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**NEWS FOR IMMEDIATE RELEASE**

**CHERYL WILLIAMS NAMED SENIOR OPERATIONS MANAGER FOR  
SUMMIT PERFORMANCE GROUP**

SAN DIEGO — September 22, 2005 — Cheryl L. Williams has joined the Summit Performance Group (SPG) as senior operations manager, according to Richard McCann and Doug Wheeler, co-owners and partners of San Diego-based SPG, a leading-edge provider of comprehensive meeting planning, incentive and sports hospitality services to local/regional, national and international clients.

Williams is responsible for assisting company's sales team as well as working with SPG's assigned account manager on all program aspects, including budget management, creative creation, guest communication, vendor relations and hiring, purchasing and on-site operations.

Prior to joining SPG, Williams was with Concepts Worldwide, Inc. for more than five years, where she served as a program development and purchasing manager. Previously, she was a quality assurance specialist with Alltel Information Services. Prior to that she was with Computer Intelligence as a sales executive assistant.

Williams attended San Diego State University and has earned credits through the SDSU's College of Extended Studies' Meetings and Events

Management program. A resident of Oceanside, CA, she currently serves on the Board of Directors and on numerous committees for the Arbor Hill Homeowners Association as well as a volunteer for Mama's Kitchen.

**About Summit Performance Group**

Headquartered in San Diego, Summit Performance Group's Partners and Founders, Richard McCann and Douglas Wheeler, have more than 40 years experience in corporate incentive travel and meeting management industry. SPG has successfully developed and executed top-notch, custom tailored programs for numerous large and small companies. SPG's comprehensive suite of services include site selection and contract negotiations, secondary services coordination, corporate sports hospitality and sponsorships, individual and group incentive travel, conference and event management, technology and web registration, multimedia development and production and custom theming, staging and graphic design. SPG headquarters is located at 12396 World Trade Drive, Suite 315 in San Diego. The company has regional offices in Los Angeles, San Francisco and Pittsburgh, PA. For more information SPG, call 858-385-2785 or 858-456-9092, or visit [www.summitpg.com](http://www.summitpg.com).

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