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Subject: Welcome to Wednesday

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**WELCOME TO WEDNESDAY
WE HAVE SOME BUSINESS,
A GREAT NEW BOOK, AND
SOME COOL THOUGHTS
FOR A WARM DAY!**

We have quite a few topics to cover today, but let me start with the one where your prompt action can actually save you some money! It never hurts to save a bit of money where you can. First, I need to make an announcement:

**BEGINNING ON OCTOBER 1ST
ANNUAL DUES WILL INCREASE
USA PRIMARY DUES WILL BE \$95/YEAR
CANADIAN PRIMARY DUES WILL BE \$120/YEAR
OVERSEAS PRIMARY DUES WILL BE \$145/YEAR**

This represents an increase of \$15 per year over the present RROC dues. During the course of this year, our Board of Directors has carefully reviewed our finances and determined the most prudent way to ensure the continued success of our fine Club is to increase the level of our reserves, as our income tends to be very cyclical. Even though our present membership program allows members to renew on the anniversary date of their joining, the vast majority of you still are up for renewal in December.

**IF, YOUR MEMBERSHIP EXPIRES BETWEEN
OCTOBER 31ST AND DECEMBER 31ST
AND YOU ELECT TO RENEW EARLY**

BY PAYING PRIOR TO SEPTEMBER 30TH... YOU CAN RENEW AT THE PRESENT \$80 RATE!

We are working hard to ensure a sound financial future for the Rolls-Royce Owners' Club and we need your cooperation to do it. Membership is only part of the income stream for the Club, but it is one that must be periodically adjusted to see that it safely covers our cost of operations, so that we can continue to provide the fine services and member benefits that you have come to expect from the RROC. If your membership will be expiring during the 4th quarter and you wish to take advantage of the present renewal rates, all you need do is login to our website at www.RROC.org and click on the "Membership Renewal" link. If you have any questions or would prefer to renew by phone, please call Headquarters at (717) 679-4671. Any of our Staff will be glad to help you.

One more thing, we are required by the IRS to inform you:

***Contributions or gifts to the RROC are not tax deductible as charitable donations.
Dues paid to the RROC may not be deducted as charitable donations on your
personal income taxes.***

DID SOMETHING WONDERFUL ARRIVE IN YOUR MAIL RECENTLY?



Yes, I suspect most of you have now received the 2017 edition of the RROC Yearbook,

this year entitled STRIVE FOR PERFECTION, A Journey into Design, Luxury, & Quality. Mine arrived at my home very shortly after I returned from our Annual Meet in French Lick. The book itself is very handsome, beautifully produced and laid out. Its editorials on Rolls-Royce and Bentley vehicles are expertly written and beautifully illustrated. Its broad spectrum of coverage on other luxury lifestyle topics, is at the very least an eye opener! As they have for the past four years, Richard Freed, and his staff at St. James's House in England have outdone themselves again this year. From all of us in the RROC we thank our partners at St. James's House.

DO I PAY FOR THIS BOOK? WHY HAVE I RECEIVED MORE THAN ONE?

I have received numerous emails from members around the world saying thanks for this fantastic book and stating just how wonderful they thought it was. But I have also had some emails from members who were asking questions about the Yearbook. The most common are the two questions above, and it is my pleasure to explain exactly how this all works.

Let me start by saying that the RROC Yearbook costs you absolutely NOTHING, postage included! In fact, the Yearbook actually generates a positive monthly cash flow for the Club to help offset our general operating expenses. How can that be? Because St. James's House is a publishing house who contracts with organizations like the RROC to produce custom books that go out to their memberships and then has a professional staff that searches the world for advertising partners who are looking to place their products in front of a discerning audience like you. St James's House pays the RROC a royalty for being able to publish a book for our members.

In addition to these Yearbook sponsors having their offerings appear in the book, many of them agree to come and display their wares in the World of Luxury that we have each year at our Annual Meet. And, Sponsors also get to participate at the Yearbook Launch & Senior Awards Champagne Reception on Judging Day. I know that those activities have been a big hit during our past four Annual Meets for everyone who attends.



OK, I AM HAPPY THAT IT'S FREE BUT WHY DID I GET TWO?

The RROC Yearbook is designed to be something of a "Coffee Table" Book, the kind of book that is large, attractive, and likely to be looked at if you place it where others can see it. It is likely the one publication we offer that would be of great interest to your friends who are not RROC members! You don't need to be a member to appreciate all that is in the Yearbook.

Those of you with spouse/partner memberships get two copies. To be honest, our partners at St. James's House, and even the RROC will be just as happy if you take any copy you believe is surplus to your needs and give it to someone you believe will enjoy it! We believe it is a great calling card for our Club. Why not give a copy to a friend in the Ferrari Owners' Club or the Porsche Club? A few people I know gave a copy to their parents... We are very proud of the Yearbook and the more people who see them, the better. The last time I was in BMW headquarter (where Rolls-Royce Motor Cars NA is situated), I casually left a copy in their lobby!

We hope you all like and enjoy the 2017 Yearbook. A great deal of work goes into it. The automotive side is handled quite capably by our own Sabu Advani, Editor of Flying Lady, and the rest is handled by the staff at St. James's House. It represents, we believe, a very nice member benefit...at no expense to our members...and even generates some income for our Club. If you have not yet sat down to go through it, please take the time to do so.

THINK ABOUT A DRIVE IN THE COUNTRY ON A COOL FALL DAY... NOW, THINK....EAST OR WEST?

It is never too early to think about what you want to do next. If part of your enjoyment includes Touring, the RROC is pleased to be offering, not one, but two National Tours this Fall. Both take place during the month of September, but they could hardly be further apart geographically and still be on the same continent. For those of you who favor activities on the East Coast we have the Brandywine Fall Tour which runs Sunday, September 10th and concludes on the evening of Friday, September 15th. This Tour will visit the fabulous gardens, historic sites, architectural wonders, and fine foods of the Central Eastern Coast...in the states of Delaware, Maryland, and Pennsylvania.

Brandywine Tour Itinerary

Brandywine Tour Registration Form

If your geographical preference runs more Pacific oriented, we are pleased to be able to offer up The Enchanting BC Tour. This Tour, starts in beautiful Vancouver, British Columbia on September 9th and winds its way out of the city and into the striking Canadian Northwest. You will see fantastic vistas, great roads with light traffic, eat wonderful delicacies...and see things that are even listed in our guidebook as a "surprise". This is not a hub and spoke type Tour...you actually start in one wonderful

place and end up 8 days later somewhere else!

Enchanting BC Tour Registration Form

Believe it or not, both of these Tours are approaching with some speed now! They are both worth considering and now is the time to reserve a space on the Tour and still get your hotel reservations. The only problem I can see is deciding in which one you should participatebecause no one can possibly do both!

What a happy decision to have to make!

Have a great time until we speak again....and I think that will be next week.

All the best,



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STAY CONNECTED



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