

# EMPLOYEE CONNECTIONS NEWSLETTER

**GARY ROME  
CARWASH**

*Grand Opening*



SPRING 2024

Gary Rome Car Wash Dog Wash

Detail Center Grand Opening

Get to Know **LORI CHATEL**

**GARY ROME  
AUTOGROUP**

**KM**  
of Enfield

**HYUNDAI**

**CARWASH  
DOG WASH  
DETAIL CENTER**



## FROM THE DESK OF GARY ROME



Spring has sprung and boy, oh boy, has there been some amazing changes and growth at Gary Rome Auto Group! This year, I took the reins as the sole sponsor of the Western Mass News Cool Schools Surprise Squad. I'm thrilled to share that I've rejoined the Hyundai Dealer Council and that attending the New York Auto Show in March was an absolute blast. The highlight? The Hyundai Ioniq 5N was named the 2024 World Performance Car – how great is that?

But wait, there's more! Hyundai Hope on Wheels announced a new incredible milestone of \$250 million dollars donated toward pediatric cancer research. Meeting the new HHOW youth ambassador, Emmy Cole, was such an honor. And in April, we celebrated the grand opening of the state-of-the-art Gary Rome Car Wash Dog Wash Detail Center with a fabulous ribbon-cutting celebration! What a night!



May was a month of personal triumphs and joy. I had the incredible pleasure of attending my oldest son Will's university graduation – talk about a proud moment! Then, we made someone's day when we awarded the 2024 Gary Rome Academic Achievement Award – to Jacqueline Rivera-Burgos, a deserving Holyoke High School senior. The event was filled with smiles and music, thanks to the Holyoke High School band performing in our very own showroom.

As summer draws near, I'm revving up for thrilling new adventures on every front. I plan to savor every moment and embrace the journey, and I hope each of you does the same. Here's to an epic summer for all of us! Cheers!

-Gary

## GET TO KNOW EXECUTIVE ASSISTANT *Lori Chatel*

In December 2023, Lori joined Gary Rome Auto Group as the newest executive assistant, working closely with Gary. With 21 years of experience in the automotive industry through American Honda Finance Corporation, she brings a wealth of knowledge to the table. Her experience includes years of customer service and collections, including repossessions. When looking for a new career, Lori decided she wanted to pursue something more positive. She mentioned, "I was talking to customers on their worst days. I wanted to do something more positive, something that might make people smile instead." At Gary Rome, she is fortunate to be part of the philanthropy efforts, bringing smiles daily, exactly the type of change she was looking for.

Growing up in Western Mass, Lori spent her formative years in Monson, where she was a varsity cheerleader and pursued her passion for dance and gymnastics. Despite her elegant pursuits, Lori's upbringing was anything but ordinary. As the youngest daughter of a devoted bowhunter, she spent a great deal of time outdoors in forests, developing essential wilderness skills, including scouting and tracking.

After high school, Lori pursued studies in communications and human services at Holyoke Community College, all while balancing single motherhood. In 2012, Lori and Jason's paths crossed, bringing together a single father of one and a single mother of three. The sparks flew, and their love story began to unfold. In 2016, they exchanged vows, blending their families into their own version of the Brady Bunch. Lori feels incredibly fortunate to have found someone who has not only been amazing to her but also to her children. She often reflects on their journey and considers it nothing short of a real-life fairy tale.

Currently, she resides in Belchertown with her husband Jason, and their two youngest children, Brandon, 16, and Lukas, 14. Lori is also the mother of two older children, Alic, 28, and Micaela, 24.

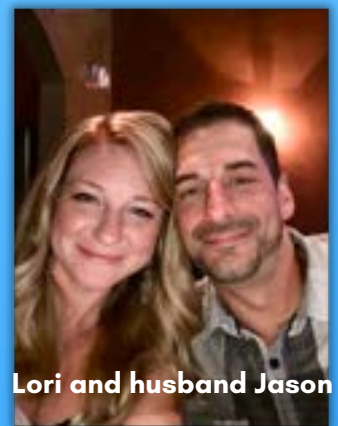
In her leisure time, Lori is deeply passionate about disc golf and actively participates in competitions. When she is not at work, you can often find her at her favorite course, Crane Hill in Wilbraham, MA, honing her skills and enjoying the sport she loves. Both Lori and Jason enthusiastically engage in tournaments and challenges year-round, even in poor conditions like freezing rain or winter blizzards. Additionally, Lori enjoys watching cooking shows and gardening. She is currently growing over 20 fruits, vegetables, and herbs.



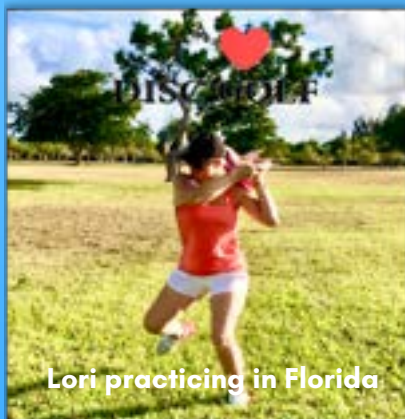
Brandon, Luke, Lori,  
& Micaela



Luke, Brandon, Jason, Lori  
& Micaela in Boston



Lori and husband Jason



Lori practicing in Florida



Lori with oldest son, Alic



The whole family



*Hole in One!*



# EMPLOYEES OF THE MONTH

**GARY ROME  
HYUNDAI**

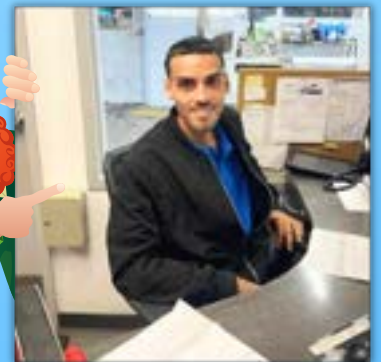
**KIA**

**GARY ROME KIA  
OF ENFIELD**

## MARCH



**Berto Garcia**  
Service Technician



**Hector Ortiz**  
Shop Manager

## APRIL



**Edgar Vazquez**  
Parts Manager



**Ivy Velez**  
Parts and Service Director

## MAY



**Geo Vazquez**  
Service Manager



**Miggy Rivera**  
Parts Advisor



**GARY ROME**  
**HYUNDAI**



**Happy**  
**BIRTHDAY**



**Bobby Rubin,**  
Pre-Owned Sales  
Manager

**Vanessa Williams,**  
Business  
Development  
Specialist  
**Omar Espada,**  
Assistant Parts  
Manager



**Berto Garcia,**  
Service  
Technician

**Marissa Rivera,**  
Service Advisor;  
**Gary Wolfe,**  
Guest Service  
Specialist;  
**Renee Charles,**  
Controller;  
**Lori Chatel,**  
Executive Assistant



**Hector Diaz,**  
Maintenance  
Technician

**Ruth Harrison,**  
Service Appt  
Coordinator;  
**Amanda Carson,**  
Service Technician;  
**Edwin Feliciano,**  
Service Technician;  
**Josue "Macho"**  
**Rivera,** Parts  
Manager







# GARY ROME SURPRISE SQUAD



Wynn gives lots of love to the school mascots!

In 2024, Gary Rome Auto Group became the sole sponsor of Western Mass News Cool Schools Surprise Squad! Each well-deserving nominee is awarded a \$1000 check: \$500 for the winner and \$500 for the school. Gary also donates a basket of car wash goodies, including three months free at the all-new Gary Rome Car Wash Dog Wash Detail Center. Every month, we get to visit children of all ages while surprising someone special with these fabulous prizes. Daisy and Wynn, our furry friends, love visiting the kids and the mascots - Wynn's favorite part, huge stuffed animals! Will the next Surprise Squad winner be someone you know?



Gary with Jenn Guerin,  
Granite  
Valley Middle School,  
Monson



Mayor Vieau, Tami  
Mara, and Gary at  
General John J  
Stefanik, Chicopee



Presentation to Maura Ryczek at West  
Springfield High School



Daisy makes new friends



Presentation to Michelle Norman,  
Rebecca Johnson Elementary, Springfield



Seen At

## RMH GALA 2024



**Ronald McDonald  
House Charities®**  
of Connecticut &  
Western Massachusetts

The Ronald McDonald House of Springfield hosted its 33rd Annual Gala at the Starting Gate of Great Horse Country Club in Hampden. Attendees came dressed in their finest 1920's attire. This gala is the nonprofit's cornerstone fundraising event, supporting the Ronald McDonald House, which provides a home away from home for critically ill and injured children and their families. Gary Rome Hyundai staff was overjoyed to spend this special night with RMH, one of our much appreciated partners!



**TOP ROW:** Brittany Zabielski, Social Media Administrator; Cathy Riley, Staff Accountant and Cultural Officer; Colleen Lent, Registry and Title Clerk; Zeus (Christian's boyfriend)

**BOTTOM ROW:** Tracy Bonavita (Paul's wife), Rebecca Rubin (Bobby's wife), Bobby Rubin, Pre Owned Sales Manger; Paul Bonavita, Sales and Leasing Consultant; Christian Jimenez, Sales and Leasing Consultant



**Rachael, Cathy's daughter; Colleen Lent; Cathy Riley; Rosemarie Zello, Director of Ronald McDonald House; Brittany Zabielski, Christian Jimenez and boyfriend Zeus**



Seen At



**Cathy Riley and Juan Romero  
cook up tasty hot dogs for  
National BBQ Day!**



**Brianna Coyle, Scott Lopriore, Brianna  
Zemrock and Lindsay Lapan**



**Megan O'Neill, Service  
Assistant, shows off her  
new wheels!  
Check out that Hyundai  
blue!**



**VROOM**



**Brittany Zabielski &  
Cathy Riley - always  
camera ready!**



**Adrien Tatro, Service  
Appointment Coordinator, and  
bestie Kolby Denuce at a recent  
Renaissance Faire**



**so cute**

**Sales and  
Leasing  
Consultant,  
Maria Lepage,  
shows off her  
grandkids,  
Luciano just  
turned 6 and  
Brooke Maria, 5,  
dressed up for  
her dance  
recital!**

**so cute**





## Seen At CHAMBER EVENTS



LaMara Hunter-Kelly, Terrie Thompson and Kristel Applebee all of from The Western Massachusetts Training Consortium with Gary Rome Hyundai's Lori Chatel, Brianna Zemrock and Brittany Zabielski



Linda Cote, Karen Campbell, Brittany Zabielski, Brianna Zemrock, Connie Provencher, Telesha Williams, Lori Chatel

# lights CAMERA ACTION!

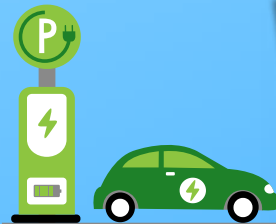
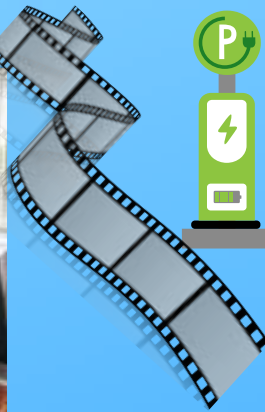


Sales and  
Leasing  
Consultant Kevin  
Covington and  
Shop Foreman  
Araz Mamedov  
interview with  
WMASS News for  
a special feature  
article on EV's!



WESTERN MASS  
NEWS

3 40 FOX 6



## Enfield Youth Soccer



# GOAL!



# Seen At CORPORATE CULTURE

A great place to work is the difference between  
being a good company and a great company.

## GARY ROME HYUNDAI



Social Media Administrator  
Brittany Zabielski with Sales  
and Leasing Consultant  
Christian Jimenez, winners  
of National Girl Scout Day



Omar Espada, Assistant  
Parts Manager wins sauces  
for National BBQ Day



Executive Assistant  
Lori Chatel wins the  
St Patrick's Day  
raffle



Finance Director  
Keith Brecher wins  
National Scrabble Day



Receptionist Paul  
Maiolo Jr wins lots of  
candy for guessing  
the right number!



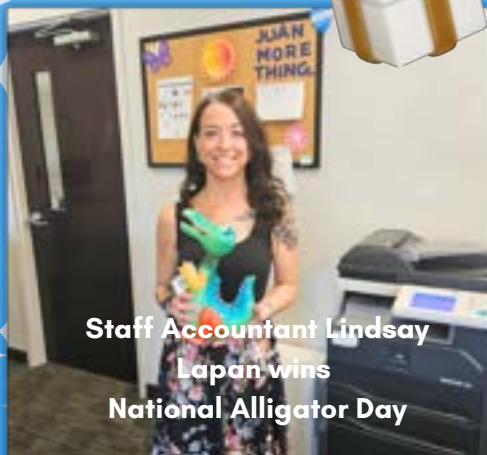
Omar Espada, Assistant  
Parts Manager wins  
National Caramel Day



Business Development  
Specialist Karissa  
LeDuc wins National  
Children's Craft Day



Social Media  
Administrator Brittany  
Zabielski wins  
Gourmet Popcorn



Staff Accountant Lindsay  
Lapan wins  
National Alligator Day



Scott Lopriore, Staff  
Accountant wins the First Day  
of Spring raffle



Sales and Leasing  
Consultant Kevin Covington  
wins the cool Crazy Cat



Seen At

# CORPORATE CULTURE

A great place to work is the difference between  
being a good company and a great company.



GARY ROME KIA  
OF ENFIELD



Maintenance Technician  
Hector Diaz wins  
National Scrabble Day



Maintenance Technician Hector  
Diaz wins National Caramel Day



Shop Manager Hector  
Ortiz wins National Girl  
Scout Day



Sales and Leasing  
Consultant  
D'Angelo Sanchez wins a  
gift card to TJ MAXX



Sales Manager  
Telesha Williams  
wins National  
Macaroon Day raffle



Exclusive Kia  
Technician Luis  
Fermin wins the  
Kentucky Derby raffle



Shop Manager Hector Ortiz  
wins National BBQ Day



Office Manager Rich  
Circe wins the St.  
Patrick's Day raffle



## 94.7 WMAS Children's Miracle Network Radiothon

On March 5th and 6th, radio station 94.7 WMAS in collaboration with Baystate Children's Hospital, organized a 48-hour radio event to raise funds for the Children's Miracle Network. We were thrilled to be part of this amazing initiative that helped raise **\$289,355!**



Gary was on-air LIVE during the radiothon!

**Local Celebrities Spotted:**  
Look who's here! Westfield resident and The Voice finalist Madison Curbelo was in studio and got to meet Gary!



GRH receptionist Paul Maiolo Jr, Social Media Administrator Brittany Zabielski, and Service Assistant Megan O'Neill all volunteered to help answer donation calls! Great work!



Gary and crew visit 94.7 WMAS studios



**Hello?! I want to DONATE!**



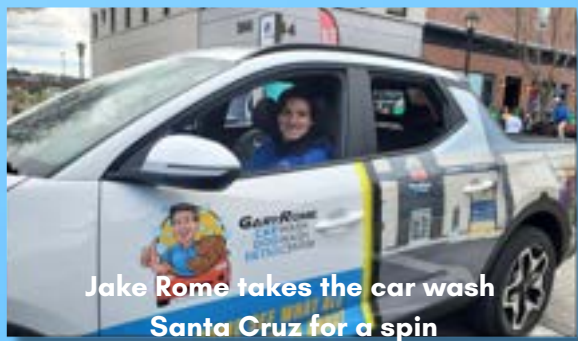


# HAPPY ST. PATRICK'S DAY



Brittany Zabielski, Brianna Zemrock, Elizabeth Gourde, Michael Davenport, Lori Chatel, and Ryan Dusza at the St. Patrick's Day Breakfast

Gary and Jake make friends at the Holyoke St. Patrick's Day Parade



Jake Rome takes the car wash Santa Cruz for a spin



Gary takes Daisy and Wynn for a stroll at the parade



Official Greeter Daisy Mae peeks out at the St. Patrick's Day Parade crowd





**GARY ROME  
HYUNDAI**



## Stuff The Trunk

From March 8th thru April 8th, Gary Rome Auto Group partnered with Suit Up Springfield and Dress for Success to host a clothing drive for community members in need. The "Stuff the Trunk" business clothing drive was held at Gary Rome Hyundai located at 150 Whiting Farms Road in Holyoke, MA and Gary Rome Kia of Enfield located at 809 Enfield Street in Enfield, CT.

*"I'm thrilled to share that our collaboration with Suit Up Springfield and Dress for Success was an overflowing huge success," said Rome. "We collected an abundant amount of business attire for those in need in our community. The heartwarming response we received from our community was amazing. We're honored to have been a part of this remarkable effort and would like to express our sincere gratitude to everyone who helped make this happen. We couldn't have achieved this without your valuable contributions. Thank you for all your support and generosity."*

Suit Up Springfield is a non-profit (501c3) organization focused on providing the young men of Springfield area professional attire.

Their goal is to help each individual find a suit that will give them the confidence, knowledge, and tools to help them become a successful member of our community. There are many men, young and old alike, who for whatever reason find themselves in need of a good suit.

The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and life. Their vision is a world where women do not live in poverty. They strive for a world where all women are financially independent, are treated with dignity and respect and are directly impacting their lives and those of their families. Dress for Success is a part of a global movement for change, empowering women to obtain safer and better futures.



Gary joined by Ron Cole, Tim Reilly, and Chris Martin of Suit Up Springfield



Over 10 trunkloads  
collected  
and donated!



Gary with Diane Jacobs of Dress for Success Western Mass



DONATE







NEW YORK, March 27, 2024 – Hyundai Hope On Wheels®, a 501(c)(3) nonprofit organization established by Hyundai Motor America, will award \$26 million in research and support grants this year to medical institutions nationwide. With this commitment, the organization reaches a lifetime giving milestone of a quarter-billion dollars as part of its 26th anniversary. Since 1998, Hyundai Hope On Wheels has become one of the leading pediatric cancer charities in America, funding innovative research with the hope of finding a cure and improving outcomes for children affected by the disease.

"We are proud to have reached this incredible milestone for Hyundai Hope On Wheels, as it truly speaks to the commitment of Hyundai Motor America and its dealers to the cause of ending childhood cancer," said Kevin Reilly, vice chairman of the Hyundai Hope On Wheels Board of Directors, and president of Alexandria Hyundai. "Over the past 26 years, Hyundai Hope On Wheels has fueled cutting-edge research and partnered with doctors and researchers who are equally as dedicated to saving lives and giving hope to people who need it most. Looking ahead, we are honored to continue this fight until we find a cure."

New National Youth Ambassador Emmy Cole, an 11-year-old from outside Seattle, Washington, was announced as the newest National Youth Ambassador from a nationwide search. Throughout the year, Emmy will travel with her fellow National Youth Ambassador, Raynie Clark, to children's hospitals to share their personal stories of hope and courage and help spread awareness of the fight against pediatric cancer. Raynie was selected as the 2023-2025 National Youth Ambassador, while Emmy will serve as the 2024-2026 ambassador. Learn more about Emmy's and Raynie's inspirational stories on the Hyundai Hope On Wheels website.

**Emmy Cole**



**Raynie Clark**







NEW YORK and SEOUL, South Korea, March 27, 2024 /PRNewswire/ -- Hyundai Motor Company continued its winning streak at the World Car Awards today with the IONIQ 5 N high-performance electric vehicle (EV) named the 2024 World Performance Car. This is Hyundai IONIQ 5 lineup's fourth major World Car Awards win in the last three years.

#### Hyundai IONIQ 5 N Charges On With 2024 World Performance Car Award Victory

"We are thrilled and honored to receive the prestigious World Performance Car award for our IONIQ 5 N," said Jaehoon Chang, President and CEO of Hyundai Motor Company. "This recognition is a testament to Hyundai's commitment to pushing the boundaries of electric performance and innovation. It is truly gratifying to see our efforts rewarded with a total of seven World Car Awards titles in the last three years. We are proud to continue our winning streak and solidify Hyundai's position as a leader in the global EV industry."

World Car Awards announced the winners of this year's competition at a ceremony during the 2024 New York International Auto Show (NYIAS). Hyundai Motor's many nominations reflect its growing stature on the global stage and build on its past success at the World Car Awards. The brand's IONIQ 5 and IONIQ 6 took back-to-back triple victories in 2022 and 2023 in the World Car, World Electric Vehicle and World Car Design categories.

"On behalf of the entire N team, it's very gratifying to receive this well-earned recognition from the prestigious World Car Awards jury," said José Muñoz, President and Global COO of Hyundai Motor Company. "We dedicate this amazing award to our passionate customers who appreciate high-performance vehicles, and we pledge to continue to deliver vehicles that excite and inspire."

"IONIQ 5 N represents a defining moment for Hyundai N and our electrification strategy. By combining our E-GMP platform with N's motorsport expertise, we have created a groundbreaking high-performance EV that has set a new benchmark in the industry," said Till Wartenberg, Vice President and Head of N Brand & Motorsport at Hyundai Motor Company.





# DON'T DRIVE DIRTY!

On April 11, we held a grand opening for our brand new Car Wash Dog Wash Detail Center and all were invited! The evening included a meet and greet with newly elected officials, guest speakers, hors d'oeuvres provided by the Holyoke Community College Culinary Institute, valet parking, and complimentary car washes for guests. The brand-new Gary Rome Car Wash Dog Wash Detail Center offers a 130-foot tunnel wash as well as a touchless wash option. Guests have the option to choose from a variety of affordable monthly membership packages, or simply opt for a single wash. The services provided include a quad foam bath, spotless rinse, free vacuums, wheel buff and shine, and touch-free turbo drying. Additionally, the center features a customizable light show for various holidays and events. The facility is environmentally friendly, conserving resources through recycling and water reclamation. The detailing services offered include interior and exterior cleaning, ceramic coating, ceramic waxing, seat cleaning, pet hair removal, and more. As an added bonus, the center also features a self-service dog wash, complete with flea and tick shampoo and a high-powered dryer. The car wash is open to partnering with local schools and organizations for fundraising opportunities.







# DON'T DRIVE DIRTY!





**ABSOLUTELY!**  
*delicious!*  
**FOOD**



yum!







**MAY 5, 2024**



Local canine celebrity, Jack Rome, official greeter of Gary Rome Auto Group, who peacefully passed away on Monday October 10, 2022 was memorialized on Saturday May 5th, 2024 at Fountain Park, at the 2nd Annual Jack Rome Memorial 5K, presented by Gary Rome Hyundai and Western Mass News.

The family and dog friendly event had over 235 registered runners and walkers and over 75 dogs registered. A total of \$50,000 was raised for the shelter. Winners in three categories were recognized: (male 1st place), (female 1st place), and (1st place dog).

All funds raised will be donated directly to the Foundation for TJO Animals and will be used specifically for medical and veterinary care, emergency surgery, and rehabilitation services to help the animals find new loving homes.

"Jack had a very fulfilling and joyful life for 13 years." said Gary Rome, President of Gary Rome Auto Group, "When I was at work, Jack was there too, bringing a million smiles to customers and employees alike. I am extremely grateful that his memory will continue to benefit the animals at TJO."

"We are honored to have helped create The Jack Rome Memorial 5K and be the event's media sponsor for a second straight year. This event allows us to spotlight the importance of the TJO Foundation and its impact on the community," said Hugh Zeitlin, News Director of Western Mass News.

"Together with the support of Western Mass News and Gary Rome, our event sponsors, vendors, and attendees, we are striving to make a difference in the community by helping animals in need. The Foundation is so thankful for the endless support that enables us to give TJO the aid they need to get so many of these animals a second chance at a happy, healthy life. Know that when you are crossing the finish line on May 5th that you are a part of that journey!" said Janna Brown, Interim Executive Director for the Foundation for TJO Animals.

Jack Rome was a Vizsla breed, a Hungarian hunting dog. He embodied the common Vizsla traits of affectionate, loyal, and energetic, yet quiet and gentle. He appeared in all Gary Rome Hyundai Kia advertisements and filmed many commercials alongside Gary and 2 year old "sister" Daisy, also a Vizsla.

The Thomas J. O'Connor Animal Control and Adoption Center provides comprehensive animal control services and programs to the Western Mass community for the protection of animals, public health, safety, and the environment. TJO responsibly places unclaimed animals and those relinquished into care and new adoptive homes. Their animal control officers respond to routine service calls daily 7am-10pm. Emergency response for ill, injured or aggressive animals is available 24 hours a day. The TJO Adoption Center, located at 627 Cottage Street in Springfield, provides a second chance for adoptable dogs, cats and occasionally other types of critters.



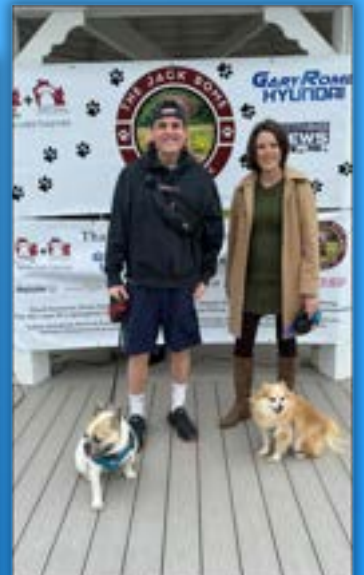
**\$50,000  
Raised!**







MAY 5, 2024





## Congratulations to Jacqueline Burgos-Rivera, winner of the 2024 Gary Rome Academic Achievement Award of a Brand-New Hyundai!

Each year, Gary works closely with the Holyoke High school's faculties to select 20 finalists. Students must maintain a 3.0 GPA or higher, have no major disciplinary actions, and no more than 6 absences. The selection process culminates in each of 20 students choosing a key – the lucky keyholder wins the Hyundai!

*"It's important to provide the youth of our city with something to strive for and be excited about," said Rome. "This can be empowering, as they control meeting the qualifications for this award. And when they are inspired, there are no limits to what they can achieve."*



Gary Rome, winner Jacqueline Burgos-Rivera,  
Kevin Schechterle



Holyoke High School Band & Director



2024 Hyundai Venue



# CONGRATULATIONS, GRADUATE *William Rome!*





# ***I'm Near I'm In the Newsletter!***



**Would you like to be featured in the newsletter?**

**Did you do something fun or exciting?**

**Have something else you'd like to share?**

**Please send an email to Lori Chatel at [lori@garyromeautogroup.com](mailto:lori@garyromeautogroup.com) with the subject line "Newsletter" to be shared in future editions.**

**Don't forget to include any photos as well as a description of the photo/event and make sure to identify the people in your photos!**

***Thank you!***

**WE'LL SEE YOU IN THE EMPLOYEE  
CONNECTIONS NEWSLETTER SOON!**