



For Immediate Release

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HelmsBriscoe Names Lisa Luks as Managing Director of Washington, D.C. Area

Scottsdale, Ariz. (September 15, 2010) — HelmsBriscoe, the global leader of independent site selection and RFP services for the meetings business, announced the appointment of Lisa Luks as Managing Director for the greater Washington, D.C. area. In her role, Luks will assist HelmsBriscoe Associates with their sales initiatives, business planning and client retention efforts.

Luks comes to HelmsBriscoe with over 18 years of hospitality industry experience. Luks joins HelmsBriscoe from Hilton Worldwide, where she has held numerous positions over the past eight years, including most recently Director of Sales and Marketing at the Hilton McLean Tysons Corner in Virginia. During this time, her responsibilities included overseeing all group and corporate sales, development of promotional packages and the design and distribution of marketing and collateral materials.

Prior to joining Hilton in 2002, she held a variety of hospitality sales and leadership positions with organizations including The Lodge at Rock Hill, Hudson Valley Resort & Spa and Concord Resort Hotel and Conference Center, all located in the Catskill Mountain Region of New York.

“We are pleased to add such a high caliber executive to our HelmsBriscoe leadership team,” stated Roger Helms, founder and CEO of HelmsBriscoe. “Lisa is a perfect example of our commitment to hiring experienced hospitality and sales executives to grow our expanding network of Associates. Her expertise in the corporate and association markets will be invaluable to ensuring that meeting planners receive the highest possible return on their meeting investment.”

“The team at HelmsBriscoe is extremely passionate about what they do and I am pleased to now be a part of this organization. HelmsBriscoe is committed to creating value for its clients and I look forward to utilizing my many years of experience in the hospitality industry to help drive their vision” said Luks.

A Certified Meeting Professional, Luks earned her Bachelor of Science degree in Business Administration with a concentration in Marketing and a minor in Applied Statistics from the State University of New York at Oswego.

About HelmsBriscoe

[HelmsBriscoe](#) is the global leader of independent site selection and RFP services for over 9,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients' criteria, negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry's most respected network of procurement specialists, with more than 1100 associates spanning over 40 countries.

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