



To Whom It May Concern:

It is my absolute pleasure to share my experience working with Mike Satterfield, who recently assisted our organization in securing the ideal boutique hotel on the San Antonio Riverwalk for our upcoming February Roundtable.

From the moment he presented venue options across three cities based on our guidelines, I knew we were in great hands. The property we ultimately selected is beyond what we imagined. Mike not only found the perfect boutique hotel, but also negotiated exceptional rates on rooms, meeting space, food & beverage, and AV — far exceeding our expectations.

Looking back on years of managing events, I can't help but wonder why I didn't reach out to Mike sooner. His professionalism, responsiveness, and deep knowledge of meeting planning best practices made the entire process effortless. Mike even advised us to hold additional space at no extra cost, giving us flexibility and peace of mind as our plans evolved.

His insight, patience, and follow-through inspired complete confidence every step of the way. I will be recommending Mike to anyone planning meetings or events — and we will certainly be partnering with him for all our future events.

We are deeply grateful for Mike's expertise and partnership, and I am confident our upcoming February event will be a tremendous success thanks to him.

Sincerely,

Wendy Feldbauer

**Director, Marketing, Meetings & Membership
Premier Workforce Solutions &
Executive Roundtable, LLC**



January 10, 2023

To Whom it May Concern:

It is an honor and pleasure to write a letter of recommendation for Mike Satterfield.

I started working with Mike in November 2021 on dbt Labs' annual conference, Coalesce. He is not only a dedicated partner to the team—he is a resource, cheerleader, and mentor in helping us achieve successful programs.

Mike has set our team up for success. In 2022, he helped us secure a venue and hotel rooms for 1500 attendees six months before the conference.

He has prepared us for the future. After completing the 2022 venue search, Mike immediately started the venue search for our 2023 program. We were able to sign the contract in August 2022. Mike and I are already discussing 2024 conference goals, and he is the reason why we have been able to get ahead of planning.

Mike has connected us with high-quality vendors. Mike has connected us with local destination management companies, conventions/visitors bureaus, and other organizations that have been able to make our program special.

I highly recommend Mike Satterfield to anyone working in the events, meeting and experiential marketing industries. He is the best in the business and an extension of our team. I don't know what I would do without him.

Best,

A handwritten signature in black ink, appearing to read "Fatima", is positioned below the word "Best,".

Fatima Conteh,
Lead Events Manager, dbt Labs

November 16, 2022 – Referral to Mike Satterfield

Dear Mike,

It is my honor to write a referral for you.

From start to finish the experience was great. The only hard part is figuring out where to start! So, I will continue by saying the venue comparison based on guidelines I suggested had me at "Hello."

When I look back at the many years managing events for my company, I ask myself where have you been? It has been a wonderful experience having you find the venue for our meetings. I am so thankful to have worked with you during the past few months. The magnitude, and work to determine the right location to host our networks and staff takes patience, thoughtfulness which you guided me through. Although, it feels effortless with your professional expertise and commitment to assure me "It's all good", your follow up reinforced the confidence needed. Working through the resort contract based on your experience provided ease.

I will highly recommend you to anyone who is looking for help, including my predecessor, with the process from beginning to end.

Thank you for your assistance. I'm more than confident our forthcoming event in June 2023 will be a super success.

Sincerely,

Barbara



Barbara McGrath
V.P. Sales & Client Care
Cell 480.459.0552 | Corp: 480.503.8735
www.skyviewnetworks.com



September 29, 2022

To Whom It May Concern:

Over the past 6 ½ years I have had the most rewarding opportunity to work with one of the best in the industry, and I'm sure, one of the best that works for HelmsBriscoe, Mike Satterfield.

Mike has guided our organization through the toughest of times these past two years during the Covid-19 pandemic. With Mike's assistance, we were able to greatly minimize our losses from canceling and/or moving our meetings scheduled during the pandemic.

Mike has proven himself to be an invaluable asset and partner to NCPDP, even before the pandemic, by ensuring close adherence to our organization's parameters for meetings and contract requirements. Mike is also a great source and advisor throughout the RFP and contract negotiation process.

Because of all of the attributes mentioned above, I am honored to be able to work with such an endearing, humble, and wonderful person that is Mike Satterfield.

Sincerely,

Kimberly S. Dixon-Williams, CMP
Manager, Meeting Planning
NCPDP



Manufacturer of flexible metal hose and gas piping products

February 17, 2022

Re: Mike Satterfield, Managing Director, HelmsBriscoe

To Whom It May Concern:

I'd like to take this opportunity to make a formal recommendation to work with Mike Satterfield. Mike has an expert blending of attention to detail, persistence, outstanding communication skills and experience. Mike is always responsive to my questions and keeps me informed of the progress as he moves along with negotiations. He comes out on top as the person I trust in getting the job done with all our company's requirements met. I highly recommend Mike for every one of your site selection needs!

I had to thank Mike for being involved in the groundwork with preparing for another successful annual sales meeting for OmegaFlex. The way in which he worked with the many venues to assist in the selection of the best property that suited our company event was excellent. Mike landed us right where we wanted to be! He managed to procure all that was needed before we went to contract and both parties involved in the agreement came away quite satisfied! His knowledge and know how in this field are exemplary. My plan is to look forward to a long, productive partnership with Mike year after year, as he is genuinely a pleasure work with!

Sincerely,

Donna Myslinski
Executive Assistant



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February 15, 2022

Mr. Mike Satterfield
Managing Director
HelmsBriscoe
20875 N. 90th Place, Ste 210
Scottsdale, AZ 85255

Dear Mike,

It is my honor to write a referral for you. The only hard part is figuring out where to start!

We have been working with HelmsBriscoe for several years under another agent and while we've always had a good experience with them, I am so thankful to have worked with you during the November 2020 contract process. It was my first time to be solely responsible for something of this magnitude, but your patience, thoughtfulness and kindness guided me though.

Unfortunately, due to COVID-19, we had to postpone the 2020 contract, however you continued to stay in touch. Your professional expertise and commitment to ROFDA assured me when I needed it most; you always calmed me when I thought a storm was approaching.

We have since worked through another resort contract with ease. From setting up a site visit to meeting with their staff, you have always made it not only a smooth process, but also an enjoyable one.

I will gladly (and confidently!) recommend you to anyone who is looking for a "go-to" person to help with the process from beginning to end. Thank you for your assistance in making our events successful thus far – we're looking forward to the next one!

Sincerely,

Teresa Pope
ROFDA

“strength in unity”



December 16, 2019

To Whom It May Concern:

I had the pleasure of partnering with Mike for five plus years. His dedication, knowledge of the meetings and events industry, complete attention to detail, thoroughness and responsiveness are among many of the reasons why he is incredible at what he does.

Mike supported all our programs and initiatives from sourcing and negotiating to answering questions during the planning process, creating addendums and amendments, and supporting cancellations/postponements. No request is out of reach and if Mike is not able to directly support, he will find someone who can.

Mike is a true partner and will go above and beyond to ensure you are taken care of. Mike is innovative, process oriented, organized and extremely communicative. He is a problem solver and will always look for solutions to best support you through any challenge or obstacle.

Mike is very well known and respected in the industry and his relationships around the world are a true testament to what he stands for.

Mike is a true partner and does not just stay behind the scenes, he takes it to the next level by attending programs in person to get the firsthand experience to better support you and your company's mission.

If you're looking for someone to help support your sourcing needs, look no further, Mike and his team are absolutely incredible and I am so thankful for our partnership.

Regards,

Jessica Leadingham

Events Contracting Administrator
Isagenix International



Mike Satterfield
Managing Director
HelmsBriscoe
20875 N. 90th Place, Suite 210
Scottsdale, AZ 85255

August 13, 2020

This is much overdue, and perhaps it's that I've been at a loss to come up with the words worthy of the way that Mike Satterfield has come through for TaxJar.

I was connected with Mike through an industry colleague I met while in Italy. She graciously made the introduction, and Mike reached out to stay connected. It was in a serendipitous time of (my) need, he checked in for no other reason than to see how I was doing during what I can only describe as a very stressful time.

COVID-19 essentially turned the Events and Hospitality industries on their heads in a matter a few months. Mike stepped up to offer help for no other reason that he was in the position to do so, and I needed it. He gave me time, knowledge, guidance – and patience – as I worked through a complicated venue renegotiation, expecting nothing in return. We stood to lose a great deal of money, and when it felt as though no resolution was in sight, in came Mike who was able to utilize his expertise to help me arrive at an addendum I was actually excited about.

Mike was ethical, candid and fair. I cannot imagine sourcing venues or hotels in the future without him, and neither should anyone else!

Thank you, Mike and HelmsBriscoe. I look forward to working together again very soon.

Sincerely,

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

Heather Wilson, CMP
Head of Employer Brand & Events
TaxJar

July 31, 2020

To Whom It May Concern:

I am extremely pleased to write this testimonial for Mike Satterfield. Mike and I have worked collaboratively for over three years and I have found him a conscientious and very hardworking professional.

Mike has worked with my predecessors since 2015 and Isagenix has continued to entrust him with a great deal of responsibility: sourcing, negotiating, contracting and managing domestic and international hotel and venue contracts for training and incentive programs ranging from 100 to 15,000 attendees.

During the years that I have worked with Mike, I have had the opportunity to observe his interpersonal style. He is a pleasant individual who takes on all our requests with professionalism, enthusiasm and dedication.

Regardless of deadlines or other pressure, Mike always delivers. His superior organization and negotiating skills, and vast knowledge of the meetings and events industry have consistently set our team and programs up for success. He is not only thorough but also easy to work with and always willing to take the time to discuss any concerns that pop up and respond to our questions.

I fully recommend Mike as I am positive of his ability to undertake even the most complex of work.

Please feel free to contact me at 319.936.4152 or jones.sarajane@gmail.com if you would like me to further elaborate on Mike's abilities.

Regards,

Sara Jane Jones Widdes
Events Destination Management Lead
Isagenix International



Bringing people together to build homes, communities and hope.

Hello Mike:

It is with great pleasure that I send this note of appreciation on behalf of Habitat for Humanity Central Arizona for the recent re-scheduling for our Large ReStore Symposium.

Initially, you and your HelmsBriscoe team assisted us greatly in the selection process for hosting our event. You were able to save our team countless hours by quickly narrowing our choices from hundreds of locations to the four top selections, resulting in our final decision to book the symposium at the Renaissance Phoenix Glendale Resort & Spa. We felt overwhelmed at first, but once you set up the site visits, and helped negotiate the terms in the contract, we knew we were far better off with your representation than attempting to go at it alone. Working with the Hotel was an excellent experience from day one and we were treated as VIP clients from the introduction tour to the signing of final documents. Then, the unforeseen Covid-19 challenges hit us all and our world changed.

Not only has this virus created an environment of anxiety and worry for everyone's family and friends, but it demanded that all of us had to navigate through the physical and emotional stress. Then, after the jolt settled upon us all, we realized we must immediately act and return to our business at hand: our employment and its commitments. That is when we asked HelmsBriscoe to step in again to help us negotiate our options: to re-schedule, to cancel and what about the cancellations fees, etc. – a job too big for the inexperienced, but a job that HelmsBriscoe is and was prepared to tackle on our behalf.

There is absolutely no doubt in my mind that without you and the HelmsBriscoe reputation representing us in the rescheduling process, at a time when we clearly could have lost \$30,000 to \$50,000, we would have not been able to achieve such a favorable outcome. We all knew that with the hotel rates at just 10% occupancy and the hospitality industry losing billions of dollars, we may not be able to renegotiate our contract. It was undoubtedly your integrity, leadership, and your willingness to put our interests first, that help persuade the Renaissance to make extremely generous concessions and accommodate the rescheduling of our event with no cancellation fees involved. You were amazing and we are so pleased to have this matter settled and resolved.

We thank you for offering your expertise in securing this facility and we recognize that it could not be possible without your incredible relationships with such first-class professional hotel management teams. This was needed to finalize our partnership, recognizing we could not have accomplished this without HelmsBriscoe at our table.

We wish you the best for continued success and please know we are truly grateful for your help.

Many thanks,

Todd Rogers
Chief Strategy Officer



The Cincinnati Insurance Company ■ The Cincinnati Indemnity Company
The Cincinnati Casualty Company ■ The Cincinnati Specialty Underwriters Insurance Company
The Cincinnati Life Insurance Company

November 18, 2019

Mike Satterfield
Managing Director
HelmsBriscoe
20875 N. 90th Place – Suite 210
Scottsdale, AZ 85255

Dear Mike,

As I reflect on our longstanding relationship with you and HelmsBriscoe, I want to take a minute to express my gratitude that we crossed paths.

Building our annual road show schedule is a daunting task, and one that you've navigated on our behalf for more than 10 years. Partnering with you was a godsend; you are truly an extension of our team. You understand our company culture, know our hot buttons, and go the extra mile to help us shine. We would be lost without you.

Through the years we've learned that your relationships and insight in the hospitality industry are unsurpassed. We've had some crazy pop-up situations that would have sent us reeling if we didn't have you in our corner.

You are the consummate professional and I wanted to let you know that it's not only great working with you, but an honor to call you a friend.

Best regards,

Karen Hock, CMP
Secretary-Jr Officer – Meetings and Travel

Mike Satterfield
HelmsBriscoe
20875 N 90th Place
Scottsdale, AZ 85255

March 22, 2019

I don't often write testimonials because I rarely encounter companies or people who genuinely deserve it. Mike Satterfield of HelmsBriscoe is one professional who has earned that distinction. Mike stepped up for me and my company with valuable advice and guidance in dealing with a hotel issue, even though he and his company had no affiliation with the arrangement. He gave of his time and knowledge with no hesitation and no expectation. That kind of service is indeed rare.

I have worked with HelmsBriscoe in the past for my company's event needs with great result and will work with Mike and his team for all of my future requirements. With Mike, you know you always have someone willing to go the extra mile for you. I recommend Mike and his company to anyone looking for a great partner for meeting procurement and site selection services.

Sincerely,



Carl Sheffres

Publisher

Microwave Journal

Signal Integrity Journal

October 3, 2017

Mike Satterfield
HelmsBriscoe
20875 N 90th Place
Scottsdale, AZ 85255

I couldn't be more impressed with the services that you and HelmsBriscoe offer. From research and site selection to budget constraints and hotel contract negotiations, I can rest assured that you will find a perfect solution that will work for our company every time.

Just having completed our second conference in Miami, we couldn't be happier the experience. This event was the second time you were able to find us exactly what we were looking for. You listened to our needs and delivered.

I've never worked with a company that made things so easy for me. I appreciate the level of service and follow-up you provide; you're always on top of the latest development. Looking forward to planning the next event with you!

Sincerely,



Christine Silverman
Director of Marketing

Dewatering Solutions

22 Floodgate Road, Bridgeport, NJ 08014
Tel +1 856.467.363 Fax +1.856.467.4841

June 10, 2014

I had the pleasure of working with Mike Satterfield of HelmsBriscoe on our National Distributor Meeting in February of this year. As a busy meeting planner, with multiple events back to back, I was grateful to partner with Mike in researching destinations for our meeting. Finding the perfect destination to suit our company's needs is no small undertaking, in fact it is the most overwhelming part of my job! Mike came in with his knowledge and expertise and in a short period of time, had proposals that met all of our requirements and more. Mike also helped review the contract from the hotel and made suggestions and changed that were fair for both parties. Most impressive of all, when our program fell short of our expected attendance, Mike was able to negotiate down our attrition costs, saving us thousands of dollars in an already tight budget. He is a great listener and makes every effort to understand your needs when it comes to meeting space, destinations and budget. He creates custom solutions for his clients, unlike many meeting consultants out there who are just looking to justify their fees. I highly recommend working with Mike Satterfield.

Sincerely,

Laura Gibson
Strategic Events Specialist

Godwin, a Xylem brand
22 Floodgate Road
Bridgeport, NJ 08014
856-467-3636



16648 N 94th Street, Scottsdale, AZ 85260

December 2, 2013

Mike Satterfield
HelmsBriscoe
20875 N 90th Place
Scottsdale, AZ 85255

To Whom It May Concern:

I was introduced to Mike Satterfield by a friend and colleague with whom I have worked on our annual conference for several years. We have unique needs for rooms and space for this conference which always poses challenges in finding a venue with availability. As well, over the years, my responsibilities have grown alongside my growing program which makes it difficult for me to dedicate my full time and attention to overcoming these challenges, negotiating our contract, and responding to everyone in a timely manner.

Once I met Mike, all my headaches were eliminated. Not only did he quickly understand our challenges, he also found availability at our preferred location during our preferred dates, and he helped us with our contract negotiations so I could maintain my focus on the many other moving parts that I manage. He is available at odd hours to answer my odd questions and is genuinely interested in our event's success. On top of all of this, he is such a nice guy that I truly enjoy working with him.

He has proven to be an asset to our organization and I will not hesitate to recommend him to any other professional in the meeting planning industry. Thank you for all of your help, Mike!

Sincerely,

Melanie Sircar
Sr. Marketing Manager
Ingram Micro Consumer Electronics

The Desert Southwest Conference
The United Methodist Church
1550 East Meadowbrook Avenue
Phoenix, Arizona 85014-4040
602.266.6956 • 800.229.8622 • Fax 602.266.5343
www.desertsouthwestconference.org



June 6, 2011

Re: Mike Satterfield, Helms Briscoe

To Whom It May Concern:

We have enjoyed a very professional and satisfying relationship with Mike Satterfield of Helm Briscoe that is now approaching 10 years.

We host a nearly week-long conference every June where representatives from all of our churches in Arizona, southern Nevada, and part of California gather to conduct business and worship together. It is quite a logistical and financial undertaking to organize these events for 600+ attendees. Negotiating contracts and searching for the best deals is simply beyond the expertise and capability of our relatively small staff. Fortunately, Mike has been a true savior for us in this area. On our behalf, Mike and Helms Briscoe have twice negotiated major venue changes for our annual conferences – first to the DoubleTree Resort in Paradise Valley and then to the Renaissance Hotel in Glendale. Both times he was able to accommodate our many needs, negotiate a very favorable contract, and even get a few extras thrown in! Mike has also helped us secure favorable extensions at appropriate times. Overall, he has helped our small organization be extremely professional in our dealings with major hotels.

On a personal note, I have found Mike to be very sincere and straight-forward. He is responsive, highly ethical, and seems to be truly interested in his clients' needs and how best to serve them. He has never been too busy to help us with even some very small one-time events in addition to our major annual conferences. I definitely trust him to do what's best for us.

So, what more can I say. Mike and Helms Briscoe have worked hard and successfully on our behalf, and they don't cost us anything! Where else can you get a deal like that? I heartily recommend Mike Satterfield and Helms Briscoe for any meeting management needs you may have.

Sincerely,

A handwritten signature in black ink that reads "Randy L. Bowman". The signature is written in a cursive, flowing style.

Randy L. Bowman
Director of Administrative Services/Treasurer



Mike Satterfield
HelmsBriscoe
20875 N 90th Place
Scottsdale, AZ 85255

If there is anyone that I would recommend working with for hotel contract negotiations, it would be Mike Satterfield. Not only is he incredibly knowledgeable about the hospitality industry, but he has taken the time to truly understand the needs of my association.

While Mike has worked with NCPDP for many years, I personally have worked with him for over 5 years, starting back when I was brand-new to the industry. Mike has educated me on hotel trends and contracts when I literally knew nothing about contracts when I started. He has also been instrumental in helping me educate my association's Board of Trustees so that they can also understand the process we have gone through to secure our meeting locations. I have always trusted Mike to work with me to do what's in NCPDP's best interests. And I can't even begin to describe the amount of time, energy and money that he has saved me and NCPDP!

Sincerely,

A handwritten signature in black ink that reads "Beth Fagan". The signature is fluid and cursive, with the first name "Beth" and last name "Fagan" clearly distinguishable.

Beth Fagan
Manager, Meeting Planning and Membership Services

June 17, 2011

Mike Satterfield
HelmsBriscoe
20875 North 90 Place
Scottsdale, AZ 85255

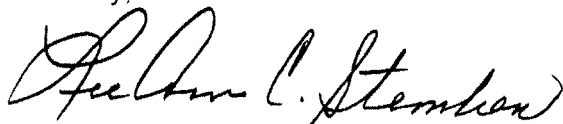
To whom it may concern:

It has been my pleasure to serve as President of the National Council for Prescription Drug Programs (NCPDP) for more than 30 years. In that time, I have presided over as many annual conferences (held in the Phoenix/Scottsdale area) and more than a hundred other smaller quarterly work group meetings held throughout the country.

The most important work of our organization takes place at these quarterly work group meetings and I cannot overstate the importance of the locations that are selected for them, as our diverse membership is drawn from all across the US. In the five years since we began working with Mike Satterfield and HelmsBriscoe, not only has the quality of our meetings improved, but it has been so much easier and cost effective to put on our quarterly events.

I enthusiastically recommend Mike because it makes great "business sense," and because it has been such a joy to partner with a talented and hard-working professional.

Sincerely,

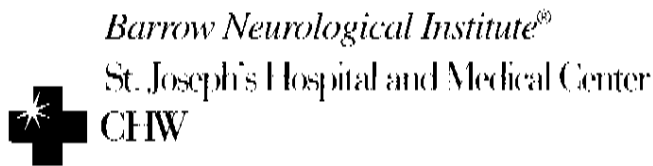


Lee Ann Stember, President
NCPDP

Testimonial

- Mike Satterfield and Helms Briscoe have done an excellent job of securing us with the sites we want and within our budget. I was not a believer at first; however, Mike proved his worth and delivered. We have used Mike and Helms Briscoe over the last 8 years setting up meetings across the country. Mike is very professional and strives to meet our needs for a meeting and I could not be happier with our history. I highly recommend using Mike Satterfield and Helms Briscoe for your next meeting.

Kelly Bye
Vice President of Sales
Rust-Oleum Industrial Brands



Conference Planning Office
350 West Thomas Road
Phoenix, AZ 85013
602 406 3067 Telephone
602 406 4104 Facsimile

Mike Satterfield
HelmsBriscoe
20875 N 90th Place
Scottsdale, AZ 85255

I have had the pleasure of knowing Mike Satterfield for the last seven years. I watched him successfully negotiate hotel contracts for my previous employer. When I switched jobs, it was without question that I would bring in Mike to manage the hotel negotiations.

Mike is exceptional to work with. He is knowledgeable and always works in the client's best interest. He has saved the hospital money during negotiations and is always reliable with follow-up calls, emails and information. Mike continues to go above and beyond the call of duty in every instance.

Sincerely,

Lindsey Belkin
Manager, Professional Education & Conference Development



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EXECUTIVE DIRECTOR
Margot Bennett, MBA

March 15, 2004

You *can* get something for nothing! You can get excellent service, superior research, great follow through, outstanding negotiation skills, and years of expertise in the hotel industry...all for nothing!

Mike Satterfield with HelmsBriscoe began assisting the American College for Advancement in Medicine in mid-2003. He stepped in to a difficult situation. Our conference attendance numbers were down, with SARS and the war our Spring conference took a loss. We were heading into a Fall conference anticipating low numbers and a big hit in attrition fees. Using his network of associates and connections from the hotel industry ... even though there was no compensation from the hotel or from us ... Mike helped us turn the conference into a money-maker. He worked with the hotel to release our room block and monitored it daily to make certain we were on the right track. And when we still ended up with an attrition penalty, Mike got the hotel to waive it!

Once again Mike is working with us and the hotel for our Spring 2004 conference. The challenges will be similar but with his help we anticipate a positive result.

Mike also has found the hotels and negotiated contracts for the American College for Advancement for our January 2004 retreat, our Fall 2004 conference, and our Spring 2005 conference. He carefully analyzed our previous room blocks and our needs and negotiated contracts for us that are realistic and should keep us from penalties. He was also successful in overcoming the difficulty we routinely have with large activity room needs but low guest room requirements. He has negotiated for concessions that we had never considered and we are grateful to have.

Please feel free to contact me if you have any questions about Mike Satterfield and HelmsBriscoe. We have been more than pleased and recommend them with our highest regard.

Sincerely,

Margot Bennett
Executive Director