



Photography by Emily Praino

Lyn St. James, former Indy 500 race car driver and Mary Collum, Senior Vice President of Private Banking at National Bank of Arizona.

Women with Drive

National Bank of Arizona races to help Women in the Winner's Circle Foundation

By Diane McIntyre

Lyn St. James, former Indy 500 race car driver, was feeling like a mere account number at her former bank, which had merged with other institutions.

Ever since she placed her personal, business and foundation accounts at National Bank of Arizona, she has felt like she has a personal relationship with a bank again. "I'm very impressed with their services and how they treat their customers as people," she said.

St. James raced in seven Indy 500s in the 1990s and was 1992 Indy 500 Rookie of the Year, the first woman to receive the honor. In 1994 she established Women in the Winner's Circle (WIWC) Foundation. Its mission is to create opportunity and support for women's growth in the automotive and competitive motorsports fields.

She found herself drawn to National Bank of Arizona because of its support of local charities and its commitment to women. "I live in the Biltmore area and attended the Taste of the Biltmore hosted by the bank, but

when I learned about its focus on charities, that nailed it for me," St. James said. "I knew it was my new bank."

Women's Financial Group

The Women's Financial Group at the bank played a key role in connecting with St. James and her foundation. A council of Arizona businesswomen, the group helps clients connect with other professionals and business owners. It also helps create collaborations while offering women a one-stop resource for financial planning, business services, networking and mentoring.

"Through the Women's Financial Group, the bank participated in the Classic 100 GoKart Enduro in April at Bondurant Performance Race Track," said Mary Collum, Senior Vice President at National Bank of Arizona's Private Bank. "We assembled five teams that raced in it, and everyone had a great time. The best part was helping raise money for Lyn's foundation."

"Beyond volunteering, we have a team that focuses on developing a financial strategy to help Lyn with all levels of her banking and

to provide long-term financial planning," she continued. "We plan to explore more ways to help Lyn continue to grow her foundation."

Collum noted that National Bank of Arizona offers banking solutions created specifically for qualified nonprofit organizations. With checking accounts, financing and Treasury Management services, the bank's products and services provide nonprofits with solutions that leverage their organizations' assets and build long-term financial sustainability.

National Bank of Arizona "actually does what its marketing and advertising claim that it does; it walks the talk," said St. James. "There's never been a hiccup in the service they have provided."



NATIONAL BANK OF ARIZONA

FOR MORE INFORMATION

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