



August 31, 2021

Dear Rachel,

I enjoy working with you and deeply value your expertise, professionalism, and consistently good advice. When I need to plan an event or group stay for business, the only place I'll start is with you and your colleagues at Helms Briscoe. ~Bob

To anyone considering working with Rachel Dobbs:

Rachel has been a main contact in sourcing our association's events for the last 5 years, which means 5 onsite meetings for our board of directors and 4 annual conferences for our 150 hard-working (and fussy) member representatives. Rachel executes our requests with precision and makes the process very easy for me.

The overall structure of our meetings repeats even though we change locations annually. Rachel has a clear sense of our core needs and an emergent awareness of what kinds of extras our attendees really enjoy. The details of a location search are varied, with each community and each company offering variety. I can count on Rachel to track the requests and replies, to organize the data, and anticipate all the information I will need to reach a final decision. When the data are incomplete, or one of our committee members has a new idea, Rachel quickly gathers the needed information from the sites under consideration. She also brokers all the necessary introductions so that when the contract is signed we can get down to business with the site team.

I used to book events on my own. Now that I am familiar with the high quality, professional services provided by Rachel Dobbs and her colleagues through Helms Briscoe, I cannot imagine ever "free-lancing" again.

Sincerely,

Robert Utke  
National Coordinator



Rachel is een zeer ervaren vakvrouw en heeft het belang van haar opdrachtgever zeer hoog in het vaandel staan. Rachel is een perfecte mediator tussen de opdrachtgever en ons geweest en heeft zich in het proces altijd realistisch opgesteld. Ze is altijd op de hoogte van alle besproken details en reageert zeer snel op verzoeken. Ze neemt een prettige rol aan die echt ondersteunend is aan de opdrachtgever en de hotelzijde. Samenwerken met Rachel voelt dan ook als een prettig partnership. Samen hebben we er daardoor voor kunnen zorgen dat we haar opdrachtgever zo goed mogelijk hebben kunnen ondersteunen.

\*\*\*\*\*

Rachel is a wonderful person to work with. She knows her clients so well and is able to translate her clients requirements into very clear requests. Throughout the process Rachel is a very realistic mediator which results in a win / win scenario for both the client and the hotel, resulting in the perfect landscape to collaborate. Rachel has a long term vision when it comes to collaboration and we share that mindset so we really enjoy the partnership we have with her.

Kind regards,

Grand Hotel  
HUIS TER DUIN

A handwritten signature in black ink, appearing to be 'Coen van Veen', written over a horizontal line.

Coen van Veen  
International Sales Director



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

To whom it may concern,

I've had the pleasure of working with Rachel Dobbs since November 2017. During this time, I've seen firsthand her passionate dedication to not only her clients but the entire meetings and convention world! Her depth of knowledge regarding destinations, hotels and operations are invaluable as she strives to find and execute the perfect experience for all parties. Rachel's honest and transparent communication allows her to build trust and respect of people from across the entire industry. I'm proud to call Rachel a friend and know that she will continue succeed for many years to come. For this reason, I highly recommend working with Rachel Dobbs when you're considering the services of a meeting and event planner!

A handwritten signature in blue ink, appearing to read "Alex Hagn". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Alex Hagn

Group Sales Manager

Visit Park City

435.640.1895

[alex@visitparkcity.com](mailto:alex@visitparkcity.com)





# Hilton

## HOTELS & RESORTS

I had the opportunity to work with Rachel this past year through PNC. She was always very responsive and proactive, presenting solutions and options to both her customer and Hilton hotels to help move business forward. She is also very transparent and easy to deal with, which made our relationship smooth. She allowed me to support both Hilton hotels and my PNC customer, both equally. She understands both sides of the business, and this is very apparent when dealing with her. Rachel is a great professional to have as a client and partner, and I hope to have the opportunity to partner with her more in the future!

**ELIZABETH WINSTANLEY, CMP-HC**

Director of Sales, Worldwide Accounts

**Hilton Hotels**

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[elizabeth.winstanley@hilton.com](mailto:elizabeth.winstanley@hilton.com)

Jillian Sims  
3228 W Mclean Ave  
Chicago, Illinois  
July, 8 2020

To Whom It May Concern,

Rachel's expertise, reputation, and professionalism were an invaluable asset to my company's conference planning needs, both domestic and international. I worked with her on several events as the planner for multiple events and during that time she was always friendly, proactive and prompt in communications.

Additionally, she went above and beyond for any questions or help needed when it came to site selection, contract negotiations and vendor relations. Likewise, she helped to arrange FAM trips and other valuable connections with the MICE community so that my non-profit organization was able to make high quality choices at competitive rates, while keeping site selection costs low. Not only this, but Rachel is personally an incredibly kind, personable, and engaging person, which is clearly witnessed by her far reaching connections and word of mouth reputation with vendors, colleagues, and industry professionals. I cannot speak enough how much confidence comes with knowing Rachel is there for your team. I am so thankful for all of her amazing help over the years and hope to work with her again planning future events.

Sincerely,

Jillian Sims



712 N. Wells St.  
Chicago, IL 60654  
Tel: 1.312.944.2544  
ccigreenheart.org

March 9, 2017

I work for a nonprofit organization that facilitates cultural exchange programs and each year, we hold a conference in a different international location. Rachel Dobbs was integral to our planning process for our recent conference to Athens. Throughout the research process, she was extremely efficient yet thorough in her responses and with the information she provided regarding hotels and destination management companies. She was immensely helpful in preparing me for my site visit, setting up appointments with hotels and organizing the information needed. And her support throughout the contracting and negotiation process was invaluable.

Rachel consistently advocated for our best interests, always keeping our bottom line and unique requirements in mind, resulting in our booking with a property that we would not have dreamed possible, initially. She has worked with us on selecting our next conference destination and helped us secure another impressive venue in Budapest. I have no doubt that her research and continued support will continue to steer us in the right direction for our group.

Overall, her professional manner, responsiveness and efficient communication have made working with her a smooth and enjoyable experience. I would highly recommend her services to any company looking to plan events, big or small.

Sincerely,

A handwritten signature in black ink that reads 'Erin Kelly-Weber'.

Erin Kelly-Weber  
Partner Relations Manager  
CCI Greenheart



March 22, 2016

To Whom It May Concern:

I work for a nonprofit organization that facilitates cultural exchange programs and each year, we hold a conference in a different international location.

Rachel Dobbs has been integral in our planning process for our upcoming conference to Athens. Throughout the research process, she was extremely efficient yet thorough in her responses and with the information she provided regarding hotels and destination management companies. She was immensely helpful in preparing me for my site visit, setting up appointments with hotels and organizing the information needed. And her support throughout the contracting and negotiation process was invaluable.

Rachel consistently advocated for our best interests, always keeping our bottom line and unique requirements in mind, resulting in our booking with a property that we would not have dreamed possible, initially. She is currently working with us on selecting our next conference destination and I have no doubt that her research and continued support will steer us in the right direction for our group. Overall, her professional manner, responsiveness and efficient communication have made working with her a smooth and enjoyable experience.

I would highly recommend her services to any company looking to plan events, big or small.

Sincerely,

A handwritten signature in black ink that reads 'Erin Kelly-Weber'.

Erin Kelly-Weber  
Partner Relations Manager  
J-1 High School Program



Rachel is a very relationship driven client - which fits the hospitality industry perfectly! What I love about Rachel is that she cares about the success of her customers as well as her hotel partners. She is a veteran in this business, yet never taking anything granted. Rachel is always appreciative to her business partners and friends around her.

As an individual, Rachel is genuine, sincere, and caring. In return, everyone falls in love with her. It is so true that we do business with people we love... over the years, not only we've had success working together, we've also become friends. It is a blessing for me to be Rachel's NSO/GSO at Preferred.

If you'd like to know more about the successful stories working with Rachel, please feel free to contact me at anytime.

Sincerely,

**Jerry Meng**

Director, Group Sales | Virtual Office – Phoenix, AZ

[Preferred Hotels & Resorts](#)

Office: +1 602 595 1188 | Mobile: +1 770 355 2952

[jmeng@preferredhotels.com](mailto:jmeng@preferredhotels.com)



LEGEND

LVX

LIFESTYLE

CONNECT







Association of American Universities Data Exchange

Saturday, January 23, 2016

Potential Clients of Rachel Dobbs:

On behalf of the Governing Council, I am writing to acknowledge the contributions of Rachel Dobbs, Manager of Global Accounts at HelmsBriscoe, to the AAU Data Exchange.

We have worked with Rachel for the past two years to help us identify venues for our annual member conference and the meeting of our Council. In that time, Rachel has assisted us in selecting six venues. Each of our Council meetings requires lodging and dining for 13-15 attendees over a two- or three-day period. The annual conference we host for our members brings in around 130 attendees for four days and requires us to contract for lodging, meeting space, and food and beverage.

Rachel has guided us in all aspects of site selection from identifying venues based on our needs and scheduling site visits, to negotiating terms and concessions, and facilitating the contracting process. We have been so pleased with the experience that we are currently working with Rachel on our 2017 and 2018 needs. In addition, we have such confidence in HelmsBriscoe, that this year we also hired a Program Director to help us with event planning and support during our membership conference.

Rachel has been an outstanding partner and we look forward to working with her going forward. She is hyper-competent, client-focused and always willing to go the extra mile to ensure an outstanding event experience. She has worked closely with me and other AAUDE staff in selecting sites for our events. Rachel excels at fostering a collaborative relationship and takes our input, or that from our stakeholders, into account for all decisions.

I won't say that every process has been without hiccups. We have run into some challenging situations with hotels in the past couple of years, but Rachel has handled these with ease and has fought for AAUDE and our members.

I honestly couldn't see ever recommending that we handle site selection internally again.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Muller".

Jennifer Muller

Coordinator, AAU Data Exchange



As a planner for events within our corporate division, I have partnered with Rachel Dobbs (Helms Briscoe representative) for several years in making our events an absolute success each year. Rachel has taken our events to a new level because she knows this business inside and out, and has led us to opportunities we would've never thought of and never thought possible with our very tight budget.

Rachel takes care of a huge portion of the leg work that we would normally have to do when sourcing the proper venue & location for our events. This allows us to RFP many more venues in many more locations across the country, than would normally be possible. If we issued the RFP's ourselves, it would take too much time & effort to reach the number of venues that Rachel is equipped to reach through her very efficient tools. This not only opens up our list of opportunities, it saves us an immense amount of time. Rachel travels all over to visit so many different locations/venues and because she's really good at knowing our program needs, she can quickly choose the hotels that would be a great fit for our event/group and submit RFP's. It's a very easy and efficient process; all we have to do is tell her the general areas we're interested in. The amount of time that we would've spent issuing RFP's, tracking/managing them and organizing all of the details for only a handful of hotels, has now turned into that same amount of time being spent reviewing and evaluating 10 times more venues and opportunities, because of Rachel's expertise, efficiency and tools.

I would like to mention that originally one of our Directors had concerns of using a third party like Helms Briscoe because the hotel pays them a commission, and our Director felt we might lose some of our negotiation power because our prices would have to make up for the commission being paid out. That actually turned out to be quite the opposite. What I have found is that the hotels very much welcome working with HelmsBriscoe because they can bring a lot of business to their hotel, so the hotels are happy to pay the commission without attempting to cover it in charges elsewhere. As a matter of fact, in our experience working with Rachel, we have gotten far more concessions through her, than we would've gotten without her. Rachel is a top-notch negotiator and she has negotiated out fees & has gotten concessions for us that I wouldn't even have thought we could touch. We've saved thousands of dollars due to her negotiating on our behalf. She is our advocate through the whole process, from the site visit phase, to contract phase, to post event when we're paying the invoice. She always attempts to negotiate for a completely comp'd site visit, including airfare, hotel stays, transportation and food. However sometimes the airfare can't be comp'd, but Rachel always ensures that everything else is at no cost to us while performing site visits. She negotiates hard for us during the contract phase and has also been our advocate post-event when it comes time to pay the master invoice. We've had a couple occasions where there were challenges during our event and/or unknown charges were on the invoice, and she was able to get the applicable/appropriate charges removed from our invoice.

Rachel takes care of us from beginning to end and we really enjoy working with her. She truly makes us look like heroes to our internal team and executives because of how successful our programs have been and what we're able pull off year after year without an increase in budget. I would highly, highly recommend using Rachel. She is definitely one of the best in the industry.

Sincerely,  
Lisa Cascio  
Marketing Manager, CenturyLink

100 CenturyLink Drive  
Monroe, LA 71203  
Tel: 318.388.9000  
[www.centurylink.com](http://www.centurylink.com)



June 15, 2015

To Whom It May Concern:

For the last three years, the Wholesale marketing team has worked with Rachel Dobbs of HelmsBriscoe to find an exceptional location for our annual Sales Kickoff. Prior to working with Rachel, we would locate a venue and plan the event on our own. The process was ok; however, working with Rachel has opened the doors to many more options for our event.

Not only is Rachel able to easily scout venues in several areas at the same time, she is also great at recommending other areas we've not considered. In addition, Rachel takes the stress off by handling all the contract negotiations between the customer and the venue. Because of her connections, she is able to negotiate many more perks and concessions than we'd ever think of or be able to get on our own.

If you are looking to plan a group event large or small, I recommend you give Rachel a call. Her professionalism, organization, thoroughness and great attitude will have you kicking yourself for not using her services sooner.

Cassie Dains  
CenturyLink Wholesale  
Manager of Marketing

100 CenturyLink Drive  
Monroe, LA 71203  
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University of Mississippi

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New Mexico State University

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**NORTH CAROLINA**  
East Carolina University

**NORTH DAKOTA**  
University of North Dakota

**OHIO**  
Cleveland State University

**OKLAHOMA**  
University of Oklahoma &  
Oklahoma State University

**OREGON**  
Oregon State University

**PENNSYLVANIA**  
California University of Pennsylvania

**RHODE ISLAND**  
University of Rhode Island

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South Dakota State University

**UTAH**  
Utah State University

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University of Vermont

**VIRGINIA**  
Virginia Tech

**WASHINGTON**  
Washington State University

**WEST VIRGINIA**  
West Virginia University

**WISCONSIN**  
University of Wisconsin—Madison

**WYOMING**  
University of Wyoming



April 21, 2014

To whom it may concern,

Recently, AmericaView was assisted by Rachel Dobbs in planning our non-profit's annual business meeting in Washington, D.C. Rachel's expertise helped us select a great hotel within government rates (required by our grant), improved our stay and the effectiveness of our meeting, and stretched our non-profit's dollar. Rachel lent us considerable professional and very timely assistance with venue identification, evaluation, and selection; event contracts, meals, and even transportation. She obtained a number of concessions in our event contract (e.g., reduced rates on banquet menus, free Wi-Fi, a master suite included at the group rate, reduced or free meeting rooms, a reduction on Audio Visual rates) that we would not have had the expertise (or bargaining power) to negotiate on our own. Rachel assisted us with adding additional guests (with extended stays) in our guest room block when our attendance exceeded our preliminary plans. She went way beyond our requests of her and offered assistance with tasks that we did not expect, even during the busy Winter Holiday season. She consistently returned responses to our inquiries very quickly. She passed on promotion features to help our members save travel dollars which is very important for our non-profit group. She even assisted with Audio Visual/Internet challenges during the meeting!

Rachel Dobb's expertise, (combined with Helms Briscoe's' experience and know-how) strengthened our event contract and lessened many of the headaches associated with planning a conference or business meeting that involves an overnight stay. As I look back at the assistance that Rachel lent to us, during a very busy time for our organization, it was almost like we had another part time staff person or event planner added to our staff roster. Her assistance and expertise were much appreciated! It was a great pleasure working with her and I would highly recommend that any group planning an event in Washington, D.C. (or for that matter, anywhere!) contact Rachel.

If you have any questions regarding my experience, feel free to contact me via the following contacts.

Sincerely,

A handwritten signature in black ink that reads "Debbie Deagen".

Debbie Deagen  
AmericaView Program Director  
[debbie.deagen@montana.edu](mailto:debbie.deagen@montana.edu)  
(406) 994-6120



April 17, 2014

To Whom It May Concern;

I met Rachel Dobbs at a Florida FAM. Our personalities immediately clicked. When she told me she worked for HelmsBriscoe, I told her that I was not interested in working with third-parties. I was under the impression that a third-party would be an added cost to my budget. Rachel never pressured me at all about working with her and we enjoyed the rest of the FAM.

Once we returned home, we kept in touch and as I spoke more to her about our Sales Meeting needs and some of the RFPs I had out, she just casually said, "why don't you let me look at your RFPs and send some out to see what I get back?" I trusted her enough at that point to give it a shot, and I am so very happy I did. Hotels that I'd already gotten room costs from and who had told me they couldn't possibly give me a lower rate gave Rachel rates so much lower. I was amazed, and I have to admit, just a little annoyed as well. I was sold and let Rachel take over that process all the way through to contract where it clearly stated that my company would not be charged for HelmsBriscoe's fee.

In addition, Rachel handles all of my hotel correspondence and when I am solicited by sales managers, I simply forward them to her and she stays in communication with them on my behalf. That component has been an added benefit and a real time-saver for me.

I was extremely impressed, as was my boss. I highly recommend Rachel and will never go through the site selection and RFP process again without her. She's been an invaluable resource.

Sincerely,

Kim Hardin  
Client Service Specialist/Event Planner