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# High Performance Women Corporate Challenge 2014

PCNA PR Wrap-Up Report



## Executive Summary



Since 2012, Porsche has partnered with *Womenetics* for the annual High Performance Women Corporate Challenge. The challenge provides women in nationally respected leadership roles with a one-of-a-kind experiential leadership program.

Through this two-day program, 16 women learned how to conquer challenges on the track and in the workplace.

Outlined in this presentation is a recap of our recent 2014 High Performance Women Corporate Challenge in Braselton, Georgia at the Chateau Elan Winery and Resort and Road Atlanta.



## Objectives

- Partner with *Womenetics* for the High Performance Women's Corporate Challenge in Braselton, Georgia at Chateau Elan and Road Atlanta.
- Provide prominent businesswomen with an exclusive Porsche driving experience and introduce them specifically to the Panamera.
- Encourage high performance and teamwork through a driving challenge incentive – a \$5,000 donation from Porsche to a worthy charity benefitting women or young girls.



## Participants

Participant	Company	Title
Dawn Bading	Kaiser Permanente	Vice President, Human Resources Diversity & Inclusion
Lauren Boles	CNN Newsource	Senior Director, Sales Marketing
Anne Bowen-Long	UPS	Vice President, Enterprise Accounts
Dawn Conway	Cision	Chief Operating Officer
Suzannah Gill	Mercer Health and Benefits	Senior Consultant
Josephine Ha	Northern Trust	Senior Vice President
Lisa Holloway	JP Morgan Chase	Senior Relationship Manager
Karen Kuhlman	United Airlines	Director, Government Affairs
Alexandra Lunde	Aon Risk Solutions	Account Executive
Sarah Lutey	Cox Automotive	Regional Director at NextGear Capital
Nondini Naqui	Mass Mutual	Director, Society of Grownups
Jennifer Neill	Grant Thornton, LLP	Director, Transaction Advisory Services
Jill Rogers	Allianz Insurance Company of North America	Senior Director, Human Resources
Cathy Southwick	AT&T	Vice President, Cloud Compute & Storage Engineering – Technology Operations
Sylvia Taylor	Safe-Guard Products International	Senior Vice President, Human Resources
Marnie Walker	Randstad Staffing	Area Vice President, Georgia Southeast District

## Anecdotal Feedback

“That was certainly an amazing experience. I cannot thank you enough for the honor and privilege of attending the Womenetics and Porsche High Performance Corporate Challenge! What an unforgettable experience – an outstanding group of attendees, inspirational speaker, exhilarating driving and a lifelong memory.”

*Suzannah Gill  
Senior Consultant, Mercer*



“The driving experience definitely helped us push our limits in a good way. I love new, adrenaline-producing experiences because I think they help me to grow in new ways, ‘feel the fear and do it anyway!’”

*Lauren Boles  
Senior Director, Sales Marketing  
CNN Newsource*

“Treating us like leaders, the Porsche instructors put us in the driver’s seat and gave us the tools we needed to exceed. The women leaders attending the event were spectacular, each having a zest for business and challenge.”

*Anne Bowen-Long  
Vice President, Enterprise Accounts UPS*



## Anecdotal Feedback (continued)

- “The Panamera Turbo was probably my favorite part of the experience. I’ve always thought it would be fun to race cars. I loved the acceleration and the power and the feeling of being in control. You’re sitting in that car and it’s obviously very powerful, but you always feel like you’re in control and the car is an extension of you. For me, that’s what sold me on that car in particular.”
- “If I bought one and I could buy any car I wanted, it would be a 911 Turbo. No question! The 911 in my mind is the quintessential Porsche and if I’m going to own one, I’d want to own a 911.”

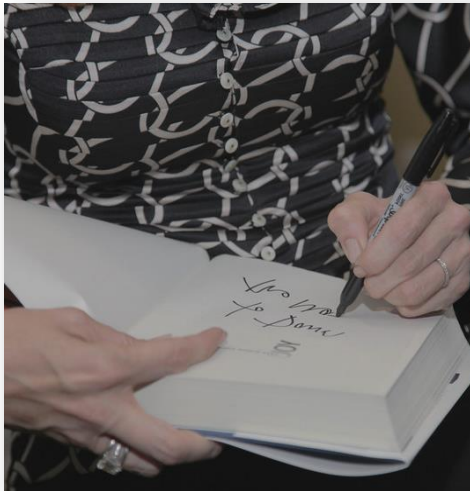


*Jennifer Neill*  
*Senior Manager, Grant Thornton LLP*

## Schedule - Day One

### Tuesday, October 14

- Guests arrived at the Buckhead Club
- Porsche transported participants to Chateau Elan Winery and Resort in Panamera, Macan and Cayenne vehicles
- An elegant dinner and leadership discussion
- “How to Fascinate and Add Value, Every Time You Communicate” – Sally Hogshead, speaker
- Participants received signed book and Porsche gift

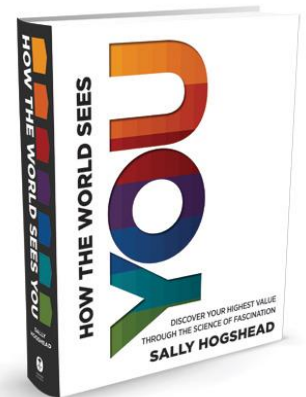


## Featured Speaker: Sally Hogshead



Before Sally's presentation, each participant was asked to take her "How the World Sees You" assessment to determine how they fascinate those around them, specifically their colleagues. Sally's teachings were dynamic and relevant to the workplace, as well as the next day's challenge on the track.

Sally Hogshead is a Hall of Fame speaker, international author and the world's leading expert on fascination. Her latest book, *HOW THE WORLD SEES YOU: Discover Your Highest Distinct Value Through the Science of Fascination* is a New York Times best-seller.





## Schedule – Day Two

### Wednesday, October 15

- Guests enjoyed breakfast at Chateau Elan
- Introductions and Program Overview was given by PSDS Instructor, John Lewis
- Participants split up into two teams: Team Martini and Team Gulf
- Team Gulf begins at Road Atlanta and Team Martini begins street drive at Chateau Elan
- Lunch at Chateau Elan and team switch
- Closing remarks, challenge winner announced and wrap-up



## Charitable Donation

- To cap off the program, the team with the highest score during the challenges received a \$5,000 donation to a charity of their choice, in line with Porsche giving standards.
- Ann Bowen-Long, Vice President of Enterprise Accounts for UPS, obtained the highest driving score across all exercises, leading her team to victory. The team chose to give their donation to a Porsche-supported charity.
- “Winning the Corporate Challenge was a thrill. Our team has agreed the donation will be made to **Partnership Against Domestic Violence**. Thank you feels inadequate for the opportunity and experience. I look forward to continue working together!”

- Anne Bowen-Long  
Vice President, Enterprise Accounts UPS



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## Video

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## Next Steps

- Connecting prospects with Area VP to vet sales opportunities.
- Strategic planning for our 2015 High Performance Women's Corporate Challenge.
- Looking forward to partnering with the Porsche Experience Center team to create a custom program at the Atlanta Porsche Experience Center for 2015.
- Exploring the possibility of hosting a Women's Corporate Challenge at the Los Angeles Porsche Experience Center in Fall 2015.

