



MENTOR • INSPIRE • CONNECT

March 6, 2026

To Whom It May Concern:

PAVE Global has had the pleasure of working with Jean Boeckenhauer with HelmsBriscoe over the last two years. Jean has been instrumental in helping us secure room blocks for our annual event in New York City each December. As anyone familiar with New York during the holiday season knows, December is one of the most challenging times to find the right accommodations at the right price. Despite this, Jean consistently comes through for us year after year.

She is able to take what we're looking for and identify properties that match our needs in terms of location, amenities, and price range. Her professionalism, responsiveness, and industry expertise make what could be a very stressful process feel seamless.

We truly value our relationship with Jean and appreciate the dedication she brings to supporting our event. We look forward to continuing to work with her for the foreseeable future.

Regards,

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

Dash Nagel
Executive Director, PAVE
P: 954-551-9234
E: dash@paveglobal.org



Date: March 3, 2026

My name is Abby Jensen, President of the Madison James Group. I have been working with Jean Boeckenhauer with HelmsBriscoe for approximately 7 years now. Jean and her services have been a huge asset to myself and our team. Not only does she provide support with sourcing for hotels but is agile to our ever-changing needs when clients want to pivot.

She also is excellent when we want to shortlist our properties and conduct a site-visit, in coordinating the entire visit for us and ensuring that we all our needs are taken care of. While we could source for venues entirely on our own, we appreciate the leverage that Jean and HelmsBriscoe have when it comes to contract negotiating, historical intel on cities and properties, and resources at her fingertips.

I highly recommend working with Jean and HB!

Sincerely,

A handwritten signature in black ink that reads 'Abby Jensen'. The signature is written in a cursive, flowing style.

Abby Jensen

President

The Madison James Group, LLC

www.themadisonjamesgroup.com



March 2, 2026

To Whom It May Concern,

I am writing this letter of recommendation for Jean Boeckenhauer and Helms-Briscoe with great enthusiasm. The Great Lakes Association of College and University Housing Officers (GLACUHO) had the privilege of working closely with Jean over the past several years as our Association has undergone a significant shift in how we approach conference planning. Throughout this transition, Jean has been an invaluable partner—someone knowledgeable, responsive, and consistently attentive to the unique needs of our volunteer-led organization.

As GLACUHO explored new models for hosting our annual conference, Jean played a central role in gathering the information needed to make informed decisions. She took the time to understand our Association's mission, financial realities, and long-term goals, and she used to guide her work with us. Jean routinely provides comprehensive and competitive proposals, often anticipating our questions before we even ask them. When questions arose, she responded quickly and thoroughly, ensuring our leadership team always felt supported and well-informed.

One of Jean's greatest strengths is her ability to balance professionalism with care for our organization. She is generous with her time, patient as we navigated processes, and thoughtful about presenting options that align with our values. Jean consistently offers well-researched recommendations that help us weigh the benefits and challenges of potential conference sites.

Jean's skill in negotiating contracts and securing meaningful concessions has been especially impactful. Her relationships with properties across the region are strong, and it is evident that she is respected by the partners she works with. In our most recent conference cycle, Jean facilitated connections with multiple properties, guided us through site options, and helped us evaluate which locations would best support the experience we aim to provide our members. As a volunteer association, Jean's advocacy on our behalf ensured that we received favorable terms, competitive pricing, and added value that directly benefits our Association and its members.

As GLACUHO looks toward the future, including the possibility of hosting a joint conference with another regional housing association, Jean remains a steady and positive force. She brings clarity to complex decisions, offers creative solutions, and remains committed to helping us make choices that strengthen the Association's long-term sustainability. Her partnership allows our leadership to focus more fully on the educational and community-building aspects of our work, knowing that the logistical and contractual components are in highly capable hands.

I offer my strongest recommendation for Jean Boeckenhauer and Helms-Briscoe. Jean's professionalism, expertise, and genuine dedication have made a lasting impact on GLACUHO, and we are grateful for the continued partnership.

Sincerely,

Zac Birch

Zac Birch, Ed.D.

2026 GLACUHO President

Providing the best opportunities for housing officers to learn, lead, and serve.



**Michigan
Technological
University**

Athletics Department

Working with Jean has been an absolutely wonderful experience. She has been able to secure our soccer team quality hotels at better rates than we had been paying in the past. She has also made sure the hotels fit the needs of our team in terms of amenities and location. Her work has been well organized, she responds quickly to questions or changes, and is very professional. I'm so thankful for all the time and stress she saved me! Jean has exceeded my expectations. I highly recommend her and look forward to working with her in the future.

Michelle Jacob
Michigan Tech Soccer



June 1, 2020

To Whom It May Concern:

I started working with Jean Boeckenhauer at HelmsBriscoe in March 2020 for our basketball teams and soccer team hotel room bookings. Although we have not been working together long, I can attest that Jean has gone above and beyond with our bookings and we couldn't be happier with the level of service we have received.

Prior to working with HelmsBriscoe, our coaches or office staff were responsible for calling around for prices and booking the hotels for travel. Since we started working with Jean, we provide her with the necessary information; such as our schedule, location, number of rooms, amenities, budget and any other pertinent information. She takes that information and compiles a spreadsheet of hotel options for us to choose from. Once we have narrowed the list down to our top hotel choices, she works to get us the best hotel package that meets our needs. She has made the process easy and painless for our coaches, and myself, and more importantly has freed up their time to focus on what they do best, working with our student athletes.

The level of communication throughout the process is second to none and Jean has strived and succeeded in ensuring we have the amenities needed for our teams while traveling. We anticipate working with HelmsBriscoe to book hotels for some of our other teams and look forward to working together for years to come.

Jennifer Laitala
Manager of Budget & Planning
Michigan Tech Athletics
Michigan Technological University



May 28, 2020

To whom it may concern:

We are pleased to provide a recommendation for the services of Jean Boeckenhauer of HelmsBriscoe. We have been partnering with Jean for several years to perform venue sourcing and contract support services and have always appreciated her level of experience, commitment and professional service.

Jean is thorough and focuses on researching properties that align with our clients' expectations creating efficiencies for my team. She provides insights and feedback on the options that support our assessments and final selection decisions. Additionally for our international meetings, we value the in-country resources that HelmsBriscoe can access specifically with regard to supporting contract negotiations and country-specific guidance.

We look forward to continuing our relationship as the industry navigates the current challenges of COVID-19.

Sincerely,

A handwritten signature in black ink, appearing to read "Sue Sessa". The signature is fluid and cursive, with the first and last names being clearly distinguishable.

Sue Sessa, CMP
Vice President
MedLogix Communications