



FOR RELEASE: May 6, 2025

High Performance Expo to Host Women's Em[POWER]ment Summit Powered by NASCAR

**Impactful half day program offers unparalleled opportunities for networking,
education, community building and inspiration**

CHARLOTTE, NC – The High Performance Expo (HPX) announced today the inaugural show's activity lineup will include the Women's Em[POWER]ment Summit powered by NASCAR on Monday, June 2 from 11 am – 5 pm in Room E212 of the Charlotte Convention Center. The Summit is a leadership experience that brings together the industry's women who break down barriers, tackle challenges, lead change and manifest the careers they want. The \$175 cost per person includes a plated luncheon, thoughtful conversation, captivating programming, meaningful takeaways, cocktail hour, and making new friends and colleagues.

"Over the years, I've attended many women's conferences and workshops—each offering value yet rarely leaving a lasting impression. With HPX, we're creating something different: an inclusive, interactive space designed not just to inspire but to equip women with meaningful takeaways that drive real change. Our goal is to build a program that resonates long after the event, empowering industry leaders to shape their futures with confidence," said Dana Teague, HPX general manager.

The HPX Women's Em[POWER]ment Summit agenda includes:

11:00 am – 12:00 pm Registration Open

12:00 pm – 1:00 pm Empowerment Roundtables / Luncheon

Join your colleagues and industry leaders to discuss hot topics that matter to you. This luncheon fosters in-depth discussions, creating a space for networking and knowledge exchange.

**1:00 pm – 2:00 pm Unapologetically Live the Life You Want...and Deserve
Shannon Vogel – Owner, Reach Social and Tall Poppy**

When was the last time you had a good pep talk that sent you back into the world feeling more empowered? This presentation is all about empowering yourself and each other to be the best versions of ourselves. Get the pep talk you didn't know you needed or expected to get from a conference. We'll talk about why self-care isn't selfish, how to stop apologizing, and how to step into your power by taking up the space in this world that you deserve. You'll walk away with practical tips and new habits to start unapologetically living the life you want!

2:00 pm – 2:25 pm

Full Throttle Networking

Cindy Sisson – Executive Director, Women in Motorsports North America

Join us for this engaging and practical session on the art of networking in the motorsports industry. With decades of experience connecting people, building partnerships, and opening doors, Cindy will share personal stories, proven strategies, and actionable tips to help you grow meaningful relationships that drive your career forward. Whether you're just getting started or looking to expand your influence, this session will empower you to make intentional, lasting connections in a competitive industry.

2:30 pm – 3:30 pm

Strategies for Managing Tall Poppy Syndrome

Shannon Vogel – Owner, Reach Social and Tall Poppy

In a world that often praises ambition but punishes those who rise too high, Tall Poppy Syndrome can be a painful reality—especially for women who lead, excel, or stand out. In this empowering session, Shannon Vogel, founder of Tall Poppy, will unpack the cultural dynamics that make women shrink themselves to stay safe or likable. You'll learn how to recognize the signs of Tall Poppy Syndrome, set boundaries, and support other women who are boldly stepping into their power. Walk away with practical strategies to stay tall without apology—and how to create a culture where others can do the same.

3:30 pm – 4:30 pm

Letting Go of Your Past and Living in the Present

Moderator:

Shannon Vogel – Owner, Reach Social and Tall Poppy

Panelists:

Tamsen Beroth – Owner/CEO, Speedology Lifestyle Solutions

Alba Colon – Director of Technical Partnerships, Hendrick Motor Sports

Angela Naff – Owner, Road Lion Transport

Letting Go of Your Past and Living in the Present Moment is a transformative panel designed to help women reclaim their power by releasing what no longer serves them. Moderated by Shannon Vogel, and featuring dynamic voices like Alba Colon, Tamsen Beroth, and Angela Naff, this session explores how past experiences—both personal and professional—can shape our self-perception, limit our growth, and hold us back from fully embracing who we are today. Through honest conversation and lived experience, panelists will offer practical insights on healing, resilience, and the freedom found in being fully present. This is a must-attend for anyone ready to stop carrying the weight of the past and start living boldly in the now.

4:30 pm – 5:15 pm

Networking Happy Hour

HPX [registration](#) and [housing](#) is OPEN. Registration options include a VIP Experience, All-Access Pit Pass and Thursday Enthusiast Pass. Don't miss any of the action!

To get additional information about HPX 2025, go to www.TheHPX.com. HPX is on Instagram @HighPerformanceExpo, and @TheHPX on X, YouTube, LinkedIn and Facebook.

The inaugural High Performance Expo (HPX), the exclusive business and enthusiast show hosted by the North Carolina Motorsports Association (NCMA), will be held from June 3-5, 2025, at the Charlotte Convention Center (CCC). The event will bring together all segments of the automotive aftermarket industry for the first time in the heart of the auto racing community.

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Editor's note: Media registration for the inaugural High Performance Expo is open at <https://thehpx.com/press-room-2/>. Don't miss the inaugural High Performance Expo, sign up for your credentials today for access to all of the action.

About the High Performance Expo

HPX's mission is to advance the automotive industry, racing, and the high-performance lifestyle. The High Performance Expo is dedicated to advancing the business of the automotive aftermarket. HPX will be a modern customer-focused expo for the car enthusiast and professional. The first HPX is scheduled for June 3-5, 2025, in Charlotte.

About the North Carolina Motorsports Association (NCMA)

NCMA is the leading organization for motorsports in North Carolina. NCMA is committed to promoting, preserving and advancing this thrilling sport. Founded in 2002 to promote and serve the motorsports community in North Carolina, the association has members that range from race teams and tracks to attorneys and accountants. Its mission includes legislative representation at the state level to ensure that the industry's best interests are served. NCMA also offers opportunities for members to interact as well as attend seminars that benefit the self-employed as well as large corporations.

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