



HIGH PERFORMANCE MOTORCYCLES  
SINCE 1902

March 1, 2013

To Meeting Planners and Assistants,

It has been my pleasure to work with Maureen Eskridge over the past few weeks, after getting a recommendation from another meeting coordinator here at Triumph.

Right now I do meeting planning as just part of my full-time position. I plan 3 different meetings each quarter, so having the bench-strength and hotel knowledge that Maureen has is a great benefit to me. I reached out to Maureen for assistance for hotels in Chicago in the Spring. She easily assimilated (and documented) our meeting needs, and quickly sent out RFP's to multiple hotels.

She has a great Excel-formatted Search Report that she sent with numerous details, facts, prices and links to each hotel. It was a very useful tool. As we narrowed down the hotels, and I began my own cost analysis, in minutes, she also sent me her Cost Analysis and all I had to do was tweak it. What a time-saver for me. It was just like having my own 'meetings assistant' at my side!

When we were struggling to find what we needed within our specs and budget, she was able to reach out to her other Helms Briscoe associates and came up with a great recommendation on a hotel we had not considered.

Although I have only worked with her recently, I cannot thank her enough for her professionalism, organizational skills and patience with all of my questions. I will certainly call on her for my next set of meetings. You should consider her, too.

Sincerely,

Dee Blouin  
Executive Assistant



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September 15<sup>th</sup>, 2009

Maureen Eskridge  
HelmsBriscoe  
20875 North 90th Place  
Scottsdale, Arizona 85255

Dear Maureen,

On behalf of Triumph Motorcycles America, I would like to thank you for the exemplary customer service you provided us in rescheduling our Dealer Conference in Orlando, Florida.

Your assistance with rescheduling our meeting, and negotiating the cancellation fee with the hotel, helped us to obtain the best opportunities for our company. We really appreciate your unconditional support and extensive efforts making the renegotiating journey simple and reliable.

Maureen, you are the most organized, detail-oriented, responsive, creative individual with whom I have ever worked. On a personal level, I admire how much you care about your clients and their needs. Your positive, constructive, energetic aptitude was always inspiring.

Thank you and I look forward to a long and successful working relationship with you and HelmsBriscoe. Please feel free to contact me anytime you would like me to speak to prospective clients regarding the high level of customer service provided by you and HelmsBriscoe.

Sincerely,

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

Satu Mehta  
Vice President



UNIVERSITY OF PHOENIX

Online

3157 East Elwood Street  
Phoenix, Arizona 85034  
602 387-7070  
800 366-9696

Maureen Scanlon  
Helms Briscoe  
3860 S. Thistle Drive  
Chandler, AZ 85248

September 20<sup>th</sup>, 2000

Dear Maureen,

I'm writing this letter to thank you for the exemplary level of customer service you have provided to both The University of Phoenix and myself in your continuing efforts to help us provide the best possible accommodations for our students.

Our Doctoral of Management program's ongoing evolution and dynamics has required flexibility, open-communication and most importantly, an intense dedication to detail. Your dedication to organizing the schedule of residencies and booking of programs along with the original formats you created to track our important dates (rooming list dates, reduction dates, cancellation dates, etc..) has provided us with the high level of service necessary for us to remain the leader in our industry. Your follow-up and commitment to making sure there's a smooth transition between the contract and the implementation of the contract terms is extremely thorough.

The assistance of HelmsBriscoe (through you) in researching hotel options (keeping in mind the demands of the students as well as the University) has been a vital component in helping us keep our growing pains to a minimum.

Through your assistance our 2000/2001 residency program's have been confirmed at a property that promises to meet all of our requirements. The contracts are concise and include all pertinent clauses.

Your commitment to the Online Doctorate program has provided me with a priceless commodity, **time**. Time for my staff and myself to direct our attentions toward some of the many other demands of the numerous residencies I'm currently managing.

Thank you and I look forward to a long and successful working relationship with HelmsBriscoe. Please feel free to contact me anytime you would like me to speak to a prospective client regarding the high level of customer service provided by you and HelmsBriscoe.

Sincerely,

A handwritten signature in cursive script that reads "Howard Ehlers".

Howard Ehlers  
University of Phoenix  
DM Program Manager



965 Ridge Lake Blvd., Ste. 201  
Memphis, TN 38120

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ARS.com  
RESCUEROOTER.com

September 28, 2009

To Whom It May Concern:

I would like to describe my experience working with Maureen Eskridge for the past two years. It has been my pleasure to work with Helms Briscoe for my meeting needs. Over 25 years in this industry has given me the opportunity to work with individuals from all walks of life and event coordinators with different skill levels. I believe the majority of Maureen's assets as a third party coordinator for companies and meeting planners proves that she is professional, proficient, very qualified with contract review and negotiations and effective in her execution of time management .

Maureen has worked closely with me as well as other executive administrative assistants to secure hotel rooms and meeting space. She always exceeds our expectation level with her attention to detail usually by contacting many hotels, offering us a variety of choices versus only 3 or 4. In utilizing Maureen to contact all the necessary hotels, we are able to focus on the other aspects of the job at hand. If we were to spend the time trying to retrieve all the information that she normally gets for us, our time would not be utilized properly. In other words, our time would be one of a fruitless result. Maureen's hotel contacts are boundless and it shows. She consistently has all the information required to set up any event for success. She provides not only the necessary information for any venue to be successful, but always takes it a step further than required. She is always open to suggestions and adjusts quickly to new information. She always takes time to provide suggestions based upon our meeting needs and she reviews the contract for us. She communicates changes in a timely fashion and is part of the solution when opportunities arise.

Though she is not a direct member of our team, we appreciate her input, suggestions and feedback as she works side by side with our team in coordinating our meeting needs. I couldn't imagine a life without Maureen. By having her available to us, she always exceeds our expectation!

If you have any questions, please do not hesitate to contact me at 901.271.9890 or via email at [mauricchio@ars.com](mailto:mauricchio@ars.com).

Regards,  
Melany Auricchio



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**EXECUTIVE OFFICE**

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**ARS.com**  
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September 14, 2009

Maureen Eskridge  
HelmsBriscoe  
20875 North 90th Place  
Scottsdale, Arizona 85255

Maureen,

I wanted to express my gratitude for all your hard work and effort in helping me plan our Executive Management Retreat in Clearwater Beach, FL.

Your attention to detail and professionalism were apparent in your review of the contracts and negotiations. It is as if you're an extension of my own staff and you were truly looking out for the company's best interest. I was overwhelmed at all the hotel choices and information I received and I would never have been able to contact them on my own. You have saved me more time and energy that you will ever know.

I look forward to working with you on my next event, which should be sometime in January. Again thank you for everything.

Sincerely,

A handwritten signature in cursive script that reads 'Terri Bryson'.

Terri Bryson  
American Residential Services  
965 Ridge Lake Blvd.  
Suite 201  
Memphis, TN 38120  
901.271.9985





September 29, 2009

To Whom It May Concern:

I have worked with Maureen Eskridge at Helms Briscoe for the past 8 years during which time she has been a crucial component in helping New Editions successfully coordinate hundreds of conferences/meetings for various federal government agencies. Maureen provides our conference planning team with excellent support to secure guest rooms and meeting space and negotiate sales contract at numerous hotels throughout the U.S. We find her to be consistently reliable, dependable, hard-working, conscientious and courteous and, more importantly, her work behind the scenes has saved us time, energy and money. She is a very important member of our conference planning team and we don't know what we would do without her!

Sincerely,

A handwritten signature in black ink that reads 'R. Toliver'.

Robin L. Toliver, CMP, CGMP  
Task Manager



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December 28, 2011

Maureen Eskridge  
HelmsBriscoe  
20875 North 90th Place  
Scottsdale, Arizona 85255

Dear Maureen,

Thank you so much for your assistance with booking the AWI 2012 Leadership Meeting.

I do not have a lot of experience planning meetings and you helped me through each step of the process. From the large elements like picking an area to the small details of room setup, you took care of all the amenities and arrangements I didn't even think to request.

Even through our schedule and program changes, you negotiated amazing rates and made sure we had the hotel and space we needed to fit our group. I really appreciate the time you took to contact your associates in the area to get honest recommendations.

You are organized, wonderfully responsive and innovative about planning. I thank you for your positive attitude that helped to keep me stress-free throughout the process.

I hope that I get a chance to work with you again in the future. Thank you again for all your help.

Sincerely,

Katie Allen  
AWI Project Manager