



## Virginia Propane Gas Association

21430 Timberlake Road, Box 313, Lynchburg, VA 24502  
Phone: 866-881-6309 Fax: 866-261-4910 www.propaneva.com

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Dennis Cruise

April 21, 2015

Joe Mascari and Barry Honn  
HelmsBriscoe  
20875 N 90<sup>th</sup> Place  
Scottsdale, AZ 85255

Joe and Barry,

We finished the Virginia Propane Gas Association meeting at the Boar's Head in Charlottesville earlier today. Everything went very smoothly.

At this morning's Board meeting, the president and another board member praised your efforts and what you have accomplished for the association. One of them even said that he had visited the HelmsBriscoe website. Even though your work is behind the scenes, it is noticed and very appreciated.

Respectfully,

Baron Glassgow  
Executive Director



Joshua Tree  
Conference Group

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August 20, 2013

Mr. Barry Honn and  
Mr. Joe Mascari  
Managers, Global Accounts  
Helms Briscoe  
20875 North 90th Place  
Scottsdale, AZ 85255

Dear Barry and Joe:

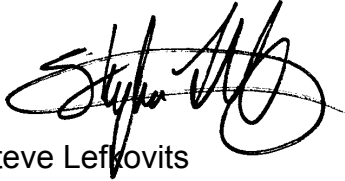
Let me say how glad I am that you found us and explained the value proposition of Helms Briscoe to us back in 2008! Your call is one of the best cold calls I've ever taken. We've enjoyed our terrific, professional experience working with you and I'm pleased to be able to offer this testimonial about our years of partnership.

As you know, you and Joe have done so many things that we couldn't have done, didn't know and don't understand to our site selection and relationships with our venues. Your personal touch in managing the details of a complex process is a wonderful mix of skills that has netted us tangible results including:

- Managing the workflow in getting from site selection to final contract as efficiently as anything I've ever seen;
- Helping to source terrific locations that fit the size and "personality" of our group of attendees
- Negotiating effective, fair contracts that anticipated contingencies that we never thought of
- Advocating on our behalf for new provisions that are unique to our business structure and were not something the hotels had seen before
- Resolving after-event issues with accounting
- Communicating at all levels of a national hotel chain to effectively resolve pre-event issues that threatened to hamper our long-term relationship.
- Educating us as non-experts about the standards and expectations of the industry and helped us to become more educated meeting producers.

As a mid-sized event sponsored by a private organization, our relationship with you and Helms Briscoe has added expertise and heft to us that allows us to have an advantage in the marketplace. You're true partners to us, and we're grateful for the tangible - and intangible things that you've added to the experience that our attendees enjoy.

Thankfully yours,

A handwritten signature in black ink, appearing to read "Steve Lefkowitz", with a large, stylized flourish at the end.

Steve Lefkowitz  
Executive Producer  
Apartment Internet Marketing Conference ([aimconf.com](http://aimconf.com))



## Project Professionals Group Pty. Ltd.

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E-mail: [kevinstephens@ppgprojects.com](mailto:kevinstephens@ppgprojects.com)  
Web : [www.ppgprojects.com](http://www.ppgprojects.com)

August 1<sup>st</sup>, 2013

HelmsBriscoe  
20875 N. 90th Pl.  
Scottsdale, AZ 85255 USA

Dear Joe & Barry,

Thank you for your professional assistance in helping us to arrange our annual conference in Las Vegas.

I received your small gift today and the "Glittering Las Vegas Fridge Magnet" was very appropriate considering the venue for our 2014 event.

We particularly appreciated your professional input into the hotel contractual requirements which, compared to others we have arranged over the past 20 years in major cities around the world, are extremely large and complex.

Rest assured that we will utilize the services of HelmsBriscoe at every opportunity in future.

Best Regards,



Kevin Stephens  
Chairman-Founder



04 NOV 11

Barry Honn  
HelmsBriscoe  
20875 N. 90th Pl.  
Scottsdale, AZ 85255

Subject: Use of Testimony

Dear Barry & Joe,

As the AZ AHS Chapter President, we would not mind at all if you used our testimonial in your biography or in any HelmsBriscoe publication.

***"Man, you guys rock!! I'm forwarding the contract you negotiated for us to our organizer at national. Maybe they'll throw you the annual meeting gig. Awesome job gents!"***

Scott Swinsick  
American Helicopter Society

We look forward to continuing our fine relationship with your team and HelmsBriscoe in the future.

Respectfully Yours,

Scott R. Swinsick  
President, AZ Chapter of the American Helicopter Society International  
M531-C240  
5000 E. McDowell Rd.  
Mesa, AZ 85215-9797

## ***Suburban Propane***

2874 South Cherry Avenue ♦ Fresno, Ca 93706  
Office 559-486-4360 ♦ fax 559-486-1455

**1/13/2012**

***In August of last year we contacted Barry Honn with HelmsBriscoe to assist us in setting up a meeting in Pismo Beach, California for early November. Barry, quickly introduced us to the other half of the team, Joe Mascari.***

***Working with Joe and Barry quickly became one of the most pleasant experiences we have ever had. They did an outstanding job providing us options on locations, helping negotiate the best possible pricing, and reviewing all contracts.***

***There is no doubt we will be utilizing their services for every event we plan in the future.***

***Philip Jones  
Region Distribution Manager  
Suburban Propane***

Joe and Barry,

Thank you very much for your help negotiating a price at a hotel in Los Angeles next July! You definitely make the process much smoother and easier, and have incredibly fast follow-up. It made my job much less stressful knowing that you are reliable and knowledgeable. We look forward to working with you again in the future!

Sincerely,

Kaeli Macbeth  
Events Coordinator  
ARUP Laboratories



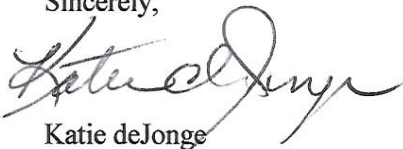
## *Transportation Clubs International*

Dear Barry and Joe,

Thank you so much for being an advertiser in our TCI Conference Magazine. Your support is greatly appreciated.

I hope you will get some benefit from our clubs, I will share any information I can to promote your outstanding service you have shown Transportation Clubs International.

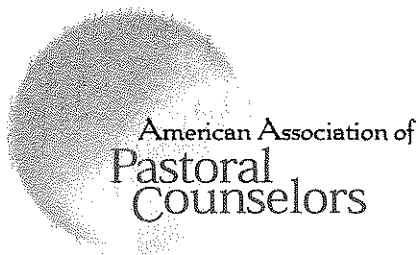
Sincerely,



Katie deJonge

TCI Executive Director





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Psychotherapy and Spirituality

August 28, 2008

Barry Honn - *Manager, Global Accounts*  
Joe Mascari - *Manager, Global Accounts*  
*HelmsBriscoe*

Dear Barry & Joe:

Again.....thanks much.....your research on the hotels has been absolutely terrific. I would not be as far along with 2010 without your help. I'm so glad you found me!

Regards,

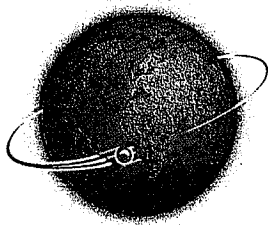
Sharon Sheflett  
Meeting Coordinator



November 1, 2011

***Thanks Joe. It really has been a pleasure working with you and Barry. I am very pleased how the "trial run" with your services is going. I am certainly going to recommend that we use Helms Briscoe's assistance and expertise to help the BSI procure fine venues for our future events.***

Kris Daily  
Building Stone Institute



**TRANSGROUP**  
WORLDWIDE LOGISTICS

***"Thanks Barry – we ask for a lot, and we know this. You deliver a lot and we're thankful. We're in good hands"***

Bruce Wilson / Shannon Tilley  
TransGroup Worldwide Logistics, Seattle, WA



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***Hi Joe & Barry: Thank you so much for organizing my site inspection tours in Orlando last week. The schedule and directions you put together were a life saver. Thank you both for all you do for us.***

***Marilyn E. Lawrence  
Executive Director and Conference Manager***

117<sup>th</sup> Annual IMSA Conference and 35<sup>th</sup> Annual IMSA School  
July 24 – August 1, 2012 • Omni Orlando Resort at ChampionsGate • Orlando, Florida



November 1, 2011

I have worked with Joe and Barry for several years. They locate and negotiate hotels for all of my larger meetings each year. I can't say enough good about them. They save me dozens of hours of work each year and provide exceptional service. I am confident that you will have the same great experience.

They get better proposals than I could ever get. They do a great job negotiating on our behalf and scrub each contract to make it as friendly to our side as possible. I strongly recommend Barry and Joe specifically, and Helms Briscoe as a company.

Baron Glassgow  
Executive Director



*"We would like to thank Barry Honn and Joe Mascari at HelmsBriscoe for working with us to find great hotel rates for us in Chicago last year and this year in Orlando. Thank you for all your hard work and saving us from many headaches!!!" "I returned from Chicago last Friday and thank you profusely for your help." "You and Barry are terrific!"*

Diane Truong, Justin Aquines

Executive Directors, National Spasmodic Torticollis Association (published in the NSTA Newsletter)

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*A California Non-Profit Organization*



**American College of Physicians**  
*Internal Medicine / Doctors for Adults*

**George W. Meyer, MD, FACP**

*Governor*  
**Northern California Chapter**

November 2011

Dear Barry and Joe,

Another great meeting! The Fairmont was elegant and provided the perfect venue for us.

I am so appreciative of your services—you're always ahead of schedule, thorough, looking out for my group's interests and a pleasure to work with!

Thank you!  
Kathy Matikonis



**PO Box 568542  
Orlando, Florida 32856-8542**

June 25, 2012

Dear Joe & Barry,

I wanted to take this opportunity to thank you for your assistance in helping us to find the best deal on a location for our Annual Conference. Not only did you help us find a location and the best deal on a hotel, you negotiated the best possible price, and reviewed the contracts with me. In addition, you stayed with us every step of the way to completion and followed up with us during and after the conference to make sure we were satisfied.

Even though we enjoy working with the various hotels too many offers can become overwhelming. I will definitely be looking forward to working with you again next year as you made my job this year much easier and stress free.

Again, I can't thank you enough for all you did.

Sincerely,

Tina Hill, Director of Programs  
Florida Records Management Association