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March 9, 2016

HelmsBriscoe
20875 N. 90th Place
Scottsdale, AZ 85255

To Whom It May Concern,

HelmsBriscoe has completely changed my life and the way I plan meetings. My HB agent, Robin Frey, is an angel. HelmsBriscoe is the agency to use when sourcing hotels. The top three reasons I use HelmsBriscoe are as follows; 1)The HB brand has national and international influence; 2) I have greater negotiating power and flexibility when securing hotel accommodations; and 3)HB customer service is second to none.

As the meetings industry evolves, it is imperative to work alongside a powerhouse like HB. Robin has provided outstanding customer service to me and my colleagues for many years. She is a consummate professional who is smart, available, flexible, and loyal. I cannot imagine doing this work without her. I am so glad to be her client. When considering an agency to partner with in the meetings industry, think no further than HelmsBriscoe. They take the guesswork out of planning.

Sincerely,

Cheryl Williams, M.Ed.
Program Director



February 29, 2016

To Whom It May Concern,

I am writing to recommend Robin Frey with HelmsBriscoe for any hotel booking needs. I have called on Robin many times in the past 4 years to handle all aspects of booking rooms for large groups.

To date, each time I've asked Robin to handle something for me, she has come through in top fashion. She handles everything – contacting multiple hotels, stipulating criteria for the event, reviewing contracts, even things I hadn't considered - all I have to do is make a phone call or send a email. No detail gets missed, ever. Robin's professional, yet personal style makes it a pleasure to work with her. One of the best added benefits is that the buying power of HelmsBriscoe has helped the University Athletic Association get much better rates for our visiting teams than if I tried to handle the bookings myself.

The process is so easy I wish I knew about the HelmsBriscoe brand years ago.

Please accept this letter as my recommendation for HelmsBriscoe and Robin Frey.

Sincerely,

A handwritten signature in cursive script that reads "Adrienne Pozzetta".

Adrienne Pozzetta
Executive Assistant
Administration
University Athletic Association

FLORIDA

WOMEN'S BASKETBALL

To whom it may concern:


Robin with Helms Briscoe has been my direct contact for booking rooms for my team for the past 3-4 years. Robin is very patient and knows exactly what our team needs are and helps me to find reasonably priced lodging that fits us. I am very thankful for the fact that Robin is able to comb through hotel contacts and ensure that the verbiage is appropriate and that the 'fine print' is acceptable according to our institution's standards.

Whenever there is an issue with a hotel prior to, during or after a hotel stay- I can always count on Robin to help me rectify the situation. Robin works hard in the trenches and I unfairly get all the credit for every successful hotel stay.

It is more than comforting to know that Robin is on our 'team.' Robin works on rooms for us years, months, weeks, days and sometimes even hours before we need them.

This Gator couldn't be more appreciative of the Robin Frey extension of Helms Briscoe- she's an ALL-AMERICAN in my book!

-Go Gators... Go Helms Briscoe!



Serena Wilson
University of Florida Women's Basketball Director of Operations

LOYALTY ★ TRUST ★ COMMITMENT ★ CONFIDENT ★ AGGRESSIVE ★ HARD WORK

