



FOR IMMEDIATE RELEASE

Contact:

Lisa M. Cathie, President

Tel: 914.522.2225

E: lisacathie@opiteam.com

Lisa M. Cathie Named Approved Vendor of Renowned Disney Institute

Experienced cultural consultant and trainer adds new dimension to her many service offerings

HIGHLAND, N.Y., November 7, 2007 - Optimum Performance, Inc. (OPI), a cultural consulting and training and development company for sales and service providers, today announced that it has been named an approved vendor of the prestigious Disney Institute, a recognized leader in experiential training, leadership development, benchmarking and cultural change for business professionals across the globe.

Founded by Lisa M. Cathie, OPI provides comprehensive organizational development strategy and support serving clients in the financial arena, marketing firms, government agencies, education, and health care.

"Optimum Performance, Inc. is excited to have been chosen as an approved vendor of this prominent and distinguished institute," said Lisa M. Cathie, founder and president of OPI. "Our firm continually strives to enhance our service offerings to help our clients attain their goals and run at optimum performance. OPI looks forward to incorporating and promoting the values and principles of Disney Institute into its work to bring an exemplary customer experience to life within organizations, which results in a positive impact on the bottom line."

About Optimum Performance, Inc.

Optimum Performance, Inc. provides comprehensive organizational development strategy and support, specializing in: Culture, Customer Engagement, Change Management, and Custom Training. With almost a quarter century of hands-on experience, founder Lisa M. Cathie gives a unique perspective into what makes an organization congruent with its values and mission.

Optimum Performance, Inc. is an approved Disney Institute vendor. Lisa's client list includes: regional and community banks, The Culinary Institute of America, Brand Partners – an integrated marketing firm, ProActive Leadership Center, and MAHAWHE - an Association of Twelve Colleges & Universities. Lisa is an adjunct professor for SUNY Orange, teaching adult continuing education. Lisa holds a B.S. in Business and Organizational Leadership & Communication from Marist College and an Associates degree in Communications. Prior to starting her consulting firm, Lisa held several senior executive positions on both the retail and operations sides at various financial institutions. In addition to several financial licenses held, she is also an associate of the ProActive Leadership Center, which provides innovative training techniques and programs. Lisa is a community advocate having served on several Boards supporting arts and education, physical and mental disabilities, chambers of commerce, and higher education. Visit www.optimumperformanceinc.com for more information.

About Disney Institute

Highlighting the vision and ideals of Walt Disney, *Disney Institute* is a recognized leader in experiential training, leadership development, benchmarking and cultural change for business professionals across the globe. Uniquely positioned to combine the resources of all Disney Destinations, *Disney Institute* is a leader at providing professional development that meets your needs. All *Disney Institute* programs provide a unique opportunity to "experience the business behind the magic" of our core business strengths: Leadership Development, Quality Service, Customer Loyalty, Organizational Creativity, and Teambuilding. Visit www.disneyinstitute.com for more information.