

EMPLOYEE CONNECTIONS NEWSLETTER

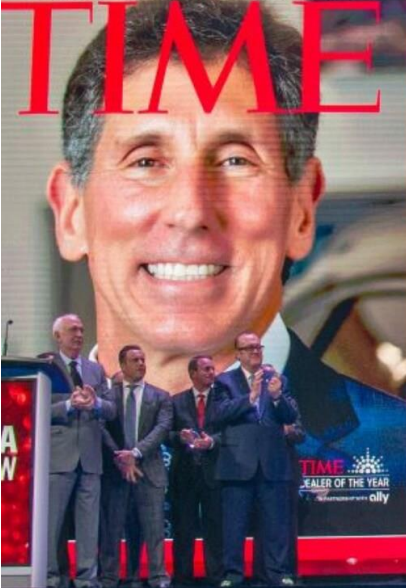
FEBRUARY 2023



TIME DEALER OF THE YEAR

PARTNERSHIP WITH

2023 Dealer of the Year Award



Winner

Gary Rome

Holyoke, Mass



HYUNDAI

GARY ROME

2023 National TIME Dealer of the Year

Get to Know

Miggy Rivera

Employees of the Month

Cassidy Thorpe & Kylin Sorl

FROM THE DESK OF GARY ROME



2023 certainly began with a bang! My award as TIME Magazine National Dealer of the Year will bring substantial recognition to both Gary Rome Hyundai and Gary Rome Kia. I am very honored and humbled to win this prestigious award. We have excellent teams at both dealerships and I thank you for your loyalty, support, and energy! We have a lot to look forward to; stay tuned for celebration event details this spring.

My time in Dallas at the NADA show was well spent. I made many valuable connections and was privileged to be invited to speak on the Live Stage. I discussed community involvement and philanthropy as an auto dealer.

I shared the stage with Brandon Tomes, owner of Brandon Tomes Subaru, and we exchanged several great ideas for fundraisers. Our February newsletter is FULL of all things positive! I am thrilled that so many of you actively participate at events both at the dealership and out in the community. At Gary Rome Auto Group, we lead by example. If you have an idea for a fundraiser or would like to meet with me about a cause that is important to you, please let me know. 2023 is all about making our employee supported organizations and non-profits a priority.

Gary



Employees of the Month February 2023

GREAT PERFORMANCE IS NEVER LUCK. IT TAKES A LOT OF FOCUS, HEART, & HARD WORK.



Kylin Sorl

Data Analyst

GARY ROME
HYUNDAI

Kylin works in our Business Development Office as the Auto Group's Data Analyst. One big project she is currently spearheading is the implementation of our new phone system. Ky has been amazing and organized every step of the way.

On top of that, she is still keeping up with her daily duties with a smile on her face. We appreciate all your hard work and dedication Kylin both internally and to our customers.

Telesha Williams
BDC Manager



Cassidy Thorpe

Office Administrator

KIA
GARY ROME KIA
OF ENFIELD

Cassidy is no stranger to the employee of the month and this month is no exception. Since we have been down 1 office person, Cassidy has filled the roll of a second job. We have asked her to take on a new roll with more responsibility and that has come with more pressure. Cassidy has not only done her job flawlessly, but her added responsibilities as well. We are appreciative of all her hard work and her loyalty. She is quite literally performing the duties of two people. We are fortunate to have such a bright young woman on our team!!

David Nathan
General Manager

Seen At

On January 19th, the Trees of Hope committee members of Gary Rome Hyundai visited Ronald McDonald House of Springfield for a tour and continued partnership announcement. We acknowledged our sponsors that helped us raise \$175,686 at our November 2022 Trees of Hope event!



#KeepingFamiliesClose



L to R: Cathy Riley, (GRH Corporate Culture Officer), Rosemarie Zello (RMH Development Manager), Celine Hamilton Quill (RMH House Manager), Brianna Zemrock (GRH Marketing), Daisy Rome (GRH Official Canine Greeter), Gary Rome, Michelle D'Amore (RMH Executive Director), Dara Davignon (GRH Executive Assistant), Brittany Zabielski (GRH Marketing)



On January 18th, Gary and Daisy Rome visited the Roberta Doering Middle Schol in Agawam, MA to surprise 6th grade math & science teacher Sara Tryba (left).

Mayor Sapelli and Superintendent Sheila Hoffman (right) also participated at the event.



Seen At



Gary Rome Kia Pre-Owned Car Manager Steve Liptak and his wife, Victoria, visited New York City. Two of their favorite stops were The Golden Girls Kitchen and The Metropolitan Museum of Art.



The Brothers Brecher - Keith (GRH F&I Director) and Phil (GRH Sales) make their own wine at Deja Brew in Shrewsbury, MA.



GRH's very own Vanessa Williams (Asst BDC Manager) visits Hollywood and Santa Monica with her son, Kaden.

Seen At



Elizabeth Gourde (Receptionist) visited Puerto Rico on a mission trip with the St. Bernard Project, the Sisters of St. Joseph, and members of her college (Elms) to clean up damage caused by Hurricane Fiona. She and her team helped rebuild the house of a 57-year old woman who's home was thrice destroyed by hurricanes Irma, Maria, and Fiona.



Gary attended the Holyoke City Council meeting on January 17th. City Council President Todd McGee presented him with a proclamation, in honor of his TIME Dealer of the Year Award.

Seen At



Gary attended a dinner at Del Friscos in New York City where he was recognized as a Top 10 Hyundai Dealer in the eastern region for sales volume in 2022, with a 638% market efficiency. He was presented with a Tiffany "Star" Award by John Szymanski (General Manager Eastern Region, Hyundai Motor America), and Bryan Thompson (Senior Group Manager/Eastern Region Sales, Hyundai Motor America)



Megan O'Neill (GRH Cashier) has a side gig as a singer! Megan sings classic rock, country & alternative. She performed at the Windsor Lounge in Chicopee most recently.

Next Performance

Leena's Place on Feb 16th
336 Chauncy Walker St, Belchertown
6:30 - 9:30PM

Cover Story



"I am honored to be recognized as the 2023 National TIME Magazine Dealer of the Year, and congratulations to my team at Gary Rome Hyundai and Gary Rome Kia! My employees are the backbone of my success, and I have extremely loyal and hardworking employees. I receive many accolades as the owner, but without their day-to-day commitment and efforts, I would not be where I am today, and I am beyond grateful. It is such an honor to be recognized for doing what I love doing most. Giving back is more than writing a check for a donation. To me, giving back is to actively stay involved and participate in local community events on a personal level to make a difference." -Gary Rome



BY TIME PR

JANUARY 27, 2023 4:40 PM EST



Gary Rome, Owner of Gary Rome Hyundai in Holyoke, MA, Wins 54th Annual Award at 106th National Automotive Dealers Association Show

(Dallas, TX, January 27, 2023) – Today, Gary Rome, owner of Gary Rome Hyundai in Holyoke, MA, was announced as the 2023 TIME Dealer of the Year by leaders from TIME and Ally Financial at the 106th National Automobile Dealers Association Show.

Now in its 54th year, the TIME Dealer of the Year award is one of the auto industry's most prestigious and highly coveted honors. Rome is recognized for his credo of treating both employees and clients like family and his commitment to embracing new technologies that will move the industry forward. His state-of-the-art Hyundai store is fueled by a solar field that he owns, and he has increased investment in EV infrastructure and inventory – he was the first dealer in the U.S. to deliver an electric vehicle from Hyundai, and his electric vehicle (EV) sales are up 38% over last year.

Jessica Sibley, CEO of TIME and Doug Timmerman, President of Ally Auto, announced Rome as the winner at a ceremony that honored all 48 nominees. Rome was chosen from a field of more than 16,000 franchised dealers across the country. “For over 50 years, TIME has recognized the impact of automotive dealers on their communities with the TIME Dealer of the Year award,” said Sibley. “We are proud to continue the legacy of honoring these works of service with our partners at Ally.” “As the auto industry continues to evolve, it is imperative that auto dealers continue to embrace new technologies that will move the industry forward,” said Timmerman. “Year after year, we see these auto dealers go above and beyond for their customers, communities, and employees – and TIME Dealer of the Year nominees are more than deserving of this special recognition.”

The TIME Dealer of the Year is chosen by a panel composed of faculty from the Tauber Institute for Global Operations at the University of Michigan, which selects one finalist from each of the four NADA regions, and, ultimately, a national winner. In addition to Rome, the 2023 TIME Dealer of the Year finalists include:

- Mark Brickey, Sand Mountain Toyota, Albertville, Ala.
- Bruce Daniels, Honda Marysville, Marysville, Ohio
- Tim Hutcherson, Downey Nissan, Downey, Calif.

As the exclusive sponsor of the TIME Dealer of the Year program for the 12th year in a row, Ally will provide grants to eligible 501c3 charitable organizations selected by the nominees, finalists, and winner. For more than a decade, Ally has made donations in connection with the program, totaling nearly \$1 million. This year, Ally will give \$10,000 to the charity of Rome's choice and \$5,000 to each of the nonprofit organizations selected by the three finalists. In recognition of their achievements, Ally also will give \$1,000 to the charities of choice for each of the 48 nominees.

January 28, 2023

Dear Retail Partners,

Please join me in congratulating Gary Rome, owner of Gary Rome Hyundai in Holyoke, Mass., who was named the 2023 TIME Dealer of the Year at the National Automotive Dealers Association (NADA) Show. The award recognizes what many of us already know: Gary brings a passion for this business to the dealership every day that motivates his team, engages clients and earns respect within the community.

Gary grew up in his dad's showroom and continues to represent old-fashioned family values. He attributes his success to his credo of treating both employees and clients like family. A quote he shared from his dad has guided him: "... it doesn't cost any extra to be nice." That mantra has been ingrained in him since day one and carries through his entire operation.

Yet Gary doesn't rest on family values and customer-service alone to advance his business. He's elevating the experience with smart investments. His store is powered by solar, and he's invested in EV infrastructure and inventory. He delivered Hyundai's first IONIQ 5 on the East Coast, and his EV sales are up 38% YoY.

The TIME Dealer of the Year recognizes the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service. This is where Gary truly represents the best of Hyundai, and our entire profession. He was recently named Eastern Region board member for Hyundai Hope On Wheels and was instrumental in raising \$25,000 to combat hunger in honor of the dealership's 25th anniversary. He is also involved in a long list of distinguished groups that improve the city of Holyoke and surrounding neighborhoods.

Gary will no doubt credit his entire team, family and even his beloved dog, Daisy, before taking credit for this honor. But for this moment, I'd like to let the spotlight shine on him and share our appreciation for choosing to be part of the Hyundai family. Thank you, and congratulations on this distinguished honor, Gary!

Best wishes,

José Muñoz
President and Global COO, Hyundai Motor Company
President and CEO, Hyundai and Genesis Motor North America

February 3, 2023

To All Hyundai Dealers,

I want to send a special congratulations to Gary Rome of Holyoke, MA, for winning this prestigious and important recognition.

Randy Parker
Chief Executive Officer
Hyundai Motor America



Randy Parker, Gary, Jose Munoz at
TIME Dealer of the Year Reception



Jessica Sibley (CEO, TIME), Gary & Jane, Doug Timmerman (President, Ally Auto)

Congratulations to 2023 Time Dealer of the Year, Gary Rome! It was a pleasure to join Doug Timmerman, President of Ally Auto, and Daniel Eller, President of Ally Insurance, in announcing this year's TIME Dealer of the Year award winner and congratulating the 48 nominees at the 106th National Automobile Dealers Association (NADA) Show.

For over 50 years, TIME has recognized the impact of automotive dealers on their communities with the TIME Dealer of the Year award, one of the auto industry's most prestigious and highly coveted honors.

This year's award winner, Gary Rome, is recognized for his outstanding care for people and the planet — known for treating customers and employees well, embracing innovative technologies, and becoming the first dealer in the U.S. to deliver an EV from Hyundai.

We at TIME are proud to continue the legacy of honoring these works of service with our partners at Ally.

Jessica Sibley,
Chief Executive Officer, TIME



Jeff Jenkins (Senior Vice President, Ally Financial), Gary, Keith Cail (Executive Director Sales, Ally Financial)



Gary with Bob O'Koniewski, Esq/Vice President of Massachusetts State Auto Dealers Association. Bob nominated Gary to represent Massachusetts as the TIME Dealer of the Year.



Gary and Jane had the honor of meeting Nikki Haley, the keynote speaker for Opening General Session at NADA. She reflected on her time as US Ambassador to the United Nations and as the first minority, and first woman, to serve as Governor of South Carolina.

And, the celebrations continued when Gary arrived back to work!



Gary with Barbie Pelletier
(GRK Technician)



L to R: Gary Rome Kia Technicians John Rivera, Luinis Fermin, Noel Delrio, Gary, Josiah Vega (Parts Driver) & Rich Circe (Office Manager)



BABY *Fever*

Kiara Vazquez (Svc
Appt Coordinator)
gave birth to baby
girl, Janiah, on
1/28/23. She weighed
5lbs 10 oz and 18"
long



Telesha Williams (BCD Manager) is
4 months pregnant with her
second child!



Chris Fenton (GRH F&I Manager) and his wife Alexa welcomed their second
baby girl, Cecilia, on December 17th. After spending several weeks at the
NICU, she finally came home at the end of January!





CONGRATULATIONS!

First time mom Katelyn Doyle O'Brien (Administrative Assistant at Gary Rome Kia) and her husband, Jon, welcomed baby girl *Fiona Maeve* on January 29th.



BABY Shower

Co-workers at Gary Rome Hyundai threw a surprise baby shower for Mom-To-Be Kiara Vazquez!



L to R: Renee Charles (Controller), Colleen Lent (Registry Clerk), Mary Lavelli (BDC Specialist), Cathy Riley (Corporate Culture Officer), Vanessa Williams (Asst Mgr BDC), Nikki Lussier (Sales), Annique Kort (Svc Appt Coordinator), Brittany Zabelski (Social Media Admin), La'Toyia Martel (BDC Specialist), Kiara Vazquez (Mom-to-Be & Svc Appt Coordinator), Brianna Zemrock (Marketing), Stephanie Rivera (Receptionist), Maria LePage (Sales), Telesha Williams (BDC Mgr), Karissa LeDuc (BDC Specialist) and Beatrice Rivera (Receptionist)





Cathy Riley, Corporate Culture Officer



CORPORATE CULTURE

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



ATTENTION

Calling all Gary Rome Hyundai
and Gary Rome Kia Employees, Friends
and Family!

There will be a bus trip to New York City
in December!

We are interested in seeing who would
like to attend this trip.

For more information, please contact
Cathy Riley (x1062) ASAP, so we can
reserve a date and get an idea of how
many will be interested!

GARY ROME AUTOGROUP CORPORATION CULTURE



Cathy with Berto Garcia (GRH Technician)

RAFFLE WINNERS



John Bruso (GRK Sales & Leasing Consultant)



Steve Liptak (GRK Pre-Owned Car Manager)



Char Cocrane (GRH Warranty Admin) & **Dustin Merrill** (GRK Technician)



Paul Maiolo, Jr. (GRH Receptionist)

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!



Get to Know **Miggy Rivera** Parts Advisor



Miggy Rivera is not only a Parts Advisor at Gary Rome Kia, she is a mother, a "second mother" to several, a trained CNA, a caregiver to many people and children in her life, a crocheter, a sewer, and she'll become a first time grandmother this month! This superwoman enjoys staying busy and helping everyone who is special in her life. She rarely says "no", she is full of positivity, and is always willing to lend a helping hand. She beams when she talks about her family, and that



includes her work family. Miggy lives with and cares for her mother. Her home has a revolving door and she wouldn't want it any other way. She dubs her home as a daycare on weekends.

Miggy is a lifelong resident of Springfield and graduated from Central High School. She attended STCC for her CNA certificate and received training from the Red Cross. She got her start in the automobile business at a young age. Her father owned a repair shop and she and younger brother, John Rivera (Gary Rome Kia Master Technician) worked on cars throughout their childhood. Miggy has two sons, Josiah Vega and Justin Guerrero. Justin worked at Gary Rome Kia and now owns Common Coating in West Springfield (window tinting/protective coating/promotional wraps) and youngest son, Josiah, is the newest parts driver at Kia. Miggy loves being surrounded by her family at work each day.



During the pandemic, Miggy spent much of her time sewing masks and crocheting baby blankets, hats, and clothing. Search up her Facebook page, Jeannie Baby Boutique, to see her beautiful creations! 2023 is a big year for Miggy as she will turn 50 years old in December. She is very much looking forward to a family trip to Puerto Rico to celebrate, where she just may get a hot minute to relax...



"Family means everything to me!"



SHOP TALK | OFFICE BANTER | SALES PITCH

GARY ROME
HYUNDAI



Telesha Williams (BDC Manager), Norm Caruolo (Sales) & Dara Davignon (Exec Asst)



Tim Ferreira (GM) & Juan Romero (Lot Manager)



Kiara Vazquez (Svc Appt Coordinator) & Kylin Sorl (Data Analyst)



WE WORK, WE TWIN



Beatrice Rivera (Receptionist), Karissa LeDuc (BDC), La'Toyia Martell (BDC) & Kevin Schechterle (GSM)



Telesha & Mike Aubrey (Parts & Service Director)



Lindsay Lapan (Staff Accountant), Colleen Lent (Registry Clerk) & Cathy Riley (Corporate Culture Officer)

SHOP TALK | OFFICE BANTER | SALES PITCH



GARY ROME
HYUNDAI



CHOWING DOWN: L to R Araz Mamedov (Shop Foreman), Ed Clarke (Tech), Mike Aubrey (Parts & Service Director), Edwin Feliciano (Tech), Geo Vazquez (Svc MGR), Javier Santiago (Tech) & Crystal Alston (Tech)



DYNAMIC DUO: Colleen Lent (Registry Clerk) & her daughter Megan O'Neill (Cashier) make a great team!



DADDY'S HELPER: Sales Consultant Bobby Kosior's daughter Kaia helps him close a deal.



IS IT NAPTIME YET? Daisy Rome snuggles up with Brittany Zabielski (Social Media Admin) on a car ride back from a visit at the Ronald McDonald House.



SURPRISE VISITOR: Beatrice Rivera (Receptionist) with her son EJ.



SHOP TALK | OFFICE BANTER | SALES PITCH



THE DREAM TEAM: Steve Liptak (Pre-Owned Car Manager), Gary & Dave Nathan (GM)



UNEXPECTED GUEST: GRH Sales & Leasing Consultant, Robert Gourde (middle), surprised us all when he showed up at GRK! With Josh Calkins (IT) and Rich Circe (Office Manager).



THE RED LIGHT SPECIAL: Parts Manager Zack Rodriguez and his wife Ashley Figueroa, purchased a brand new 2023 Kia K5 GT-Line! Thanks to Sales Consultant Brian Boglisch for helping them.



Happy Anniversary!

Angel Rivera	1 Year
Kevin Schechterle	9 Years
Larry Goldberg	10 Years
David Nathan	10 Years
Omar Espada	13 Years
Richard Circe	14 Years
Keith Brecher	15 Years

Happy Birthday!

Lizbeth Velez	02/03
Justin Martin	02/08
Gilberto Garcia	02/09
Phillip Brecher	02/09
Kevin Schechterle	02/21
Elizabeth Gourde	02/23
Kayla Johnson	02/27



Bobby Kosior

Sales & Leasing Consultant

GARY ROME
HYUNDAI

"I love working here because of the way that we treat our customers. I am proud that as a team, we exceed expectations."

Tim Ferreira (GM) and Gary presented "Bobby K" with his award!

Welcome to the Family!

**GARY ROME
HYUNDAI**



Xavier Martinez
Technician
With Mike Aubrey
Parts & Service Director



Amanda Carson
Technician
With Gary



Ted Gibson
Porter
With Daisy Rome, Official Canine Greeter



Lisbeth Velez
Service Advisor



Michael Raymond
Dean Tech Co-Op Student Technician
With Mike Aubrey
Parts & Service Director



Anjysan (Andy) Reyes
Technician

Last Page THROWBACK



***A photo from 2012 of John Brusco,
Sales & Leasing Consultant at Gary Rome Kia***



*"I'm Never in
the Newsletter!"*

