

## **Summit Performance Group provides corporate incentive travel, meeting services**

**By KIM MERRILL**, Special to The Daily Transcript  
Thursday, March 24, 2005

Headquartered in Carmel Mountain Ranch, the Summit Performance Group (SPG) has become one of the industry's leading providers of corporate incentive travel and meeting management services to both large and small companies.

Richard McCann and Douglas Wheeler, who together have more than 40 years of combined experience in the corporate incentive travel and meeting management industry, formed the company in 2003.

Prior to forming SPG, McCann was the president of Summit Incentive Travel, a company that specialized in corporate incentive travel, event management, site selection and corporate sports hospitality at such major venues as the Super Bowl, World Series, Olympics and major golf tournaments including Masters and U.S. Open. Wheeler was president of Conference Locators International LLC (CLI LLC), a boutique firm that provided clients with comprehensive meeting planning services.

Today, McCann and Wheeler have led the SPG team to successfully develop and execute top notch, custom tailored programs for numerous associations and Fortune 1000 companies. SPG's extensive capabilities 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.

"The Summit Performance Group's core value is providing exceptional customer service and client satisfaction with products and services of the highest quality, while maintaining acceptable budget specifications," McCann said. "Our professionals, staff and affiliates have a 'can do' attitude that makes for a very effective business relationship and above all produces a meeting or event that exceeds our clients' expectations."

SPG's client list includes many leading pharmaceutical, technology, medical, technology, biotech and financial services companies in San Diego, Orange County and Los Angeles.

Wheeler said SPG brings full-service conference planning and incentive expertise that provides complete incentive travel services, conference planning, site selection, staffing, sports hospitality and technology solutions.

"As the corporate meetings and incentive industry continues to change, today's companies need a turnkey approach that provides expertise and direction to assure a successful meeting, incentive or sports hospitality event," he said. "SPG's approach is to provide comprehensive solutions to ensure our clients and their attendees will maximize performance by experiencing an outstanding meeting or event."

Wheeler and McCann said SPG also delivers technology solutions to clients including site selection, web casting, web design and e-conferencing, event database management, online event management and event Web site creation and registration.

The company recently utilized its technology solutions to provide the online hotel and airline registration for the First Annual Road to Recovery Conference and Tribute to Salute America's Heroes held at Walt Disney World in Orlando. The event was staged as a vehicle to help heal and honor hundreds of seriously wounded and disabled soldiers, airmen and Marines from the Iraq and Afghanistan wars, as well as their families.

"We were very honored to be selected as the logistical team in charge of the registration, transportation and event coordination for this wonderful conference and event, which provided recognition, support and encouragement that many of our heroes will need to overcome their disabilities and rebuild their lives," said McCann.

The Summit Performance Group's 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. For more information

SPG, call (858) 385-2785 or (858) 456-9092, or visit [www.summitpg.com](http://www.summitpg.com).

---

*Merrill is principal of Merrill Marketing/Communications*