



Summit Performance Group

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**NEWS FOR IMMEDIATE RELEASE**

**SUMMIT PERFORMANCE GROUP NAMES DAVID G. SOBEK DIRECTOR  
OF SOUTHWESTERN REGIONAL SALES**

**SCOTTSDALE, AZ — April 6, 2008 — David G. Sobek has been named Director of Regional Sales for Summit Performance Group (SPG) in charge of Southwestern markets, 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.**

**Sobek is responsible for marketing SPG's comprehensive suite of meeting planning, incentive and sports hospitality services to companies, associations and other organizations located throughout the southwestern region. He will be based in SPG's new Scottsdale, Arizona office.**

**Sobek has more than 20 years experience in the hospitality industry. Prior to joining SPG, he was Director of Sales for the InterContinental Montelucia Resort and Spa in Scottsdale, AZ., where served as a group sales director with five sales managers responsible for local, national and international sales. Previously, he served as a Director of Sales for the Four Seasons Resort in Scottsdale. Sobek has also held senior national sales and operations positions with Starwood Hotels**

**and Resorts, where he was national account manager for The Phoenician Hotel and the Sheraton Crescent Hotel, both in Phoenix, as well as the La Costa Resort & Spa in Carlsbad, CA, and Premier Foods in San Diego.**

**Sobek received a Masters of Business Administration from the University of Phoenix and Bachelor's degree in Business Administration from Arizona State University, Tempe, AZ. A resident of Scottsdale, Sobek is involved in the Phoenix chapters of Meeting Professionals International (MPI) and the Society for Incentive Travel Executives (SITE) as well as the Arizona State University Sun Devil Club.**

#### **About Summit Performance Group**

**Headquartered in San Diego, Summit Performance Group's Partners and Founders, Richard McCann and Douglas Wheeler, have more than 50 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, associations and other organizations. 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 109 in San Diego. The company has regional offices in San Diego, Scottsdale, Milwaukee and Pittsburgh. 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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