

# you are invited

## to attend a special presentation

featuring

### Peter Schutz

Former CEO of Porsche AG

when

Friday, June 22, 2007

8:00–11:00 a.m. and 12:30–3:30 p.m.

where

Seattle Art Museum (Arnold Room)

100 University Street • Seattle, WA 98101

(206) 654-3100

Parking: WAMU garage

who

#### MORNING SESSION

Tailored for senior managers

(Vice Presidents and other top executives)

#### AFTERNOON SESSION

Exclusively for CEOs and Presidents

rsvp

Please RSVP by June 18, 2007

phone: 800.274.2367 x5834

e-mail: [specialevents@vistage.com](mailto:specialevents@vistage.com)

web: [www.vistage.com/specialevents](http://www.vistage.com/specialevents)

The first 50 registrants will receive an autographed copy of Peter's book, "The Driving Force," so register early!

### Leadership, The Driving Force: Extraordinary Results With Ordinary People

Vistage International, the world's largest CEO membership organization, invites chief executives and senior managers to a special forum featuring Vistage expert resource speaker, Peter W. Schutz, former CEO of Porsche AG Worldwide.

In his insightful presentation, Peter shares how he managed to almost double Porsche's sales and increase its after-tax profits tenfold following its first money-losing year. After Peter's presentation, you will engage in dynamic conversation with executive peers, facilitated by expert Vistage Chairs. Through a candid exchange of ideas and experiences, you will discuss how to apply concepts from Peter's presentation to your business and walk away with actionable ideas.



**Peter W. Schutz** was the first American CEO of Porsche AG

Worldwide in Stuttgart, Germany. He served as CEO of Porsche AG, from January 1981 until January 1988. Porsche was mired in the midst of its first money-losing year in 1980. During Peter

Schutz's tenure, Porsche worldwide sales grew from 28,000 units

to over 53,000 units in 1986. Revenues grew from DM 850 million to DM 3.7 billion and profits after tax grew from DM 12 million to over DM 125 million. In his work with Vistage International, Peter has spoken to thousands of CEOs and executives and is among only a handful of speakers to be named Vistage Resource of the Year.

### about Vistage

Vistage is the world's largest CEO membership organization. Founded in 1957, Vistage is dedicated to helping executives become better leaders who make better decisions and achieve better results.



**VISTAGE**<sup>™</sup>  
better leaders • decisions • results

Find out more at [www.vistage.com](http://www.vistage.com)  
800.274.2367 or [info@vistage.com](mailto:info@vistage.com)