

EMPLOYEE CONNECTIONS NEWSLETTER



SUMMER 2024

Hyundai Car Seat Safety Event

Get to Know **RYAN WILLIAMS**

GARY ROME
AUTOGROUP

KM
of Enfield

HYUNDAI

CAR WASH
DOG WASH
DETAIL CENTER

FROM THE DESK OF GARY ROME



Summer is finally here! It's the perfect time to relax, go on adventures, and savor those warm summer evenings. It's all about spending quality time with our loved ones, having picnics, and firing up the barbeque.

This summer, I was so lucky to have my dad Jerry visit, and Will came home as well, so we had some great family time. Weekends at the lake house were the best, and I went water skiing every chance I got. I feel really blessed to be surrounded by such amazing family and friends, and I hope you are too! This summer has been filled with fun events like the Hyundai Car Seat Safety Event, multiple golf tournaments, and surprise squad missions. It's been non-stop excitement!



In July, the Gary Rome Auto Group teamed up with Hyundai and Baystate to pull off our annual car seat safety event. It was a fantastic day, buzzing with excitement and laughter. Folks from the community joined us to make sure their car seats were installed correctly and were a perfect fit for their little ones. The next day, we hit the road and visited Baystate hospital, the Western Mass Food Bank, and the HCC Thrive Center to present generous donations to support their causes.

Then in August, we threw a fabulous 18th birthday celebration for the twins Jake and Sydney, complete with balloon animals from the one and only Shuffles the Clown and plenty of fun for our awesome employees.

As fall approaches, we're just getting started with exciting events at the Gary Rome Auto Group. Stay tuned for what's coming up!

-Gary



GET TO KNOW *Ryan Williams*



Meet Ryan Williams, our new Service and Parts Director at Gary Rome Hyundai since August 2024. Ryan resides in East Granby, Connecticut, along with his wife Cindy, who is a dedicated nurse at Noble Hospital. The couple has raised three amazing children: 25-year-old Brady, 23-year-old Ali, and the youngest, 21-year-old Nicholas.

Ryan's journey began in Virginia, where he grew up, but his calling for service led him to join the army after graduating. From there, he made a transition to the auto industry, a move that has defined his career ever since. In the early 2000s, his family made the move to New England, and they've considered it their home ever since.

For the past three years, Ryan served as the Fixed Operations Manager at Vaden Automotive in Savannah, Georgia. The role had him shuttling between Georgia and New England every week, and he's overjoyed to finally be back home for good. His decision to join Gary Rome Hyundai was driven by Gary's stellar reputation and his desire for a long-term career with a company he believed in. With its incredible team and welcoming work environment, Gary Rome Hyundai seemed like the perfect fit.

When he's not working, you'll find Ryan creating culinary masterpieces in the kitchen. His go-to dish? French onion chicken. His spice rack is like a treasure trove, boasting over 50 different herbs, spices, and flavors. And when he's not immersed in cooking, he can be found engrossed in a captivating Stephen King novel - he's a huge fan. Fun fact: Ryan coached semi-pro football for three years with the Virginia Monarchs.

On behalf of all of us at the Gary Rome Auto Group,

**WELCOME ABOARD
RYAN!**



EMPLOYEES OF THE MONTH

GARY ROME
HYUNDAI



Scott Lopriore
Staff Accountant

Congratulations to our Staff Account Scott Lopriore, who is the June 2024 Employee of the Month! Scott has made our team complete with his personality, knowledge and excitement. He has stepped into his role here with ease and confidence. Scott is always willing to assist with anything that another member of the team may need help with. He is a hard worker with a friendly personality and we are so happy he has joined the family. Well deserved, Scott!

- Kevin Schechterle, General Manager

★ ★ ★ ★ ★
**AMAZING
WORK!**

Congratulations to our Business Development Manager Denise Carr, who is our July 2024 Employee of the Month! Denise has shown outstanding dedication by not only excelling in her current role as Business Development Manager, but also by assisting the Service and Parts Departments. She has proactively initiated meetings with employees to understand their challenges and collaborate on finding solutions. Denise's swift and thoughtful response to issues was highly valued by everyone and we are truly grateful to have her as part of Gary Rome Auto Group. We wholeheartedly thank her for her valuable contribution and dedication!

Congratulations again, Denise!

- Kevin Schechterle, General Manager



Denise Carr
Business Development Manager

you're doing great!



Dan Mastroianni
General Manager

Congratulations to our Gary Rome Car Wash, Dog Wash & Detail Center General Manager Dan Mastroianni, who was named our August 2024 Employee of the Month! Since the day that he took over, we love that he has embraced the Gary Rome way. Dan attacks each day with a positive attitude and has built a family of employees that respect him and work hard for him. With this type of commitment, Danny and the staff have shown daily why it's no surprise the car wash is growing by leaps and bounds. Well deserved!

- Kevin Schechterle, General Manager

EMPLOYEES OF THE MONTH



GARY ROME KIA
OF ENFIELD



Justin Martin

Sales and Leasing Consultant

Great Job!

"This month, we would like to acknowledge Jessica Rios not only for her many years of service, but for also coming to the aid of every department here at Gary Rome Kia. Jess can be found everywhere keeping an eye on everyone and everything! When we are down an employee, she works twice as hard to make up for the missing piece. She really treats Gary Rome Kia like it was her name on the building. We are so proud and grateful for her and are happy she is on our team. Congratulations to Jess, multiple time winner of Gary Rome Kia's Employee of the Month." - Dave Nathan, General Manager



Jessica Rios

Lot Manager



Rich Circe

Office Manager

AWESOME

"I have been working with Rich Circe for almost 12 years and while it is not common practice for the Auto Group to recognize managers as employee of the month, I think we need to make an exception. Rich has been invaluable to the dealership for years and years and what makes him so good at his job is his ability to get things done. He has a true love for the business and really cares for the dealership. He does what is necessary to get the job done. His loyalty, work ethic, honesty and love for the employees does not go unnoticed. Congratulations Rich on a long overdue acknowledgement from the entire dealership."

- Dave Nathan, General Manager

HAPPY
ANNIVERSARY

GARY ROME
HYUNDAI



HAPPY
BIRTHDAY



Brianna Zemrock, Marketing Administrator



Michael Davenport, Sales and Leasing Consultant; Brianna Zemrock, Marketing Administrator; Edgar Vazquez Sr, Lot Attendant; Bobby Kosior, Sales and Leasing Consultant; Cooper Schechterle, Receptionist; Colleen Lent, Registry and Title Clerk; Javier Santiago, Service Technician



Telesha Williams, Sales Manager



Megan O'Neill, Service Assistant; Tim Ferreira, Chief Operating Officer; Marie Burgess, Service Appointment Coordinator



Karissa LeDuc, Business Development Specialist



August



Manny Soto, Porter



GARY ROME SURPRISE SQUAD



Summer break might be here, but the Gary Rome Auto Group Surprise Squad keeps the excitement going strong! Here are our latest Surprise Squad winners, who each walked away with \$500 for themselves and another \$500 for their school or program. Tune in to Western Mass News on the last Wednesday of each month to catch the exhilarating Surprise Squad features! Keep your eyes peeled for the newest feature - it's going to be amazing!

SURPRISE



Erika Kaftan, Willie Ross
School for the Deaf



Angela Veatch, Camp
Massasoit, Springfield



Amy Mason, Gateway Regional
School, Huntington



Seen At



The Service and Sales teams at Gary Rome Kia of Enfield exceeded their goal for the month of May. Everyone celebrated with a delicious dinner at Villa Napoletana. Keep up the great work and let's do it again and again and again!



Ivy Velez, Parts & Service Director;
Rich Circe, Office Manager



Team KIA



David Nathan, General Manager; Telesha Williams, Sales Manager



Trisden Toccaine, Service Manager;
Ivy Velez, Parts & Service Director



Justin Jackson, Sales and Leasing Consultant;
Jess Rios, Lot Manager; Merissa McClain, Service Advisor



Telesha Williams, Sales Manager; Zachary Rodriguez, Parts Manager

Seen At



Brianna Zemrock & Brittany Zabielski, Holyoke Chamber event at Nasty Habit Crossfit



#NationalAutomotiveServiceProfessionalsDay, we celebrated our technicians with bagels from Panera Bread to say thank you for their hard work.



Megan O'Neill cuddles a young Gary Rome pup fan!



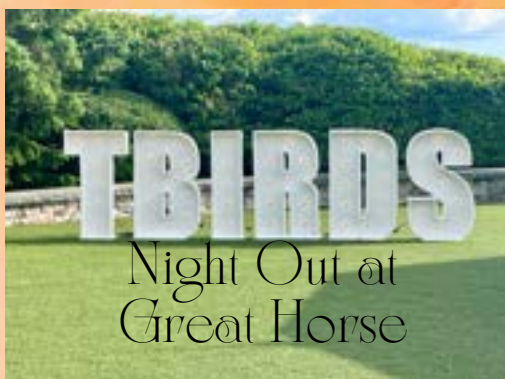
What better way to end the work week than celebrating #NationalChocolateCreamDay with make your own sundaes?! A nice delicious treat was had by all. Thank you to our Corporate Culture Officer Cathy Riley, for providing the fixings!



Sales and Leasing Consultant's Nikki Lussier, Kevin Covington and Robert Gourde at MetLife Stadium for "Experience Electrified."



Sales Manager Peter Lustenberger provides moral support as Social Media Administrator Brittany Zabielski donates blood at our drive



Rosemarie Zello, Dara Davignon, Jane Rome, Gary Rome, Lori Chatel, Cathy Riley

Seen At

CORPORATE CULTURE

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

GARY ROME HYUNDAI



Congratulations to our Sales and Leasing Consultant Kevin Covington, who won the #NationalChickenWingDay raffle price of a \$25 gift card to Buffalo Wild Wings! Enjoy!



Congratulations to our Sales and Leasing Consultant Christian Jimenez, who won the #NationalWatermelonDay raffle prize of this adorable basket! We hope you enjoy a nice picnic!



Congratulations to our Registry and Title Clerk Colleen Lent, who won the #nationallemonday raffle basket! Enjoy!



Congratulations to our Sales and Leasing Consultant Michael Davenport, who won the #nationalthreadandneedleday raffle prize of a \$25 gift card to JOANN Fabric and Craft Stores! Enjoy!



#NationalFishingWeek and what better way to celebrate than a friendly competition. Our first place winner (with 10 fish caught) was our Service Technician Amanda Carson, who won a gift card to DICK'S Sporting Goods, our second place winner (with 9 fish caught) was our Social Media Administrator Brittany Zabielski, who won the game, "Lets Go Fishing," and our third place winner (with 8 fish caught) was our Sales and Leasing Consultant Nikki Lussier. Congratulations to you all!

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



Congratulations to our Master Technician John Rivera, who won the #nationallemonday raffle basket! Enjoy!



Congratulations to our Technician Gaby, who won the #NationalVideoGameDay raffle prize of a \$20 gift card to GameStop! Enjoy!



Congratulations to Hector Ortiz, who won the "Back to School" raffle basket, as well as the #NationalWatermelonDay raffle prize of this picnic basket! Enjoy!



Congratulations to our Service Advisor Merissa McClain, who was the winner of the #NationalCiderDay raffle prize of a case of cider! Enjoy!



Congratulations to our Service Technician Joel Oquendo, who was the winner of the #NationalFishingWeek raffle prize of the game, "Lets Go Fishing." Enjoy!



Congratulations to our Office Administrator Charlene Osgood, who won the #nationalthreadandneedleday raffle prize of a \$25 gift card to JOANN Fabric and Craft Stores! Enjoy!

2ND ANNUAL CAR SEAT SAFETY EVENT

In conjunction with Baystate Health and Hyundai Motor America, Gary Rome Hyundai, located at 150 Whiting Farms Road in Holyoke, is hosting a car seat safety event on July 28, 2024 from 9am – 1pm. Snacks, drinks, and activities will be available for children.

Research shows improper use and installation of child safety seats is a leading factor in increased child fatalities or injuries from automobile crashes. According to the National Highway Traffic Safety Administration, nearly half of all car seats are installed incorrectly.

During the inspection, nationally certified Child Passenger Safety Technicians (CPST) will inspect car seats for expiration dates, manufacturer recalls, and/or proper fit of the seat. Families will receive a free replacement car seat, if needed. The car seat check events are open to the public – walk-ups are welcome. Appointments are preferred. Child must be present for inspection and free car seat.



"We feel privileged to be hosting the Hyundai and Baystate Health car seat safety event at Gary Rome Hyundai. Ensuring that children are secure in properly functioning and correctly installed safety seats is a crucial responsibility," said Gary Rome. "We are delighted to offer this complimentary event to our community, as it contributes to creating a safer future for our children."





2ND ANNUAL CAR SEAT SAFETY EVENT (CONTINUED)



HyundaiHope Check Presentations

July 31, 2024 HOLYOKE, MA: On July 30, 2024, Hyundai Hope donated to the Food Bank of Western Massachusetts (\$10,000) and the Thrive Center of Holyoke Community College (\$5,000), two local food sources combatting food insecurity in the greater Holyoke, Massachusetts area. They also made a donation to Baystate Health Foundation (\$20,000). All donations were made as part of the car seat safety event held at Gary Rome Hyundai on Sunday July 29, 2024.

Hyundai Hope is a corporate social responsibility initiative from Hyundai Motor North America, committed to the principal of Progress for Humanity and the goal of improving the wellbeing of society. Hyundai Hope dedicates time and supplies resources to nonprofit organizations that support the health and safety of individuals and foster positive growth in communities. For more information, visit www.HyundaiHope.com.

\$20,000 to Baystate Health Foundation



\$5,000 to HCC Thrive Food Pantry



\$10,000 to Western Mass Food Bank





Gary Rome Hyundai was a proud sponsor at Thunder in the Valley Concert & Fireworks Festival that took place at Molitoris Farm in Easthampton, MA. General Manager Kevin Schechterle and Gary's Executive Assistant Lori Chatel presented a \$10,000 check on behalf of Hyundai Hope On Wheels with funds donated directly to Children's Miracle Network Hospitals. All proceeds from the event went to this wonderful cause. Kevin interviewed on air with Bruce Marshall from Cruisin' with Bruce Marshall about our commitment to giving back to children with cancer. Our Hyundai Hope on Wheels vehicle was on display for all festival goers to view as they entered the field. We had a nice tent setup with a car wash bucket raffle to enter, free car wash codes to scan and use, as well as free pens and candy to take (a big hit with the kids). Despite the weather later in the day, a good crowd still showed support for all of the music acts that included Scotty Austin (formally from Saving Abel), Trailer Trash and That Arena Rock show just to name a few. The festival ended with a beautiful fireworks show for everyone to enjoy. We look forward to being a part of next years occasion!



Seen At



Gary and his son Jake attended the New England Motor Press Association (NEMPA) annual ceremony in Boston, where Hyundai President and Global COO Jose Munoz was named Executive of the Year and the all-new Santa Fe was named Best Midsize SUV. Congratulations to Hyundai who continues to make award winning vehicles.



Father's day fun! Sales Manager Peter Lustenberger and his daughter enjoyed some special time at their father-daughter dance event!

Happy Birthday



Wishing a very Happy 18th Birthday to Sydney and Jake Rome! Shuffles the clown stopped by for a visit to make balloon creations for everyone in attendance and enjoyed a delicious cake!



I SCREAM, YOU SCREAM, WE ALL SCREAM FOR...

Ice Cream!

All locations enjoyed sweet treats for
National Ice Cream Day





Stuff The Trunk



STUFF THE TRUNK FOR THE ENFIELD FOOD SHELF

JUNE 1ST-30TH



Gary Rome Kia is excited to announce the "Stuff the Trunk" event in partnership with the Enfield Food Shelf to collect food for those in need. Drop your food donations off throughout the month of June in our showroom. Together we can make a difference in our community!

DROP-OFF LOCATION

Gary Rome Kia
909 Enfield Street, Enfield, CT 06032

ITEMS NEEDED

- Peanut Butter
- Jam
- Pasta Sauce
- Rice
- Canned Tuna
- Fruit Cakes
- Cereal

Forgot your food donation? No problem!



Scan the QR Code



Gary Rome Kia of Enfield

Gary Rome Kia collected non-perishable food items throughout the month of June for the Enfield Food Shelf. A BIG thank you to everyone who donated food items to our "stuff the trunk" event in partnership with the Enfield Food Shelf, Inc. We are now able to feed a lot of people in need and couldn't have done it without all of your help!

Thank you



THANK YOU



Gary Rome Kia of Enfield

Thank you for hosting a food drive that generated the equivalent of 80 meals for our neighbors



**GARY ROME
HYUNDAI**



Amazing REVIEWS



"In love with my Palisade 2022. The seller Maria LePage is excellent, with a lot of patience and desire to help the buyer. Thank you for the service of the bilingual staff. The dealer is very comfortable and has complete services."

Lumarys Figuero via Google Review
7/26/24

"Bobby was the best, he helped me find exactly what I was looking for and really made it a simple process. I love my new car and it has treated me amazing, no problems so far. 5/5"

-Tyler J via Google Review 7/15/24

"We recently had to have our vehicle towed to Gary Rome, and knew the process would take some time. This being our only vehicle, we were hoping to be able to get a loaner (knowing it's not always possible). Megan O'Neill in the Service Department was amazing! Not only was she friendly and understanding, she quickly got us into a loaner, which took so much stress off of the situation. Thank you Megan!"

- Melissa Henry via Google Review 6/14/24

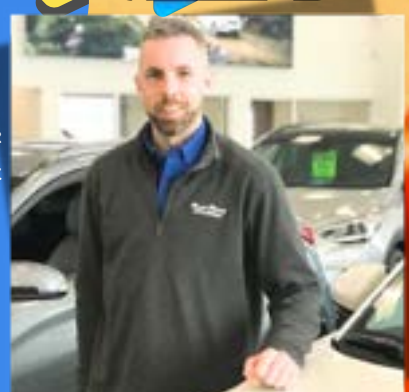
FANTASTIC!

you're doing great!



I went to Lia Honda and felt pushed and by the time I was finally got to walk out I was so stressed and unhappy. I almost decided to not even get a new car at all ... so we went to Gary Rome Hyundai (only cause my hubby said let's just check)..Was in lot looking and Jason A cane outside to talk to us . I felt understood, relaxed and appreciated and he was so transparent and helpful. Didn't make me feel pressured and got me a good price for my 2024 Elantra lease ! Even was able to get me registered and pick up my car by Monday afternoon! (we went on a Sunday) Thank you so much Jason and the management team! I will absolutely refer anyone to them. I am so happy with my new car and how everything went down. Also Chris in finance was awesome. Thank you sooooo much

SUBMITTED ON: 8/27/2024 BY: maricee70





Amazing REVIEWS



Excellent customer service..
Worked with John Brusco..He went above and beyond and made my purchase experience stress free

SUBMITTED ON: 6/2/2024 BY: C.MOLINA



Knowledgeable and friendly. Will continue to do business with Gary Rome Kia. Brian went the extra mile to get the deal done before we had to go on a long road trip.

SUBMITTED ON: 7/6/2024 BY: SEAN Herron

You are doing
GREAT!



I was very satisfied with the treatment I received from the service department when I came in for maintenance on my car. Especially Hector, he kept me well informed and very polite. I've always chosen Gary Kia for all my maintenance services.

SUBMITTED ON: 6/17/2024 BY: COSTANELIDA

BRAVO!



Justin was amazing (as was Telesha who stepped out of her comfort zone and took on the role of a salesperson while we waited for our official sales person to arrive) ; very personable, knowledgeable, and accommodating in the process - providing all the info I needed with supportive energy and good humor. Honestly couldn't have been happier with our sales experience!

SUBMITTED ON: 8/20/2024 BY: HALORHIGHWATER



Coming
Soon.....

EACH MOMENT WE'RE ALIVE CORNHOLE TOURNAMENT



GARYROME HYUNDAI

EACH MOMENT WE'RE ALIVE CORNHOLE CHARITY FUNDRAISER

Come join Each Moment We're Alive's Charity Fundraiser Tournament. Together, let's support cancer survivorship, one heartfelt donation at a time.

 Sunday, October 6, Noon-5 PM
150 Whiting Farms Road, Holyoke MA

 Event on Scorehole
organized by 555 Cornhole



Social Competitive
COMPETITIVE
AND SOCIAL BRACKETS

 www.eachmomentwerealive.org
Raffles, Cash Prizes, Food Truck & More.

MAGIC FOR MADDIE CARNIVAL & 5K



5K - 2 MILE FAMILY FUN WALK & CARNIVAL

Thanks to our Ring Leader Sponsor!

HYUNDAI



**ASHLEY RESERVOIR
HOLYOKE ELKS
SATURDAY, OCTOBER 19, 2024
1 PM SHOT GUN START**



FOOD TRUCKS - ICE CREAM
COUNTRY ROCK BAND
SOUTHERN RAIN
BOUNCE HOUSES &
INFLATABLE GAMES
MAGIC SHOW - DANCE PARTY
RAFFLE & SO MUCH MORE!



**\$35 Adults
\$15 Kids
\$100 Family Max**

www.magicformaddie.com

REGISTRATION INCLUDES: T-SHIRT, CHOICE OF POST RACE ICE CREAM OR BEER/WINE TICKET & ALL CARNIVAL ACTIVITIES/ENTERTAINMENT



4TH ANNUAL TREES OF HOPE



Ronald McDonald House of Springfield's

4th Annual Trees of Hope

NOVEMBER 8-22, 2024
150 WHITING FARMS RD, HOLYOKE, MA

PRESENTED BY **GARYROME HYUNDAI**

~~I'm Never 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 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!**