC
Chair, 2016 ICF-Midwest Regional Conference



September 2, 2014

The Midwest Regional Advisory Council of the International Coach Federation has had the pleasure of working with Anne Marie Kjelland of HelmsBriscoe two years in a row. Every year the Council plans a regional conference for hundreds of coaches, and the location changes every year. Anne Marie managed the RFP, negotiation, and contracting processes with the venues for our conferences in 2013 (Minneapolis, MN) and in June 2014 (Cleveland, Ohio).

Never having had a lead role in planning a conference, I was completely in the dark about how to go about the process of collecting proposals, identifying the criteria, arranging site visits, negotiating and contracting. Anne Marie managed everything and educated myself and members of my committee along the way. Anne Marie was so proactive; she reached out and introduced herself to me as soon as our 2014 conference city was determined by the Council.

I could tell that Anne Marie loves what she does – she is fantastic at it. More importantly, Anne Marie is patient and understanding, AND tough in negotiating on our behalf. I highly recommend working with her. She will make your planning seamless with perhaps the most important component of a great event – the venue!

Sincerely,

Susan Cucuzza, 2014 Conference Chair
ICF Global -North America Midwest

Board of Directors

President: Molly Roberts, MD, ABIHM
President Elect: Barbara Bakus, DO, ABIHM
Secretary: Jennifer Blair, LAc, MAOM
Treasurer: Randolph Reese, CPA
At Large: David Riley, MD

Rachel Abrams, MD, MHS, ABIHM
Bradly Jacobs, MD



27629 Chagrin Blvd. STE 206
Woodmere, Ohio 44122
www.holisticmedicine.org

April 2, 2014

RE: Recommendation for Anne Marie Kjelland

To Whom it May Concern:

The American Holistic Medical Association engaged Anne Marie Kjelland of HelmsBriscoe to help find the site for our 2014 Conference in Minneapolis, at no cost to AHMA. Anne Marie had been highly recommended by a mutual colleague, who is a past president of the AHMA. We were relieved to have such a solid referral to help select wisely from among the many meeting planners who contact our office regularly seeking our business. We have not been disappointed.

Anne Marie spent several hours over a number of calls to get a feel for our organization and our needs as well as our corporate culture and expectations. She took that knowledge and found a handful of appropriate properties for us to look at and preview. She was extremely helpful in the overall analysis and throughout the ensuing onsite visits, which she expertly arranged. Working patiently with me and a committee of volunteers, our group changed our leading / preferred site no less than four times over a few months. Anne Marie took it all in stride and never failed to provide sound, professional counsel about all the pros and cons for each. We always were aware that our best interests were her primary concern. She remained easy to reach throughout and returned phone calls promptly always. We finally arrived at a choice for our ideal site, and Anne Marie was instrumental in negotiating the terms of our contract with our host hotel. Since then, Anne Marie has remained available to assure we have a smooth communication process and a productive experience with our 2014 conference site.

Anne Marie is a pleasure to work with. She is always helpful and willing to take the time necessary to work out any details no matter how tiny they might be. I highly recommend Anne Marie to any organization looking to plan their future event.

Sincerely,

Steve Cadwell
Executive Director/CEO



The Great Plains Laboratory, Inc.

William Shaw, Ph.D., Director

11813 West 77th Street, Lenexa, KS 66214

(913) 341-8949

Fax (913) 341-6207

Anne Marie Kjelland from HelmsBriscoe has been a huge asset to our conference resources. Using HelmsBriscoe services has saved us so much time and money in coordinating future events so that we can focus on other important tasks. We recently added four new workshops to our event line-up and Anne Marie was quick to provide information and support. Not only does HelmsBriscoe help in negotiating contracts, but they have been a great resource in providing information on the venue areas and staff that we were looking into, as well as providing best practice advice in all areas of event planning.

Thank you!

Trisha Breckenridge

Marketing Editor and Event Coordinator

The Great Plains Laboratory, Inc.



January 28, 2014

Anne Marie Kjelland
Manager, Global Accounts
HelmsBriscoe
Lake City, MN

Dear Anne Marie,

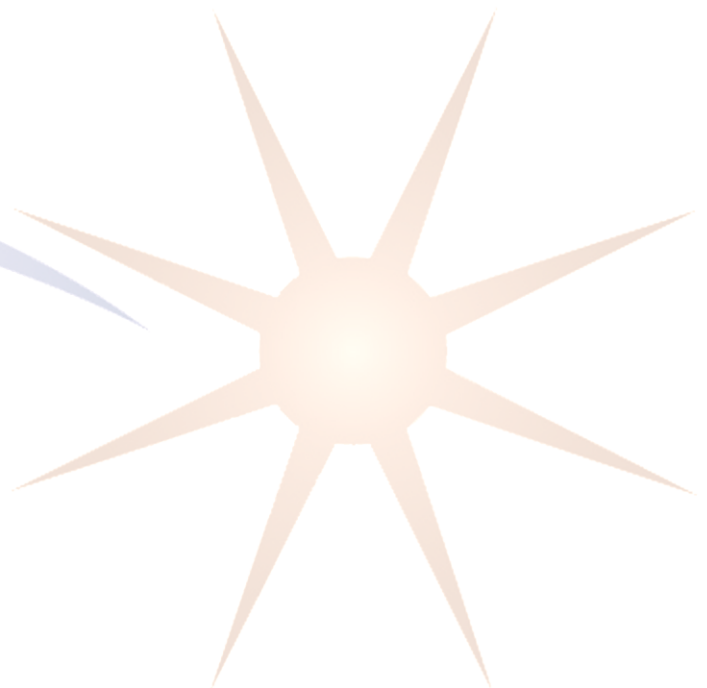
I am writing to thank you for the work and effort you put into helping us to get the “best deal” we could for our State Liaison Meeting this next September in Washington, DC. Because of the specific needs of the group, it was difficult to arrange with hotels what we needed in order to make this meeting happen, but you were able to accomplish it.

You came in and listened to our needs, evaluated what was available, and recommended just the right combination to make it work. You helped us to obtain the space, rates, and dates we needed and saved us a good deal of money also. You impressed my Executive Director with your thorough handling of the contract with clauses that were so complete and well done that it took less time to get the contract signed and finalized thus saving us more time. Your complete and comprehensive approach to the handling of this from the beginning to the end was not only appreciated, but will make it so that in the future I am sure we will want to work with you again.

Thank you so very much for a job well done. It is greatly appreciated.



Kathy Smith, CMP
Director of Meetings





Equine Assisted Growth and Learning Association

April 10, 2013

Anne Marie Kjelland, MMP
HelmsBriscoe
Manager, Global Accounts

Dear Anne Marie,

I can't begin to thank you enough for the help and support you have been. We have unique and challenging logistical needs for our conference events, including the types of facilities we need and our budgetary restraints (especially since we are a nonprofit association). In addition, we look to hold events around the U.S., Europe and Australia/New Zealand. I was skeptical how you and HelmsBriscoe could help us over what we were already doing!

Needless to say, I have been amazed at how you have been able to locate what we needed, including locations we did not know about, and negotiated additional options we had not thought about doing previously. Not only are we pleased with the results, you have personally been a pleasure to work with – always upbeat, supportive, patient, detail-attentive, and with exceptional follow-through. I now don't know how we could do this without you as you have helped us decrease costs, made the process much easier and less timely on our part, and have found us better locations to meet our needs.

And even more amazing is that we do not need to pay for your services – truly wonderful!

Thank you!

Sincerely,

Lynn Thomas, LCSW
Executive Director, EAGALA



AMERICAN *Holistic Nurses* ASSOCIATION

323 N San Francisco St., # 201, Flagstaff, AZ 86001 • (800) 278-2462 • Fax: (928) 526-2752
info@ahna.org • www.ahna.org

December 30, 2011

Re: Anne Marie Kjelland

To Whom It May Concern:

Anne Marie was referred to me by an AHNA member who thought her background would mesh well with our organization. From the very first phone call, I found that Anne Marie understood our association's principals and would know the perfect venues for our unique requirements.

Anne Marie has been a huge help in locating sites for future conferences. She has helped negotiate two contracts for us so far for 2013 and 2014 and another is looking to be signed for 2015. With my busy schedule, Anne Marie is able to do the legwork and then give me the best possible locations for our size group. Since she understands the nature of our organization, she is able to provide feedback as to which venues would be best for our aesthetic.

I greatly enjoy speaking with her and her pleasant nature. I also appreciate that Anne Marie is patient and willing to explain any and all things related to location, venue and contract.

I highly recommend Anne Marie Kjelland and HelmsBriscoe for any meeting management needs a company might need. They provide excellent service for their clients and an added bonus, that service is free.

Sincerely,

Jeanne White
Event Planner & Promotions Coordinator



Karen Karsten, Co-chair of ICF Midwest Regional Conference, 2013 & 2014

About Anne Marie Kjelland

Anne Marie made looking for a site for our 2013 conference a breeze. For our 2012 conference we found space ourselves in Chicago for a conference of 250 people. Keeping track of which hotel offered what was a huge headache, and we totally missed how much one item would really cost, causing a lot of last-minute headaches. I was not looking forward to doing the same thing for our 2013 conference in another city.

Anne Marie was recommended to me by a friend and once I got in touch with her, the process was unbelievably easy. I gave her the details of what I needed along with desired locations, and in just days I had a spreadsheet that compared all the hotels that fit my requirements—as well as those that did not.

Anne Marie is very familiar with hotel contracts, and helped me get the very best deal possible. As if that isn't enough, Anne Marie is a delight to work with. If you are planning an event—call Anne Marie. She takes the headache out of the whole process because she knows everything about hotels and contracts. By the way, did I mention that her service is free to you?



Val Vail-Shirey, Executive Director
National Association of Legal Investigators
235 North Pine
Lansing, MI 48933

10-18-12

Anne Marie,

I appreciate your assistance and helping us find a location that works for our membership's needs. We will look to HelmsBriscoe for future facility negotiations.

Thank you!



MINNESOTA

NATIONAL ASSOCIATION OF
INSURANCE AND FINANCIAL ADVISORS - MINNESOTA

October 29, 2012

About Anne Marie Kjelland

Anne Marie took me out of my comfort zone with professional persistency and calm determination...and this has created renewed energy and interest in our future events. I wasn't looking for a change in venue for an annual leadership training program for 100+ volunteers, and I wasn't looking for a change in venue for our annual conference of 500+ participants, but Anne Marie introduced me to her passionate "game changing" ideas which opened my thinking to new possibilities. What a breath of fresh air!

It was easy to work with Anne. She quickly understood my needs, made a simple information request, and then Anne did all the legwork. Her initiative, quick turnaround and pleasant interaction allowed me to stay focused on my business priorities.

If you are planning an event—call Anne Marie. She takes the headache out of the whole process. By the way, did I mention that her service is free to you?

Todd Johnson
Executive Director
NAIFA Minnesota
1405 Lilac Drive #121
Golden Valley, MN 55422
763.544.8087