

EMPLOYEE CONNECTIONS NEWSLETTER

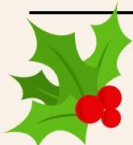
DECEMBER 2022



Get to Know
Scott Bracci

EMPLOYEES OF THE MONTH
Ed Clark & Zack Rodriguez

EMPLOYEES OF THE YEAR
Charlene Cocrane & Cassidy Thorpe



FROM THE DESK OF GARY ROME



Seasons Greetings to everyone at Gary Rome Auto Group! No matter how you celebrate your holiday, my wish is that you will celebrate in peace and make many new memories with family and friends.

November was a very busy month full of hustle and bustle! At Gary Rome Hyundai, we hosted the 2nd Annual Trees of Hope to benefit the Ronald McDonald House of Springfield. This event drew in thousands of visitors and exceeded expectations! Our showroom was a winter wonderland showcase full of 30+ gorgeous holiday trees and a table full of dream gifts. A few of our employees were lucky to win trees and gifts. I graciously thank each employee that supported our event! We are well on our way to reaching our goal of \$180k as donations continue to arrive, even into December.

We had a very successful employee appreciation party last month and I am truly beyond grateful for each and every employee that makes Gary Rome Auto Group successful. I would like to recognize our Employees of the Year, again. **Charlene Cocrane** and **Cassidy Thorpe**, you inspire us all to do the next right thing and I appreciate you! Our team has never been stronger and we are set to move full speed ahead for a prosperous New Year.

You often hear about my involvement as the eastern region board member for Hyundai Hope on Wheels, Hyundai's philanthropic sector to #endchildhoodcancer. Well, in December, Kia Motors is expanding its partnership with St. Jude's Children's Research Hospital to make the holidays even brighter for the kids of St. Jude's. For every new car sold during the holidays at authorized dealerships, Kia will make a donation of \$8.00, with a minimum guaranteed donation of \$1,000,000! I am thrilled to be a franchise owner of two brands that give back, especially to help children.

Warmly,

Gary



*Stay tuned for January's issue! More to come from FIFA World Cup and Global Top Dealers Summit in Qatar.

Get to Know

Scott Bracci



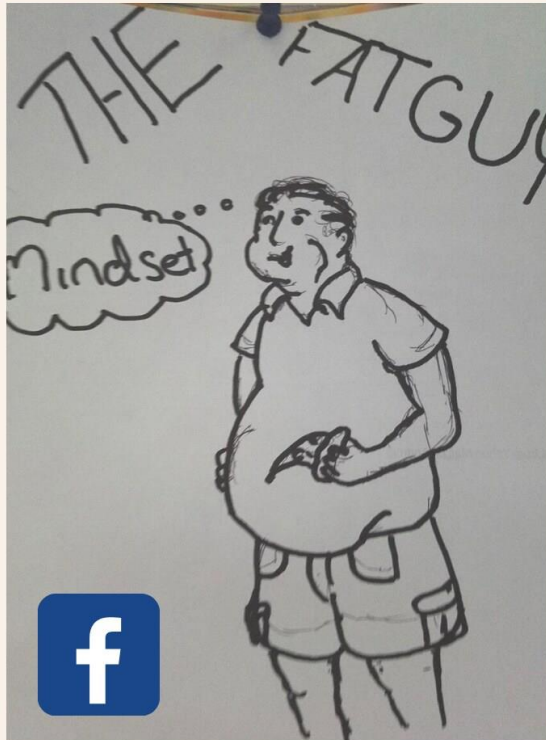
GARY ROME KIA
OF ENFIELD

Sales & Leasing Consultant

Scott was born in Pittsfield, MA and grew up in Agawam, MA. He graduated from Agawam High School in 1987 and attended Roger Williams University in RI to follow his dream of becoming a defense attorney. Life had different plans for Scott, and he returned to Western Mass after a brief period at the University and began a career at Walgreens, where he quickly became a stellar employee for 12 years! Life had different plans for Scott, again, and in 1998, he got his foot in the door of the auto industry and began his first job as a Sales & Leasing Consultant at Gale Toyota, thanks to the urging of his father's neighbor, who was a manager at Gale. Similar to Walgreen's, Scott was a stellar employee at Gale and his loyalty kept him there until 2017, when he was introduced to solar energy sales and decided to give it a shot. Fast forward two years later and Scott was recruited by Gary Rome Kia Finance Manager Shaun Stevens (who was also a former co-worker at Gale). Since joining the team at Gary Rome Kia, Scott has not looked back!

"I love it here, it's been great for me mentally and I have found true friends that are family here!"

When he's not selling cars, he spends his time watching the Steelers, Bruins and Yankees. He enjoys gambling and visiting casinos in Vegas. Scott also enjoys NASCAR and has visited every racetrack in the country, with his favorite being in Miami. Scott recently visited Sedona, AZ with his mother for her 75th Birthday! Scott loves Italian food. Check out his restaurant review Facebook page [@thefatguymindset](#) and give him a follow! Scott has a big heart and volunteers his time to raise awareness about suicide prevention through American Foundation for Suicide Prevention (AFSP) after a bout with a suicide attempt many years ago. His work with AFSP local chapter has helped to raise over \$100,000 for education in schools, military bases, and to fund a suicide hotline. Scott, you do important work and we are all lucky to have you as a co-worker and friend!



#StopSuicide

***If you or
someone you
know is in
crisis, dial 988**





Ed Clark

Technician | Gary Rome Hyundai

Ed is deserving this month due to his consistent work ethic and ability to assist others. Ed has an upbeat, positive vibe on a daily basis and cares for our customers and the return of their vehicles fixed right the first time. Thank you for being you, Ed! Keep doing what you're doing!

Mike Aubrey

Parts & Service Director



Zach Rodriguez

Parts Advisor | Gary Rome Kia

A few changes have been made in our parts department recently and Zach has really stepped up. We have asked him to take on additional responsibilities and he has exceeded our expectations. His ability to manage these responsibilities and take on new tasks has been refreshing and helpful. Zach has many skills that help us achieve our goals but what really stands out are his efforts to bring new and exciting ideas to the department. I personally have received calls from retail and wholesale customers praising his pleasant demeanor and his quickness to resolve issues. Zach is a real "team player" and a joy to work with. I look forward to a long tenure with Gary Rome Kia.

David Nathan

General Manager



Charlene Cocrane

Warranty Administrator
Gary Rome Hyundai & Kia

Charlene is most deserving of this award, in recognition of her numerous years of exemplary service and ensuring Gary Rome Hyundai's interest always comes first with Hyundai Motor America and the warranty department. There is nobody better in the industry than Charlene!

Tim Ferreira
General Manager



Cassidy Thorpe

Office Assistant
Gary Rome Kia

Cassidy is a multiple employee of the month and was the obvious choice for this year's employee of the year. She has continued to shock and amaze us all with her efforts. She continues to learn and grow and makes our jobs much easier knowing that she is not only on top of the tasks of her job but often time ahead as well. Her job description continues to expand as she takes on different roles and masters them. Cassidy is an important part of our team here at Gary Rome Kia, working with and helping each department of the dealership grow. We are grateful to have her as a part of our team.

David Nathan
General Manager

Seen At

The Mayflower Marathon, the Gary Rome Hyundai Team volunteered their time collecting food donations for the Springfield Open Pantry from November 21-22nd at MGM! Over \$179,000 was raised and three 53-foot trailers were full of non-perishables.



Gary, Mike Baxendale "Bax" of Rock 102, Gary's son Jake, and Daisy



Dara Davignon (Executive Assistant) and Bax



"The Bs" Brianna Zemrock & Brittany Zabielski, Marketing



Tim Ferreira (GM) & Brianna



Dara Davignon (Executive Assistant, Colleen Lent (Registry Clerk) & Brittany Zabielski (Marketing) attended the Annual Meeting at Tekoa Country Club.



Gary and Daisy attended sponsor appreciation day at the Thunderbirds.



On November 3rd, Gary attended a special check presentation at Baystate Medical Center on behalf of Hyundai Hope on Wheels. A \$100,000 Impact Grant was given to Dr. Matthew Richardson, Division Chief, Hematology/Oncology, Department of Pediatrics.

Seen At



Dancing Around the World
FANCY STEPS
2022



Steve Liptak (Pre-Owned Car Manager at GRK) with his wife, Victoria.


Night
OUT

Colleen Lent
(Registry
Clerk) & Cathy
Riley
(Corporate
Cultural
Officer)



Gary with his daughter Sydney & wife Jane



To Benefit

**children's
MUSEUM**
AT HOLYOKE

Juan Romero (GRH Lot Manager) & his wife, Brenda, Cathy Riley (Corporate Cultural Officer), Gary and his wife Jane



Gary & his dance instructor, Christine Kjellquist, of Ballroom Fever

Cover Story 'TIS THE SEASON

The Holiday Season is in full swing at Gary Rome Auto Group!

EAT, DRINK & BE MERRY

Gary Rome Auto Group Annual Employee Appreciation Party was held on November 19th at the Castle of Knights in Chicopee and was complete with delicious food, employee recognition, raffles, dancing and a lot of fun! A shoutout to Captain Culture **Cathy Riley** for planning and organizing this meaningful event.



GRH Service Advisors Brianna Coyle & Felix Vega with Service Manager Geo Vazquez



Becca Rubin, Tracy Bonavita, Gary and Jane Rome



Renee Charles (Controller) with her husband, Clive



Josue "Macho" Rivera (GRH Parts Manager) with Karissa LeDuc (BDC Specialist)



Mike Aubrey (GRH Parts & Service Director) with his wife, Sarah



GRH Bobby Kosior (Sales), Keith Brecher (F&I Director), Peter Lustenberger (Sales Mgr) w/Emily, Julie & Paul Maiolo, Sr (Sales), Mariah Blaney & Phil Brecher (Sales)



Chris Fenton (GRH Floor/Finance Mgr)
w/ his wife Alexa



GRH Technician Ed Clark, with his
mom, Barbara



Dara Davignon (Exec Asst) with
Dave Nathan's wife Maria



"Kate at Cooper's" with her kids, who all
work at GRH! Robert Gourde (Sales),
Elizabeth & Matt Gourde (Receptionists)

*Thank you for
going above
& beyond.*



Maria LePage (GRH Sales) with Eileen,
GRH Friend & Mail Carrier



Edgar Vazquez, Jr (GRH Parts Advisor) &
Cristobal Orellana (GRH Porter)





Telesha Williams (BDC Manager) & her partner, Chris Amidon

Blessed!



Michael Davenport (GRH Sales, right) & his partner, Jared



Scott Bracci (GRK Sales) & Rich Circe (GRK Office Manager)

Cheers!



Alison & Josh Calkins
(IT Manager)

Annique Kort,
BDC Specialist

Alicia Williams,
Service Coordinator

Vanessa Williams (Asst
BDC Mgr) & Alex David
Rivera

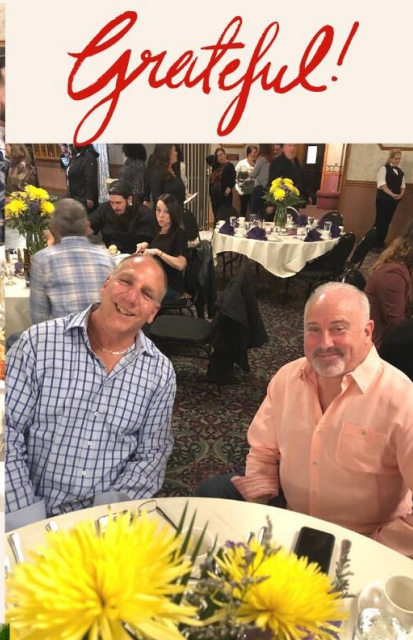
Brianna Zemrock (Marketing) w/boyfriend Eggy



Chris Bergeron (GRH Technician), Lindsay Lapan (GRH Staff Accountant), Charlene Cocrane & husband Dan, Edwin Feliciano (GRH Technician) & Kaitlin, Kamelya & Araz Mamemdov (GRH Shop Foreman)



Nikki Lussier (GRH Sales) & fiancé,
Austin



Pauli Bonavita (GRH Sales) & Bobby
Rubin (GRH Pre-Owned Manager)



Larry Goldberg (GRH Sales) & his friend
Mary



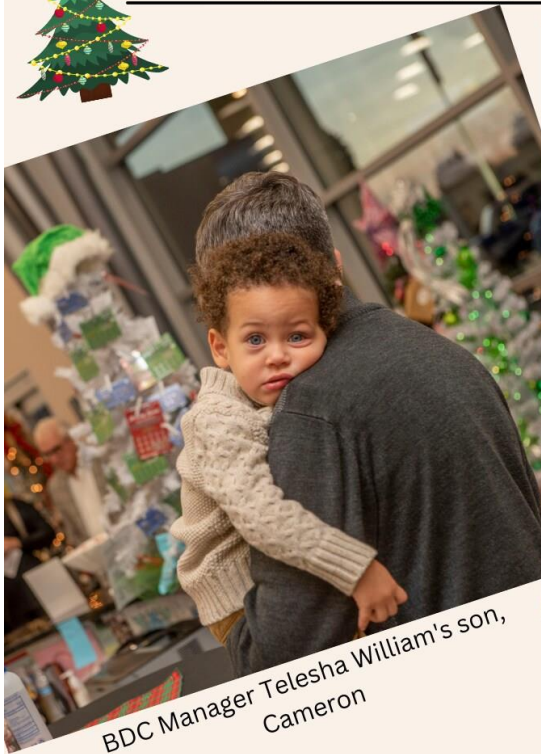


Trees of Hope '22

Gary Rome Hyundai's signature Trees of Hope Event to raise funds for the Ronald McDonald House of Springfield took place during the first two weeks of November. In its second year, Trees of Hope was a huge success and brought thousands of guests through the doors of the dealership to view and bid on beautifully decorated trees and dream gifts, all donated by area businesses, organizations, and individuals. The event kicked off with a preview reception on November 4th and concluded on November 18th. Trees of Hope 2022 raised nearly \$175,000! Special thanks to our GRH Committee Members: Brianna Zemrock, Brittany Zabielski, Cathy Riley, Dara Davignon, Gary Rome & Stephanie Rivera.



Richie & Aiden Penney,
a local RMH Family, were special
guests on Preview Night.



BDC Manager Telesha William's son,
Cameron



Springfield Mayor Domenic Sarno greeted the guests with opening remarks.



Front: Brittany Zabielski (Marketing), Cathy Riley (Corporate Cultural Officer), Brianna Zemrock (Marketing) Back: Paul Maiolo, JR (Receptionist) and Salesmen Michael Davenport, Robert Gourde & Christian Jimenez



Cathy with Pauli Bonavita (Sales) & Josue "Macho" Rivera (Parts Manager)



Stephanie Rivera (Receptionist)



Juan Romero (Lot Manager), Porters Cristobal Orellana & Liam Lavelle, Edgar Vazquez, SR (Lot Attendant)



Peter Lustenberger (Sales Manager)



Gary Rome Kia GM David Nathan & his wife, Marie



The most well attended day of Trees of Hope '22 was Sunday November 13th! Close to 800 people visited the dealership, thanks to a holiday market craft fair, the brain child of our marketing admin, **Brianna Zemrock**! The craft fair was held in the service area and 30 local crafters and artists participated. Rock 102's morning show host, Steve Nagle, broadcasted live!



Brittany Zabielski (Marketing), Cathy Riley (Corporate Culture Officer), Colleen Lent (Registry Clerk) Dara Davignon (Executive Assistant) & Brianna

Brianna with her uncle and crafter Walter Zemrock



Steve Nagle with Rock 102's "The Tree That Rocks"

I would like to extend a BIG THANK YOU to Brittany, Paul Maiolo Jr., Colleen, Cathy, Lily (Cathy's granddaughter), and Megan (who was also a vendor in the show), for all of your help at the FIRST EVER Holiday Market that took place here at the dealership on Sunday, November 13th. Leading up to the event and the day of, you all helped me in so many ways. With the support from you all and my family I could not have made this event be so successful! I look forward to working on this event with you all again next year!

Brianna



Trees of Hope '22

Several Gary Rome Hyundai employees WON
trees and dream gifts at this year's event!



Maria LePage (Sales) won the Leopard Tree & the Home Depot Gift Card & Vacuum Gift Set.

Michael Davenport (Sales) won the 65" TV!



Chris Fenton (Finance Manager) won the telescope.



Mary Lavelli (BDC Specialist) won the beach themed tree!



Kevin Schechterle (GSM) won a TV and \$250 Gift Card to Best Buy.



ANNOUNCEMENTS FROM CAPTAIN CULTURE, CATHY RILEY



SOUP LUNCHEON

Join us on **Wednesday, December 7th**
at **12:00PM** in the **Conference Room**
for a soup luncheon!

Soups served will be
White Bean Chili and Broccoli Cheddar



Join Us!

Friday, December 9th

Help us celebrate all
December Birthdays at 2:30PM
in the Conference Room!



Clausermopolitan



4 OZ VODKA
.5 OZ WHITE CRANBERRY JUICE
.5 OZ LEMON JUICE
.5 OZ TRIPLE SEC
FROZEN CRANBERRIES (KEEPS IT COLD!)
FRESH SPRIGS OF ROSEMARY OR THYME (FOR A LITTLE GREEN)
SHAKE OVER ICE AND POUR !

Cheers!

Wednesday, December 21st

HAPPY NEW YEAR

2023

Enter to win the raffle!

Thank you to everyone who was involved in making the Trees of Hope another successful event this year.

We couldn't have done it without the great teamwork that we have here at Hyundai.

Thank you Brianna, Brittany, and Beatriz for all your help with the employee appreciation party invites.

A BIG SHOUT OUT to Edgar Sr., Angel and Karissa (the best "bower" ever) on all of their help with the "Leaning Tower of Pisa" Christmas Tree. It looks beautiful!

-Cathy

*Wear Jeans Fridays
to benefit*

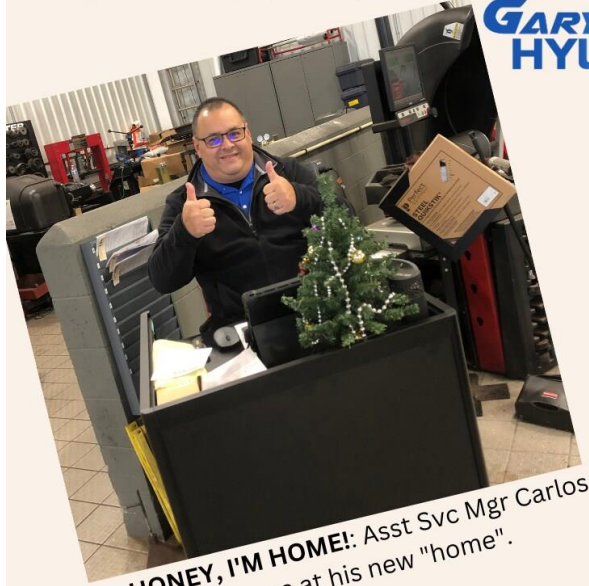


Gary Rome Hyundai is proud to have an established partnership with the Ronald McDonald House Charities of Connecticut and Western Mass! On Friday's everyone has the opportunity to wear jeans for \$2.50 per Friday or \$10 for the month. Jean Friday's along with Brown Bag Bingo and other fun events give us the opportunity to raise money to purchase necessary items for the house in Springfield. In addition to helping purchase items for the home, proceeds raised also go to benefit their annual Trees of Hope event that takes place here at the dealership in November. If you have any questions about Jean Friday's or have another fun way of raising money for this great cause, please see Cathy or Bri!



SHOP TALK | OFFICE BANTER | SALES PITCH

We ❤️ content! Share your picture or your special news with us? Contact Dara or Brianna and YOU will be featured in next month's newsletter!



HONEY, I'M HOME!: Asst Svc Mgr Carlos Rivera at his new "home".



TWINNING...IT'S A THING 'ROUND HERE: Brianna Zemrock (Marketing) & Dara Davignon (Exec Asst) didn't plan this.



MOVE OVER, DAISY, THERE'S A NEW DOG IN TOWN: Mike Aubrey (Parts & Service Director) with his mother's dog Remy.



ICE TIME: Sales & Leasing Consultants Sasha Wilson, Phil Brecher & Kevin Covington at the Springfield Thunderbirds.

SHOP TALK | OFFICE BANTER | SALES PITCH

We ❤️ content! Share your picture or your special news with us? Contact Dara or Brianna and YOU will be featured in next month's newsletter!



LOOK, DON'T TOUCH: Scott Bracci (Sales) and his mother took a trip to Sedona, Arizona! Here they are, in front of a 40' saguaro cactus. A saguaro cactus doesn't grow its arms until it's 50 years old and it is a punishable crime to cut it down, with up to 25 years in prison!



HONEY-DO-LIST: Gary ensures that Josh Calkins (IT Manager) completes Ivy's list of repairs and updates at GRK!

KIA
GARY ROME KIA
OF ENFIELD



NEWLYWEDS, NEWLY PURCHASED: Steve Liptak (Pre-Owned Sales Manager) and his wife, Victoria, stand proudly with their brand new 2023 Telluride!

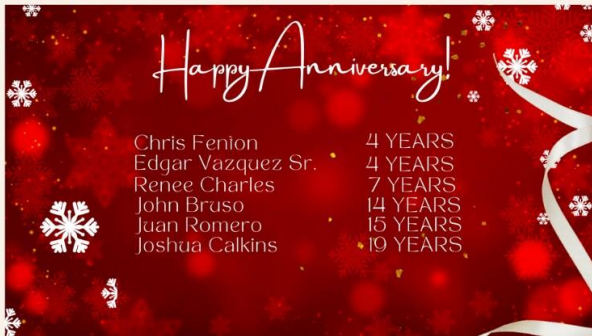


EMPLOYEE BIRTHDAYS & WORK ANNIVERSARIES

Happy Anniversary!



Happy Birthday!



Special Recognition



Congratulations to Nikki Lussier (GRH Sales) who got engaged on a trip to Paris!



Welcome to the Family!

Gracie Carter
Service Cashier, Hyundai

Greg Barta
Service Technician, Hyundai

Javier Santiago
Service Technician, Hyundai



Last Page THROWBACK



Gary Rome Hyundai Tree from 2021



"I'm Never in the Newsletter!"