

August 11, 2022



La Rueda

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THE ROTARY CLUB OF MONTEREY, RI DISTRICT 5230
www.montereyrotary.org



Bryon Madsen, *Chief Strategy Officer*

RM/Sotheby's – Auction Update
Bryon Madsen joined RM Sotheby's in 2021 as Chief Strategy Officer after spending eighteen years working as a COO/President at a private investment company. After graduating from university with a Master's in Accounting/Taxation and a minor in Japanese, Bryon first went to work in Seattle, WA, at KPMG. After obtaining his CPA, he worked in the tax department, specializing in consolidated corporate tax strategy and compliance. After four years at KPMG, Bryon went to work for Flow International Corporation, where he worked as the head of the tax department, moving onto the roles of Controller and then VP of International Finance, based in Stockholm

and Lugano, CH. During Bryon's 30 years of work experience prior to joining RM Sotheby's, he has always found himself drawn toward the automotive industry. Bryon also served over 18 years as President of a high-net-worth family office, with significant assets in the collector car market.

Rory Carroll joined RM Sotheby's in early 2022 after having spent two decades working in cars. A car culture "lifer," Carroll first became professionally acquainted with the collector car community as Hagerty's legislative director. After his time at Hagerty, his hobby of writing about cars would become a career. His regular contributions to the New York Times Wheels



Rory Carroll, *Head of Marketing and Communications*

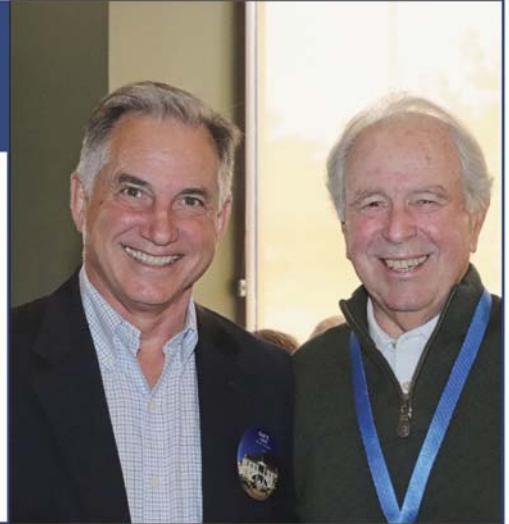
Blog brought him to the attention of the editors at Autoweek magazine, where he would be named publisher in 2017. As publisher, Carroll executed a relaunch of the then 62 year old brand that resulted in substantial growth in readership and profitability. Following the successful sale of Autoweek, he founded and operated Eleven55, a Crain Communications- owned custom content agency that created video, books, and editorial assets for automakers before being named Editor-in-Chief at Jalopnik in 2020. Under his tenure, Jalopnik reclaimed its position as the top automotive enthusiast website by audience and generated significant interest among advertisers. Carroll maintains his own small fleet of vintage cars and lives in Northern Michigan.

NEW THIS YEAR AT THE COLLECTOR CAR AUCTION



We have "re-fillable" bottle water dispensers at 3 locations for your use with your own re-fillable water bottles.

Please bring them with you for your shift(s)



CLUB EVENTS

Tatum's Treehouse – A Playground for ALL Children
Supported by Rotary Clubs of the Monterey Peninsula

September 17, 2022

Hidden Valley Music Center, 104 Carmel Valley Road; 5PM-9PM

Johnny Cash Tribute Concert and Live Auction

Concert Tickets (great venue) – \$45

VIP Seating, dinner, glass of wine – \$125

PLEASE CALL Carmel Valley Rotary – 831-204-0770 or

Rob Slawinski – 408-505-0708 (Carmel Sunset)

August 13-22

RM Sotheby's

Car Auction

Volunteer Fundraiser

Monterey

Conference Center

Tuesday, August 23

COG Meeting

5:30 AM

Hilton Garden Inn

Saturday, September 17

Tatum's Treehouse

Benefit Evening

5:00 PM – 9:00 PM

Hidden Valley

Music Center

Rotary

Club of Monterey



Rotary
Club of Monterey



Fundraising Fun

Please go to our
Club website
www.montereyrotary.org
and click on the
sign-up link.



Use this code for sign-ups



Sotheby's

We need
volunteers for the
entire Auction
Week!

August 13-22, 2022

Please sign-up for volunteer positions at RM-SOTHEBY'S
2022 COLLECTOR CAR AUCTION!



Schedule (PDT)

WEDNESDAY, AUGUST 17, 2022
10:00 am – 5:00 pm PREVIEW

THURSDAY, AUGUST 18, 2022
10:00 am – 6:00 pm AUCTION

FRIDAY, AUGUST 19, 2022
10:00 am – 4:00 pm PREVIEW
5:30 pm AUCTION

SATURDAY, AUGUST 20, 2022
10:00 am – 4:00 pm PREVIEW
5:30 pm AUCTION

AUGUST – SEPTEMBER 2022

Thursday – 08/18 Board Meeting – 10:30 AM – Hilton Garden Inn – Vista Del Mar Meeting Room

Thursday – 08/18 RM/Sotheby's – Auction Update

Tuesday – 08/23 COG Meeting – 5:30 PM – Hilton Garden Inn – Peninsula Room

Thursday – 08/25 Brian Curtis – A Primer & Future Of Microgrids

Thursday – 09/01 Mike Casey – The Bridge Program and the Opioid Crisis

Thursday – 09/08 Eric Johnsen – Homelessness in Monterey County

Thursday – 09/15 Board Meeting – 10:30 AM – Hilton Garden Inn

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