



LaToya Williams
HelmsBriscoe
Buffalo, NY 14223

Dear LaToya,

Thank you for the amazing work you did for The Freelance Conference in helping us find the perfect location and venue for our first event outside our local area. There were so many options, having your experience to guide me through the process and identify the best solution was invaluable.

I so appreciated to dedication to my needs, and consistent customer service was a breath of fresh air. I will continue to use your services every year and recommend you to anyone needing help finding venues.

Thank you.

Sincerely,
Emily Leach, Founder

The Freelance Conference
Austin, Texas 512-222-8710

www.freelanceconference.com

U.S.S. EMMONS ASSOCIATION

www.ussemmons.org

36078 Huntington Street
Millville, DE 19967
February 6, 2020

Ms. LaToya Williams
HelmsBriscoe
Buffalo, NY 14223

Dear LaToya,

Thank you for all your time and effort provided in helping us secure a venue for our upcoming reunion in September. As you know, I initially hesitated using a third party. As one who tends to micromanage, I've been doing this myself for years and was concerned about losing control over the process. I soon learned that was clearly not the case!

I appreciate your desire to fully understand our needs, as well as the constant, ongoing communication, always keeping me apprised of your progress. The professional insight provided and your negotiation regarding rates, concessions and all the details, some of which I had not considered, were invaluable. And finally, making all the arrangements for our site visits, overnight stays and meals made our time at the venues relaxed and enjoyable.

Thank you again for all your work in helping us find a venue to host what I am sure will be a memorable reunion for our members.

Sincerely,



Thomas V. Hoffman, Director
U.S.S. Emmons Association



for Servicewomen, Inc.

December 6, 2019

LaToya Williams
HelmsBriscoe
Buffalo, NY 14223

Dear LaToya,

Thank you for all the great work you did for my organization in helping us put together the **Women Veterans Military Moral Injury Conferences** in Charleston, SC and Richmond, VA. Your wealth of knowledge, prompt responses to all of our questions, and negotiation skills helped us tremendously. You provided great customer service and I appreciate that you continue to stay in touch with us as we move closer to the execution of the conferences. I would recommend your services to anyone. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "DLR".

Daniel L. Roberts,
President and CEO
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Panther Veteran Organization

Lenore Angelo

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Saint Benedict, PA 15773

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To Whom It May Concern,

I have been honored to be the CEO and reunion coordinator for the Panther Veteran Organization for over 18 years now. These are the WWII veterans of the 66th Infantry Division. These men are "my guys" and I have always gone to great lengths to be certain that their annual reunion is perfect.

Honestly, I never trusted anyone to help me select their host hotels, venues nor tours. I felt I was the only one who take care of them and make sure their best interests were first and forefront. I first met LaToya Williams when she was sales manager for the Hyatt Regency Downtown in Buffalo, NY. She knew immediately what I needed for "my guys" and worked diligently to make their reunion perfect.

So, when she made the move to Helms Briscoe, I automatically knew that I would enlist all of her help, knowledge and years of experience to find the best hotel, venues and tours for "my guys" for their upcoming reunion. I trusted LaToya Williams to do the legwork in getting this reunion up and running. She took the stress off of me and thus became a tremendous asset to the PVO. She not only found a hotel, venues and tours that matched my needs perfectly, but also was thorough, professional, and put "my beloved veterans" first.

I would definitely encourage and advise all to utilize the skills, talents and knowledge that LaToya Williams brings to the table. To LaToya Williams, her clients come first.

I thank her for help and dedication.

Thank you,

Lenore Angelo
Panther Veteran Organization