

The Gary Rome Auto Group Insider

APRIL 2022 VOL.6 | ISSUE 4

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....And Much More!



Join us on Tuesday, April 26th from 12:01 AM through midnight as we continue our partnership with Holyoke Community College, for their second annual "TogetherHCC: Drive to Change Lives. Last year we were able to raise \$122,000 with over 200 donors. This year we hope to reach our goal with 300 or more donors by the end of the day. See page 08 for more details about this special day!

Welcome to the April edition of the Gary Rome Auto Group Insider! I am sure we all are excited to see the daylight last longer and the warm weather to make its arrival. We have exciting things that we are preparing for here at the dealership. Next month we celebrate our big 25th anniversary here at the dealership! See page 09 to check out some of the fun things taking place as we prepare for this special celebration and how you can be a part of the fun!



FROM THE DESK OF GARY ROME



April is here and I am anticipating warmer and brighter days ahead! We are getting closer and closer to Gary Rome Hyundai's 25th Anniversary Reception and I hope that each employee will be able to attend and celebrate with us on Friday May 13th from 5-8pm in the showroom. We have a fabulous evening planned and we all deserve to kick back and enjoy excellent food, drinks, and entertainment. As we start thinking about the anniversary, ask yourself what were you doing 25 years ago, back in 1997? What do you want to be known for now and 25 years ahead into the future? What are your goals for 2022-23 and beyond? Self reflection will help you make positive decisions in your life and for your future.

I am thrilled that two Gary Rome Hyundai employees were nominated as finalists for the Howdy Awards for Hospitality Excellence! Both Maria LePage from sales and Patrick Hamel from service were surprised on Friday April 8th with a visit from the Howdy Awards coordinator, Michele Goldberg. Michele presented both Maria and Patrick with a tube filled with a congratulatory letter and confetti! Stay tuned for more information regarding the Howdy Gala on May 16th, where the Howdy Award winners will be awarded. Way to go Maria and Patrick, keep up the excellent work! As a side note, for salespeople, please JUMP at the opportunity to have your photo taken at the dealership with your clients! Be included in as many photos as possible, especially at delivery!!



We are continuing our efforts to collect donations for Ukraine at both Hyundai and Kia. On Friday, April 8th, I had the honor of attending a Ukrainian flag raising ceremony at Holyoke City Hall. Back in 1997, former Holyoke Mayor Danny Szostkiewicz traveled to Ukraine and established the city of Svalyava as a sister city to Holyoke. At the ceremony, I met Father Andriv Krip, from the Saints Peter & Paul Ukrainian Catholic Church in Ludlow, with whom we partnered to collect donations. He was very pleased with our efforts! Thank you, Juan Romero, for delivering the first load of boxed donations to Father Krip.

As many of you know, I am a board member for the Holyoke Community College Foundation. I am assisting HCC with their one day of giving on April 26th, named #togetherHCC Drive to Change Lives. My father always said, "Gary, your education is something that no one can take away from you." This is why I am so passionate about making sure a college education is accessible to everyone. Funds raised will help the President's Student Emergency Fund, which ensures students are not faced with the challenges of hunger, homelessness and housing insecurity, affordable healthcare, lack of access to adequate technology, and childcare. If you never donated to HCC and would like to, your first time donation this year will be matched with a \$250 donation! A donation as little as \$10 will instantly become a \$260 donation with this match for first time donors. Please visit hcc.edu/drive and early donations are accepted. As always, please let Dara or me know if there is a non-profit organization that YOU are involved with or that is near-and-dear to your heart. We'd be happy to meet with you and discuss options on how we can help support your cause.

To briefly reflect back on the month of March, Daisy and I visited Homework House in Holyoke, the kids were very eager to meet and pet her. Homework House is an after-school mentoring and tutoring program in Holyoke for students from underserved communities. It is a free service for students in kindergarten through 6th grade. Gary Rome Hyundai will be sponsoring Homework House's Annual Adult Spelling Bee on Thursday April 28th at 5:30pm. If you'd like to attend this event, please see Dara for details.

I would be remiss to not give kudos to John Linnehan for assisting the South Hadley Council on Aging with their purchase of a brand new Ioniq 5 to transport their seniors to and from appointments, shopping and more. Gary Rome Hyundai received lots of press at the ceremonial presentation of the Ioniq 5 and the Council appreciated John's patience and extra effort! Leslie Hennessey, the Council's executive director, is thrilled to be a green leader in the Town of South Hadley. Thank you, John.

In some exciting Hyundai news, Gary Rome Hyundai ranked #9 in the region and #38 in the country for sales last month! This is an amazing feat as there are 167 regional dealers and 842 nationwide dealers. A big thank you to all employees for outstanding teamwork and motivation. I will continue to do my part in the region and out in the community to grow the Hyundai brand.

Lastly, help us grow the business, and salespeople - grow your business! Meet new people and potential new customers. Get involved with our networking efforts at chamber of commerce events! Join us at coffee hours, luncheons, and after work hours networking events at local restaurants and places of interest. If you would like to attend chamber networking events, please connect with Dara and she can register you for any particular event that may interest you. Both Chambers hold morning and after-hour events.

Gary Rome

To see images of some of the fun things that happened during the month of March!



Some of the exciting moments captured in Gary's letter!!



EMPLOYEE SPOTLIGHT

Here, we recognize employees who have recently celebrated an anniversary, birthday, are new to our Gary Rome Auto Group family, or shared exciting news recently!

Happy Anniversary!

APRIL 2022

LUINIS FERMIN REYES	1 YEAR
BERTO GARCIA	3 YEARS
ANGEL ORTIZ CANCEL	3 YEARS
JUSTIN MARTIN	5 YEARS
JUAN MOLINA	9 YEARS
JACK EISENSTADT	10 YEARS
IVY VELEZ	14 YEARS
GEO VAZQUEZ	15 YEARS

Congratulations to Sales and Leasing Consultant
Phillip Brecher, on his engagement to fiancé, Mariah!



Congratulations to Service Technician, Angel Ortiz (Flacko)
on the birth of his beautiful healthy baby boy!



Happy Birthday!



MARCH 2022

PAUL BONAVIDA	04/03
KYLIN SORL	04/03
ED CLARK	04/10
MARISSA RIVERA	04/12
KEITH BRECHER	04/20
HECTOR ORTIZ	04/30

Welcome to the Gary Rome Auto Group Family!

JOEL COTTO
HYUNDAI, SERVICE ADVISOR

STEVEN LAFRENIERE
HYUNDAI, SERVICE TECHNICIAN

MARISSA RIVERA
HYUNDAI, SERVICE ADVISOR





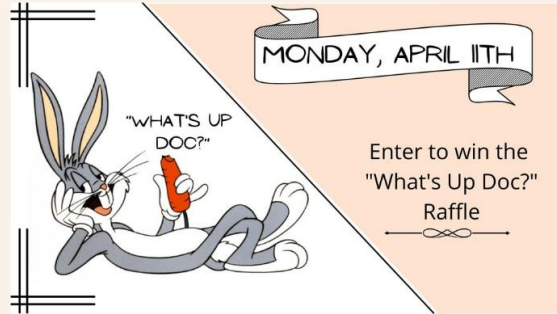
ANNOUNCEMENTS FROM CAPTAIN CULTURE, CATHY RILEY!

ENTER TO WIN!



Wednesday, April 6th

**National
Telfon Day Raffle**



**NATIONAL
CHEESEBALL DAY RAFFLE!**
SUNDAY, APRIL 17TH



A FRIENDLY REMINDER!



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



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. Should 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!



GARY ROME HYUNDAI AND KIA HELP COLLECT SUPPLIES FOR THE UKRAINE!



Gary Rome Hyundai and Gary Rome Kia in partnership with Saint's Peter and Paul Ukrainian Catholic Church, are official donation centers for Ukraine medical supplies! Bandages, Tylenol or Ibuprofen, First Aid Kits, etc. are all items that you can drop off at the dealership, that will be shipped overseas to help out all of the people in need.



GARY ROME HYUNDAI AND HOLYOKE COMMUNITY COLLEGE COME TOGETHER FOR SECOND ANNUAL GIVING DAY!

Kicking off on April 26th at 12:01 AM and running through midnight, Holyoke Community College will host it's second annual "TogetherHCC: Drive to Change Lives" campaign. Gary Rome Hyundai will continue their partnership with HCC to help them achieve their goal of 300 donors. Gary Rome has made a pledge that once 300 is achieved he will make a \$5,000 challenge donation. This day is extremely important and meaningful to all associated with HCC.

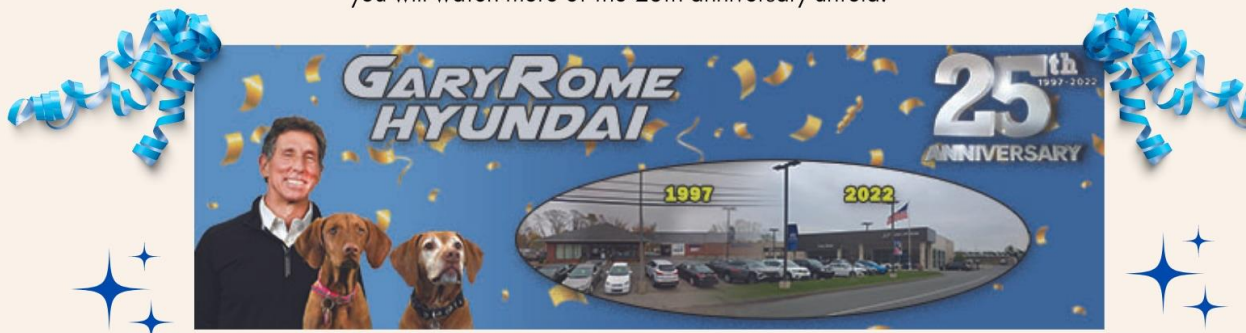
Any donations made to the college on this specific day will help students overcome barriers to success like homelessness, food insecurity, and tuition. Last year over \$100,000 was raised! Lets match that this year!

You can make a donation by visiting hcc.edu/drive!



GARY ROME HYUNDAI PREPARES TO CELEBRATE 25TH ANNIVERSARY!

Next month Gary Rome Hyundai will be celebrating it's 25th anniversary! Many here at the dealership are hard at work helping prepare for the big celebration on Friday, May 13th! To celebrate this big anniversary we have kicked off a Facebook giveaway for all of our customers who follow us on social media. We have also kicked off a giveaway, specifically for our Hyundai employees. We are so honored and grateful to have the opportunity to be celebrating 25 great years with all of you! Stayed tuned for next months special edition of the newsletter where you will watch more of the 25th anniversary unfold!



Celebrating the 25th Anniversary with 25 Days of Gifts!

We are so grateful for each and every one of you!

To show our appreciation and to celebrate the 25th anniversary of Gary Rome Hyundai, we are going to be gifting away 25 days of \$25 gift cards!

Beginning on FRIDAY, APRIL 8th, and running EVERYDAY through THURSDAY, MAY 12th (weekends NOT INCLUDED) we will select ONE WINNER at random for a \$25 gift card! This means there are 25 chances for you to win a gift card!

In addition, every WEDNESDAY beginning April 6th and running through May 11th, be one of the first 25 people at 12:00PM in the Service Area for a chance to win another prize!

Good luck to everyone!

*Contest is open to ALL Gary Rome Hyundai Employees (yes, managers you are included). One winner will be chosen everyday randomly, beginning Friday, April 8th, 2022, at 1:25PM and ending Thursday, May 12th, 2022, at 1:25PM. No purchase necessary to enter.



MEET PHILLIP BRECHER FROM THE SALES DEPARTMENT AT GARY ROME HYUNDAI!

Phil works for the Sales Department at our Hyundai location! Phil has been a part of our Hyundai family for a little over a year now. He always comes to work with a positive attitude and smile on his face. Phil is always willing to go the extra mile for his coworkers and provide a helping hand whenever he can. He is very knowledgeable about the Hyundai brand and is always wanting to learn more. Phil was our March 2022 Employee of the Month and it sure is no surprise why he was chosen for that honor.

Thank you for all you do Phil, your hard work and effort is always appreciated.



Phillip Brecher,
Sales and Leasing Consultant
Gary Rome Hyundai

**If you could go back to any moment in time,
when would it be?**

Anytime before 2001, so my brother and I could spend a little more time with our father.

Would you like to be able to see into the future?

Absolutely not! I like to believe that my actions can affect my future, and not that my future is set in stone.

**Would you rather be the funniest or the smartest
person in the room?**

Definitely the funniest! Smart people can be boring and misunderstood.

Fun Fact From Phil!

1. I have lived in Western Mass for the last 3 years, but spent the first 43 in NY, and I am a die hard NY Giants and NY Mets fan.
2. I have an organization OCD, but hate cleaning and dusting.
3. My motto is to treat others how I would like to be treated, until I am given a reason otherwise.
4. Don't worry, be happy!!!



MEET JUSTIN MARTIN FROM THE SALES DEPARTMENT AT GARY ROME KIA!

Justin has been working as a sales consultant at Gary Rome Kia for five years now. He had previously worked with us briefly before returning to the restaurant business, managing a local fine dining establishment. In the last five years Justin has continued to build strong customer relationships with many repeat customers and more new customers every day. When Justin isn't at work he loves spending time with his wife Amy, their two daughters and his giant black lab Elvis. With the temperature outside climbing each day you can bet you can catch Justin with a fishing rod in his hand any chance he can get. We are very fortunate to have had Justin on our sales team for five years and look forward to many more.

Thank you for all you do Justin, your hard work and effort are always appreciated.



Justin Martin
Sales and Leasing Consultant
Gary Rome Kia



One of MANY happy customers Justin has helped!



Shana Olson-Laake
Local Guide · 27 reviews

★★★★★ a week ago NEW

Bought a new Kia Carnival from Justin! We shopped all through NY, MA, VT and CT for the best deal and this is where we found it. Gave us the best deal for our trade. They were able to work with us so we only had to come to the dealership for pickup! Thanks Justin



Tell us about your professional background.

It all starts back in the restaurant business and became partnered in a restaurant group in Destin, Florida for 11 years, and then sold out to the partners. Then joined the corporate world at Capital Grill where I became Southeast Regional Director of Operations. After spending time there I moved back to Massachusetts and started at Gary Rome Kia. Four months later I ran into a guy from the restaurant group who reeled me back in and spent another five years as General Manager at Mill on the River. Finally, came back to David here at Gary Rome Kia, and asked him to get me out of the restaurant business for good. Five years later here I am at Gary Rome Kia.

What do you love most about being in the car business?

I love the family that I am a part of at Gary Rome Kia and interacting with new people everyday, most importantly the people I work with and for.

What's better about working in the car dealership over the restaurant industry?

Quality of life is better, not 16 hour days everyday and every holiday/weekend. Good balance of work life and personal life.



Follow Us on Social Media



Invite your friends to follow Gary Rome Hyundai and Gary Rome Kia on social media! Stay connected with the latest dealership news, sales, and special events. Enter to win amazing prizes with our exclusive social media giveaways! Want even more to be excited about? Follow Jack and Daisy Rome and stay connected with their fun adventures at the dealership and out in the community!

LIKE Us On Facebook!

The Jack Daisy Rome
Gary Rome Hyundai
Gary Rome Kia
Gary Rome Hyundai & Kia
Employees

FOLLOW Our Instagram Pages!

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@daisyrome.vizsla
@garyromehyundai
@garyromekia

FOLLOW Us On Twitter!

@garyromehyundai
@garyromekia
@jackdaisyrome

FOLLOW Our LinkedIn Pages!

Gary Rome Hyundai
Gary Rome Kia

FOLLOW Our YouTube Pages!

Gary Rome Hyundai
Gary Rome Kia



CONGRATULATIONS TO OUR APRIL EMPLOYEES OF THE MONTH, MARK LINNEHAN AND KATELYN DOYLE O'BRIEN!

Congratulations to Mark Linnehan for being chosen Employee of the Month for the month of April at Gary Rome Hyundai. A model employee, Mr. Dependable. I can always count on him to show up and do more than just drive. From helping me in dispatch in the morning because he knows his WAZE like a map. To crushing filters for the shop on down time, Mark is and always has been a pleasure to work with.

Thank you Mark for all that you do.

Macho

Fun Fact about Mark

Mark is not only an outstanding employee here at Gary Rome Hyundai. He is also a Navy Veteran. We not only thank you for being a stellar employee but also a Navy Veteran and once serving for our country.



Congratulations!

Katelyn Doyle O'Brien
Administrative Assistant
Gary Rome Kia



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EXCELLENCE
mean to you?

What does
INTEGRITY
mean to you?

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What does
PASSION
mean to you?

What does
CARING
mean to you?

