



ROFDA®

Retailer Owned Food Distributors & Associates

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Spokane, WA*

Helms Briscoe
Flavio Martinez
20875 North 90th Place
Scottsdale, AZ 85255

To Whom It May Concern:

Our organization has conducted two executive conferences a year since 1962. Our events include spouses and strike a perfect balance of business and relationship activity over three days. Venue location and execution are critical to successful time together. Flavio and his team have allowed us not just to deliver against high expectations, but exceed them.

We first engaged with Flavio and Helms Briscoe in 2012. Since, our events have rated highest in our 54+ year history. The difference has been Flavio's attention to personal service and detail. He and his team are involved full circle; from site selection, to contract negotiation, to conference execution and debrief.

Our organization's events are better because of Flavio Martinez and his team. I would strongly recommend his services to any organization looking to raise the bar. It certainly has worked for ROFDA.

Please feel free to call me directly, if I can address any specific questions.

Best Regards,

Francis Cameron
President & CEO
ROFDA

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“strength in unity”



Helms Briscoe Flavio Martinez
20875 North goth Place
Scottsdale,AZ 85255

Hilversum, Oct 5th 2016

Hi Flavio,

I would like to thank you for your ongoing partnership between your team and our Strategic Meeting & Events team at the European Headquarters of Nike.Inc.

You and your team add strategic value to our daily work as event managers by:

- Unburden our team for global hotel and venue searches so we can focus on our main job of serving our internal clients.
- Always providing the right options, there is no need for us to double check if the proposed hotel or venue is a match with our needs, you know exactly what we want.
- Negotiating savings and more favorable terms & conditions, like flexibility and payment terms.
- Great consultant during site visits.
- There are no costs for Nike to use your services, even when options or contracts are cancelled after months of work on your side.
- Flavio and his team are very experienced, really experienced and always fun to work with.

Flavio, you are a true extension of our team and I can recommend your services to anyone who is in need of hotels and/ or venues for meetings and events. Please feel free to share my contact details with prospects if they need more information.

Kind regards,

Sander Kloots

Manager European Event Department

Nike European Operations Netherlands BV | Colosseum 1, 1213 NL | Hilversum, The Netherlands.



UNITED PLANNERS FINANCIAL SERVICES

A LIMITED PARTNERSHIP

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I'm not sure of the year – 1998 or 1999, but the year is not important. It was the situation that was important.

I was a meeting planner that trained myself by making every mistake possible from 1984 until I met Flavio Martinez. I didn't seek the job of meeting planner in 1984. The meeting planner, at the large insurance company I worked for, left in January with a large convention planned to take place in May. I said "Yes" when asked if I would take over. Little did I know what that "yes" would mean to me in the years that followed.

Plans were in the works for a Conference of around 150 people at a local hotel. The Conference Coordinator at the hotel was great, but the Sales Director was not. I liked the property but did not like the contract and I was told, in effect, take it or leave it. We took it. When the meeting was a couple of months out, the Sales Director wanted to negotiate. He offered me a "really good deal" if he could walk our group so that he could bring in a larger group. The answer, of course, was no. From then on my life was miserable. Space was taken away and we were moved to areas like a tent for lunch when it was 110 degrees or by the pool for breakfast under trees that added foliage to our plates (along with a few bugs). Our lunches and dinners were crashed by people from other groups who thought we had a better menu. I'm sure the Sales Director has forgotten my name by now, but I will never forget his.

The hero I had in that mess was Flavio. He couldn't do much, because of the contract that I signed, but he gave me great advice. I never forgot his words of wisdom to stand my ground. When he joined Helms Briscoe, he called me. Without missing a beat, I said yes. Who in their right mind would want to go through what I experienced? Why wouldn't I want someone who was an expert in contracts and negotiations to take over? Why wouldn't I want someone on my side? I loved the fact that the Hotel paid him and they had their reputation on the line if things did not go as planned. I have always appreciated the fact that he is part of my team.

I can't imagine ever taking on the role of hotel shopper and contract negotiator again. Let the experts do what they do best. I'll continue to do what I do best and we'll all be happy.

Jeannette Vernia, CFP®, AIF®
Sr. Vice President



June 7, 2011

Helms Briscoe
Flavio Martinez
20875 North 90th Place
Scottsdale, AZ 85255

Flavio

I just wanted to send you a note to express something I have been feeling for quite some time. Working with you is not only enjoyable, but your attention to detail, access to you and the way you treat small groups with the same attention as large groups is very impressive. I don't ever want you to think that I (speaking just for myself but I assume the group would echo this) take your efforts for granted.

I really appreciate you and value your work on my behalf and wish there was something more I could do to express that. You are exceptional.

Ron


Ron Roley
Meeting Manager, Global Meetings and Events
Nike, Inc.

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To Whom It May Concern:

It is a pleasure to write this letter of recommendation for Flavio Martinez at HelmsBriscoe. My team and I have worked extensively with Flavio over the past four years, which has proven to be an invaluable partnership. Flavio and his global team have become an extension of our department, providing the benefits of an additional resource that saves us time without adding additional costs. They bring extensive hospitality knowledge, expertise in hotel contract negotiations, a keen understanding of the meeting planner's needs and challenges and a commitment to providing unrivaled service that fosters long-lasting client relationships.

I have worked with several third party suppliers in the past but have never found one that could provide the consistently high level of service and expertise that Flavio provides. In addition to the hundreds of programs that he and his team source for Nike each year, they have also created value-added solutions that have benefited our department and Nike. An example of this is when Flavio created a streamlined process that enables us to report our cost savings and cost avoidance and show ROI to our Senior Management.

As much as my team has benefited from the business partnership with Flavio, we equally enjoy working with him on a personal level. Not only does he have a high degree of integrity and professionalism, he is also one of the most enjoyable and fun people I've ever had the pleasure of knowing. Flavio has my highest recommendation!

If you would like more information or have any questions, please feel free to contact me at lisa.schelle@nike.com

Sincerely,

Lisa Schelle
Director, Global Meetings & Events
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