



# LOS ANGELES COUNTY MANAGEMENT COUNCIL

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Roger Helms, President  
HelmsBriscoe  
20875 North 90th Place  
Scottsdale, AZ 85255

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Dear Mr. Helms,

I am contacting you today regarding the outstanding service our organization has received over the past six years from Janet Caine of your staff in negotiating hotel contracts that have been advantageous to our organization.

To provide some background, the Los Angeles County Management Council consists of approximately 1,500 members that represent the middle to executive level management of the County of Los Angeles. The mission of our organization is to provide education, training, and mentoring to create and strengthen the County's current and future leaders. Each year the Council sponsors an educational conference for our members. Ms. Caine takes the time to fully understand our requirements and then works with our team to identify suitable conference locations that will meet our needs.

Starting with the creation of the request for proposals, coordination of site visits, negotiation of concessions, favorable rates, and contracts; we can count on Ms. Caine to put the client's needs first. Her in-depth knowledge of the hospitality industry has significantly helped our organization to have contracts with terms that protect our organization. When COVID hit, Ms. Caine worked diligently with the hotels that we had already contracted with to reschedule our conferences three times without penalty. She also provided COVID specific language that was included in contract amendments. During our first in-person conference since the pandemic started Ms. Caine went the extra mile to be on site to make sure that the hotel was fulfilling its commitments. When some minor problems developed, she worked quickly with the hotel's management to resolve the issue.

Recently, Ms. Caine made a presentation to our Executive Council about the upcoming changes to the hospitality industry and the need to secure agreements now in order to obtain favorable rates. Following her counsel and assistance we have now negotiated hotel contracts through 2024.

Our organization has been exceptionally satisfied with the services provided by Helms Briscoe and in particular our account manager Janet Caine. We look forward to working together with your firm in the future.

Fred Hungerford  
Executive Council Member



## YogaFit® Training Systems Worldwide

9005 W. Sahara Avenue Las Vegas, NV 89117

896 Danforth Avenue Toronto, ON M4J 1L9

[www.yogafit.com](http://www.yogafit.com)

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Roger Helms, President  
HelmsBriscoe  
20875 North 90th Place  
Scottsdale, AZ 85255

Dear Mr. Helms,

I am writing today to acknowledge the exceptional support and service I've received over the past 12 years from HelmsBriscoe, and in particular, Janet Caine in your San Diego office. Janet has provided the knowledge necessary to facilitate 10-12 yoga conferences per year and has made the experience incredibly smooth and structured. When I first connected with Janet in 2010, I was very new to the world of Event Planning, and she took me under her wing, and guided me and YogaFit® in every single aspect.

YogaFit is a yoga teacher training company that provides education to yoga teachers all over the US and Canada, as well as internationally. Up until March 2020, each month, we held a five day yoga conference in a large US city, requiring the use of 6-8 breakout rooms, a hotel room block and food and beverage. In the beginning, although I was very new to this type of work, Janet made the entire process seamless. Through her vast knowledge of the inner workings of hotels and banquets, along with the reputation of HelmsBriscoe, we were able to secure great hotels in cities all over the United States at prices our attendees could afford. Janet was so successful with in helping with our US conferences that we began to utilize her expertise with YogaFit® Canada, as well.

All along, Janet's professionalism and attention to detail during the negotiation process has been exemplary; but she does not stop there. After the initial planning and contract signing phase, Janet continues to support me and YogaFit® in every possible way leading up to, during, and after the conference. She has helped me with issues in the middle of conferences on more than once occasion. I have come to rely on her and the HelmsBriscoe team greatly over the last decade and know that we could not facilitate successful conferences without her.

When Covid brought the event industry to a halt in March 2020, Janet turned her expertise toward ensuring we were treated fairly by each property and put out many fires along the way. As we are slowly returning to in person events, I am so honored to continue to work with Janet. I know that she will give YogaFit everything that she has to ensure our continued success. HelmsBriscoe is extremely fortunate to have her on their team.

Best wishes for the future.

Sincerely,

Jenny Baldwin

Vice-President, Operations  
[www.yogafit.com](http://www.yogafit.com)



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100 Brickstone Square, Andover, MA 01810-1494  
ph 978-470-1010 • fax 978-475-6021 • [www.nedcc.org](http://www.nedcc.org)

October 21, 2019

It is my pleasure to provide a letter of referral for Janet Caine. She is an invaluable asset to our organization in researching, negotiating, and facilitating contracts for our events. As a non-profit organization this poses an even greater challenge due to our budget constraints.

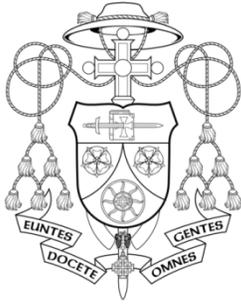
I have worked with Janet over the past two years in my role as Technology & Events Coordinator at the Northeast Document Conservation Center and she is a dedicated professional. I can honestly say that she goes the extra mile to get the job done and pays careful attention to the details along the way.

Janet has a strong work ethic and is passionate in her endeavors. She is very easy to work with and is always willing to take the time to discuss my concerns and respond to questions.

I highly recommend her services. Please do not hesitate to contact me if you need additional information.

Regards,

Kim S. O'Leary  
Technology & Events Coordinator  
Northeast Document Conservation Center  
978-470-1010 ext. 226  
[koleary@nedcc.org](mailto:koleary@nedcc.org)



Office of the Auxiliary Bishop  
Most Reverend Timothy E. Freyer, D.D.  
Roman Catholic Diocese of Orange  
13280 Chapman Avenue • Garden Grove, CA • 92840  
Office: (714) 282-4212 • Email: bishop.freyer@rcbo.org

January 26, 2018

To Whom it May Concern:

Thank you for your consideration of Janet Caine. I have been fortunate to have Janet's help for many years and have recommended many of my colleagues to reach out to her.

In my experience, Janet has been amazing in getting us excellent rates for our events, has truly acted in our best interest and has gone the extra mile to make sure that our events met or exceeded our expectations. Janet is prompt in getting requests for proposals out to hotels, collates the information in an easy to understand format and follows up quickly with any questions.

When we have used new hotels, Janet has come with us as the event is starting to ensure that everything is as we agreed to in the initial conversations and contract negotiations. She has helped to ensure that the staff strive for excellence in their care for our group.

One year, we had difficulty with a hotel due to a change in management. Janet spent countless hours working with the new management and was eloquent in her presentation to the staff. She truly cares about us and does not just view us as a client.

I would wholeheartedly recommend that you engage Janet for all your events.

If you have any questions, please feel free to contact me.

Sincerely Yours in Christ,

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Most Reverend Timothy E. Freyer, D.D.  
Auxiliary Bishop of Orange



3085 Stevenson Drive, Suite 200 ■ Springfield, IL 62703 ■ (p) 217.529.6503, (f) 217.529.9120  
[www.AssociationCentral.org](http://www.AssociationCentral.org) ■ (e) [info@AssociationCentral.org](mailto:info@AssociationCentral.org)

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November 5, 2015

Janet Caine  
Senior Director, Global Accounts  
HelmsBriscoe  
8949 Ellingham Street  
San Diego, CA 92129-2109

Dear Janet,

Thank you so much for your years of researching, negotiating and providing us with competitive proposals from properties!

As an association management company, one of our primary responsibilities is saving and making our clients money. Training events and conferences are often the largest fundraisers of the year for many of our clients. Your ability to pull up on our past history, anticipate our future needs and negotiate for us the best meeting package has been invaluable to us. In addition, the HelmsBriscoe “exclusive” concessions have only added to our bottom line!

Many of our clients are small groups that do not have the negotiating power that larger associations enjoy. We trust that you, Janet and HelmsBriscoe, position us in the marketplace so that we can still visit the cities that we would like, and also maintain the level of service that our clients expect.

Thank you again!

Kindest regards,

Bonnie Chandler, CAE, CMP  
CEO  
Association Central, Inc.



3085 Stevenson Drive, Suite 200 ■ Springfield, IL 62703 ■ (p) 217.529.6503, (f) 217.529.9120  
[www.AssociationCentral.org](http://www.AssociationCentral.org) ■ (e) [info@AssociationCentral.org](mailto:info@AssociationCentral.org)

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To Whom It May Concern,

As the meeting planner for the American Academy of Oral & Maxillofacial Radiology, I have worked with Janet for the past few years in sourcing the locations for our future conferences. The academy had worked with her before ACi began managing the group, and asked that we continue to partner with her, as they were very happy with her services in the past.

Janet has been very helpful in the sourcing process, always making sure that she has all of the proper information from us to ensure the properties are giving us what we need for a successful conference. She is great with following up, keeping us in the loop on proposal status' and working with properties to get us the best deal. She stays involved with our conference through the conclusion, to make sure all group room nights were accounted for so that we do not face attrition, and also checks in to make sure our experiences at the chosen properties are favorable.

If you are looking for a HelmsBriscoe representative to assist your group with location sourcing, I would highly recommend you work with Janet.

Sincerely,  
Brenna Venvertloh, MBA, CMP  
Meeting Planner



*April 27, 2015*

*Mr. Roger Helms  
HelmsBriscoe  
20875 North 90<sup>th</sup> Place  
Scottsdale, AZ 85255*

*Dear Mr. Helms:*

*I am writing to let you know what an absolute joy it is to work with Janet Caine in your San Diego office. We were paired up under unusual circumstances and I couldn't have asked for a better partner!*

*In late fall 2014, Lytx was in the throes of planning its 2015 User Conference when our event manager abruptly left the company. With little done (other than contracting with our event hotel), I picked up all details of the conference and managed the show. Janet was key to ensuring a successful event. Not only did she help me renegotiate our contract several times, but she also helped negotiate a contract with an additional hotel to help us cover our additional attendees. In addition, she was key to helping me the first day of our event when she spent the entire day onsite fielding questions and being my liaison between guests and the hotel. She went out of her way the entire week of our conference to ensure that the event went above and beyond our guests' expectations – and our post-conference survey results showed that we did.*

*During the time leading up to our conference, it became obvious that our venue would not be able to accommodate our growth in future years, so Janet took it upon herself to source possible new venues for 2016 and 2017. Not only did she send out the RFP, but she reviewed proposals to ensure they met our needs and then visited sites (some, several times) until we found the perfect location. She then negotiated*

*and renegotiated the contract as new items rose to the surface as we produced our 2015 event. As a result, I feel we are well positioned for 2016 and 2017 to meet the needs of our growing event.*

*Janet not only understands the hotel business, but she understands her client's needs. She is a true partner as she works to ensure that everything that is necessary prior to an event is on point, but also during and after the event, as well. I look forward to working with Janet on upcoming events and can't wait to begin planning our next one.*

*Best,*

*Eric Cohen  
Sr. Marketing Manager*

*cc: Janet Caine*



April 20, 2015



lytx.com

Dear Mr. Helms,

I wanted to send you a letter about the exceptional service and commitment we have received from Janet Caine over the past few years. She always looks after the best interests of Lytx when it comes to our group events. She is able to get concessions or exceptions from the hotels that we would not be able to obtain.

We have one very large annual User's conference which Janet has had a significant role in finding the best location and working with the hotel to make the experience for our staff very easy. We also have 3+ smaller Board member events that Janet has helped find the best locations and negotiated very good contractual agreements on our behalf.

Janet builds relationships and she is very dedicated to ensuring those relationships are working well with all of her clients. She has provided us with a wealth of information for our team working with all the different hotels and what is common and what may not be acceptable or work well for our situation.

I have been working with Janet for over 3 years and would recommend her services to other companies. She is dedicated, thorough and trustworthy. Her years of experience and contacts in the industry are definitely advantageous to her clients.

If you would like to discuss anything further, please feel free to contact me directly at 858-380-3193.

Sincerely,

A handwritten signature in black ink that reads "Becki Yeomans". The signature is written in a cursive, flowing style.

Becki Yeomans  
Senior Executive Assistant  
[byeomans@lytx.com](mailto:byeomans@lytx.com)



Kern Resource Center  
5801 Sundale Avenue  
Bakersfield, California 93309  
April 25, 2014

Roger Helms  
HelmsBriscoe, President  
20875 North 90<sup>th</sup> Place  
Scottsdale, AZ 85255

Dear Mr. Helms,

I am writing today to acknowledge the exceptional support and service I've received over the past ten years from Janet Caine from your San Diego HelmsBriscoe office. When I first met Janet in 2004, I was very new to the world of event planning. At that time, Janet became a strong mentor and partner in my statewide conference planning and implementation as well as the many professional development workshops and smaller meetings that were under my prevue.

Throughout the past decade, my portfolio of work has included annual statewide conferences that average 2,700 attendees with 200 breakout sessions over a three-day period all the way down to singleton meetings of 12-15 member Board of Director planning meetings which require the use of 1-2 breakout rooms, a hotel room block and food & beverage. As I stated earlier, I was very new to this type of work, and Janet made the entire process seamless. Through her vast knowledge of the inner workings of hotels and banquets along with the reputation of HelmsBriscoe, we have been able to secure great hotels in cities all over the California at prices our attendees can afford. Janet has always been such a strong support person in the most difficult of times.

Janet's professionalism and attention to detail during the negotiation process is commendable and I have learned a tremendous amount in this regard from her. Janet continues her support in every possible way leading up to and after the conference. She has helped me with issues in the middle of conferences more times that I can mention.

I have been so honored to work with Janet throughout the 2014 conference schedule. I know that she has given each of our events everything that she had to ensure our continued success. Helms Briscoe is extremely fortunate to have her on their team.

Sincerely,

A handwritten signature in blue ink that reads "Carla Cherry". The signature is written in a cursive, flowing style.

Carla Cherry, RN, M.Ed.  
Project Director, Kern Resource Center

YogaFit® Training Systems Worldwide  
1540 South Robertson Blvd. Los Angeles, CA 90035  
www.yogafit.com

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December 31, 2013

Roger Helms  
Helms Briscoe, President  
20875 North 90<sup>th</sup> Place  
Scottsdale, AZ 85255

Dear Mr. Helms,

I am writing today to acknowledge the exceptional support and service I've received over the past 4 years from Helms Briscoe, and in particular, Janet Caine in your San Diego office. Janet has provided the knowledge necessary to facilitate 10-12 yoga conferences per year, and has made the experience so smooth and structured. When I first came to Janet in 2010, I was very new to the world of Event Planning, and she took me under her wing, guiding me and YogaFit® in every single aspect.

YogaFit® is a yoga teacher training company that provides education to yoga teachers all over the US and Canada, as well as internationally. Each month, we hold a four day conference in a large US city, which requires the use of 6-8 breakout rooms, a hotel room block and Food & Beverage. As I stated earlier, I was very new to this type of work, and Janet made the entire process seamless. Through her vast knowledge of the inner workings of hotels and banquets along with the reputation of Helms Briscoe, we have been able to secure great hotels in cities all over the US at prices our attendees can afford. Janet was so successful with in helping with our US conferences that we now utilize her expertise with YogaFit® Canada as well.

Janet's professionalism and attention to detail during the negotiation process is exemplary but she doesn't stop there. After the initial planning and contract signing phase, Janet continues to support me and YogaFit® in every possible way leading up to and after the conference. She has helped me with issues in the middle of conferences on more than once occasion. I have come to rely on her and the Helms Briscoe team greatly over the last several years, and know that I could not facilitate successful conferences without her.

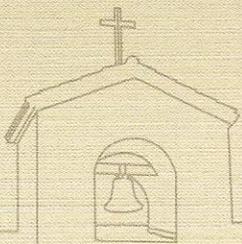
I am so honored to continue to work with Janet as we begin planning our 2015 conference schedule. I know that she will give YogaFit everything that she has to ensure our continued success. Helms Briscoe is extremely fortunate to have her on their team. Best wishes for 2014!

With best regards,



Jennifer H. Baldwin, E-RYT 500  
Mind Body Fitness Coordinator  
Senior Trainer  
Apprentice Program Coordinator

Cc: Danielle M. Boyles  
Janet Caine



*Santa Clara de Asis*  
CATHOLIC CHURCH

December 31, 2013

Mr. Roger Helms  
Helms Briscoe  
8949 Ellingham Street  
San Diego, CA 92129

Dear Mr. Helms:

I am Reverend Fred K. Bailey, a Catholic Priest of the Roman Catholic Diocese of Orange in Orange County, California. My involvement with assorted Diocesan events and functions, including our yearly week-long Clergy Retreat allows me the opportunity to share my HIGHLY positive experience of working with your Director of Global Accounts, Ms. Janet Caine.

I became familiar with Ms. Caine's work when she facilitated our procurement of La Quinta Club and Spa (in La Quinta, California) as the site for our annual Diocesan Clergy Retreat 10 years ago. Having solicited, polled and culled the many different venues vying for our presence, she was an invaluable negotiator with the Resorts and a ready ally for us in our education of working with the Hotel Industry. With her assistance we have now finished two 4-year contracts and have just begun our third multi-year experience with La Quinta Club and Spa.

Ms. Caine's commitment to her clients has always been observable but truly excelled during this past year when we encountered highly questionable business practices on the part of La Quinta that threatened the success of our annual Retreat. When I informed Ms. Caine of what was occurring her full professional prowess was immediately made available for us. Without hesitation she initiated conversations with the assorted La Quinta Resort executives, conveying the depth of what her (and that of Helm Briscoe) response was prepared to be. Suffice it to say I felt relieved to have someone of her experience and commitment as our advocate.

Ms. Caine has made her services as a member of the Helms Briscoe network available to me in our local Parish endeavors as well as with other Diocesan functions. Completely professional with a broad knowledge of the market, Ms. Caine makes a point of developing relationships with those she engages. It is from these relationships that my fellow priests and I have learned to trust and respect her as genuinely taking our interests to heart and always surpassing our expectations.

On occasion when I am in conversation with other Pastors and business executives I pass along my confidence in Ms. Caine and my assurance regarding the professionalism of her work. I applaud you for having Ms. Caine as part of your Helms Briscoe team; if you desire further information on our Diocesan experiences, please feel free to contact me at: 714-970-2149.

Sincerely,

Reverend Fred K. Bailey  
Pastor, Santa Clara de Asis



**williamsyndrome**  
ASSOCIATION

September 22, 2012

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Roger Helms  
Helms Briscoe-President  
20875 North 90<sup>th</sup> Place  
Scottsdale, AZ 85255

Dear Mr. Helms,

Carlos Camarillo  
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Marin Locke  
Kelley Martin  
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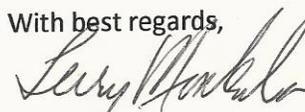
I am writing today to thank you for the excellent service I've received over the past 8 years from Helms Briscoe, and in particular to acknowledge the continued excellent support of my Helms Briscoe representative. Janet Caine, from your San Diego office has provided the Williams Syndrome Association with continuous and excellent support, often going "above and beyond" on our behalf.

The Williams Syndrome Association has a small staff of just five employees and we work hard to provide social events, regional conferences and national conventions for nearly 5000 families nationwide. As a small non-profit, budgets are always tight and obtaining the best pricing possible for events is critical. Every 2 years we sponsor a national convention for our families. The convention is comprised of 7 separate programs (for parents, professionals and children of all ages). Our most recent convention, was held at the Sheraton-Boston and attended by 1500 people. It is only with Janet's help, and the reputation of Helms Briscoe that we are able to secure top notch locations for our families at a price they can afford.

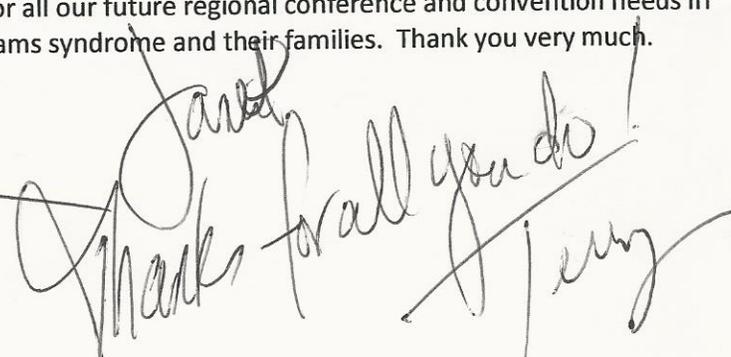
Janet's professionalism and attention to detail during the negotiation process is exemplary but she doesn't stop there. During our convention week Janet was onsite to help us, spending several hours each day caring for children in our child care program while parents attended educational sessions. As the parent of children with special needs herself, Janet understands the range of emotions that parents experience during a national convention and was a wonderful support to our group. Additionally, when asked, the Sheraton staff was quick to point out that in their experience, Janet is a "top notch" representative with Helms Briscoe and they always enjoy working with her.

The WSA is thrilled to have Helms Briscoe and in particular, Janet Caine on our team and I look forward to working with Janet for all our future regional conference and convention needs in support of individuals with Williams syndrome and their families. Thank you very much.

With best regards,

  
Terry Monkaba  
Executive Director

Cc: Danielle M. Boyles  
Janet Caine

  
Thanks for all you do!