

EMPLOYEE CONNECTIONS NEWSLETTER



JULY 2023

Employees of the Month
**Brianna Coyle
& Hector Santiago**

Get to Know
Wynn Rome

FROM THE DESK OF GARY ROME



Summer is always a time for vacations followed by renewed energy for new projects. Our big project coming this fall is the opening of our Car Wash Dog Wash and Detail Center at Gary Rome Hyundai. The building is almost complete. Watch for our grand opening fun. Our new employee parking lot is ready for use!

Also coming this fall is the first annual Jack Rome Memorial 5K Run/Walk in support of the Foundation for TJO Animals. The 5K will take place on Saturday, October 7 at 8:30 AM at Forest Park 302 Sumner Ave. Springfield. Sign up early to be sure to receive a T-shirt.

Coming soon on Sunday July 30 will be our annual Car Seat Safety Event at Gary Rome Hyundai. In partnership with Baystate Health Foundation and three local fire departments, we expect to service 50 vehicles to ensure car seats are installed properly. Hyundai Hope, Hyundai Motor America's philanthropic sector for corporate social responsibility, has generously donated 200 car seats to Baystate Medical Center in conjunction with our event!

A special shout out to Holyoke Mayor Joshua Garcia who, on June 30, told the Holyoke Care Center's graduating class that he was proud of them because

"... It took persistence and courage to get here."

We also see courage and persistence every day here at Gary Rome Auto Group and applaud everyone. Last of all, best wishes to our COO Tim Ferreira and his family, as they begin their new life in Florida! We look forward to seeing Tim back at our dealerships during his monthly visits, in his new role.

-Gary





To benefit the
Foundation for TJO Animals

October 7, 2023
Forest Park, Springfield

Registration begins at 8:30am
Event kick off at 10:00am

- Early bird registration May 15th - July 31: \$30, Includes event t-shirt.
- Registration August 1st - September 17th: \$35, includes event t-shirt.
- Sept 18th til day of event: \$35, t-shirts available to purchase while supplies last.
- Children under 12 are free.

Full event details at:
tjofoundation.org

GARY ROME
HYUNDAI



**RUN
OR
WALK**



REGISTER!

Prizes for
top dog, top
male, top
female

Refreshments
will be served
after the
race.



Employees of the Month July 2023

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



Brianna Coyle

Service Advisor

**GARY ROME
HYUNDAI**

Brianna goes above and beyond to help her customers and fellow staff members. Every time I need something, I know I can count on her to help me. With such a busy service department and the chaos...she always keeps a calm head. It is a pleasure to see her smile day in and day out. Congratulations, Bri!

Tim Ferreira
Chief Operating Officer



Hector Santiago

Lot Attendant

KIA
GARY ROME KIA
OF ENFIELD

Hector Santiago did an amazing job this month! He never refuses an accommodation and he doesn't let any grass grow under his feet. Hector is always willing to lend a hand, whether it is a last minute swap, a PDI for service, or keeping the dealership sparkling clean. Rain or shine, freezing temperatures or super hot days, he maintains our lot to perfection! I speak for everyone here when I say Hector is one of many that we couldn't get along without. We are all grateful for everything he does.

David Nathan
General Manager

Employee Accolades July 2023

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

Way to Go, Kayliana Davis

Gary Rome Hyundai Service Advisor

I've owned four vehicles from your dealership. My wife called your dealership recently due to a rattling noise on her vehicle and she was fortunate enough to be assisted by your service advisor, Kayliana Davis. Kayliana told her to bring it right over to get checked and needless to say, we drove right over. Kayliana checked us in and immediately took the car for a test drive, had it put on a lift and behold, there were some clips missing! She had it fixed, washed, and vacuumed in a very timely manner. My wife and I are in our eighties and Kayliana made us feel so comfortable and explained everything with clarity. To have an employee like her is a credit to your dealership and I can assure you when I'm ready for a new car, I'll be back to Gary Rome Hyundai! Sincerely, Dan Tatro

Way to Go, Shaun Stevens & Brian Boglisch

Gary Rome Kia Finance Manager, Sales & Leasing Consultant

We had the best experience at Gary Rome Kia with Brian and Steve! From start to finish, Brian was personable and genuine, but also extremely knowledgeable regarding the features of the car. He made car shopping seem like you were shopping with a friend. We worked a lot with Steve as well, being that he is the used car manager, and he was able to help us get the lowest interest rate and stay within our budget. The entire staff as a whole is so friendly and welcoming, but Brian and Steve specifically really blew us away with their service! Thank you both so much for your help in getting me my dream car!

Way to Go, Gary Rome Hyundai Employees

Brianna Coyle, Service Advisor
Chris Fenton, Finance Manager
Geo Vazquez, Service Manager
Marissa Rivera, Service Manager
Felix Vega, Service Manager
Larry Goldberg, Sales & Leasing
Keith Brecher, Finance Director

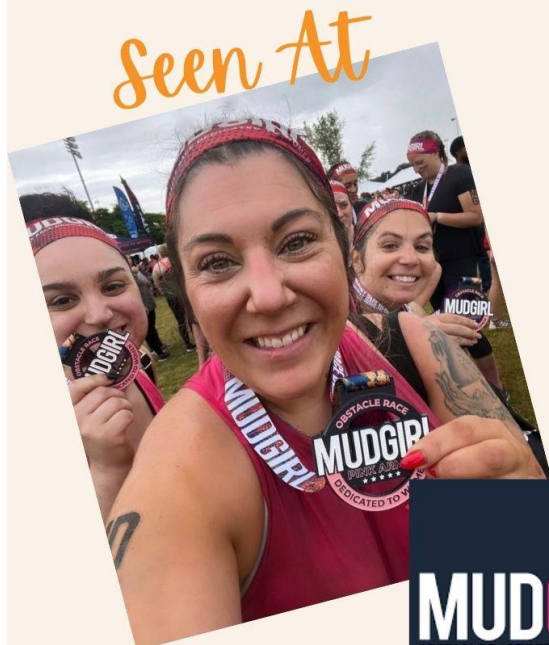


I just wanted to put it on your radar that these people have gone above and beyond to help me with my Tucson (my Demon Tucson haha), I have lovingly named it "Lucifer". The following people I am referring to are: Geo, Felix, Brianna, Marissa, Chris and Larry. I've also worked with Keith in Finance in the past, and he is great too. Of course, I've always appreciated you taking the time to work with me as well. I just want to make sure that you know how great these employees are and how they deserve recognition for it all. It's not easy for a customer to say the trust team members but I can confidently say that I trust them 100%! I also trust you 100%! Thank you for everything and I hope that this is a way to give back to them.

Way to Go, Ivy Velez

Gary Rome Kia Parts & Service Director

Thank you, Ivy, for resolving the issues with Rick's keys. Your patience and professionalism make you an outstanding ambassador from your organization.



Vanessa Williams (Asst BDC Manager)
blazed through a mud run at the Pratt
& Whitney Stadium in East Hartford

MUDGIRL™
OBSTACLE RACE DEDICATED TO WOMEN



604760
* **ADMIT ONE** *
604760

Gary was a celebrity judge for the 2023 Talent
Show at Doering Middle School in Agawam



Seen At

THE
BOATHOUSE



L to R: Vanessa Williams (Asst BDC Manager), Annique Kort (Service Appt Coordinator), Karissa LeDuc (BDC Specialist), Brittany Zabielski (Social Media Admin), Merissa McClain (GRK Service Advisor), Brianna Zemrock (Marketing Admin) & Ali Knight (Service Appt Coordinator)



TELESHA'S BABY SPRINKLE @ CATHY'S HOUSE

L to R: Elizabeth Gourde (Receptionist), Ali Knight (Svc Appt Coordinator), Brittany Zabielski (Social Media Admin), Brianna Zemrock (Marketing Admin), Rosemarie Zello of Ronald McDonald House, Cathy Riley (Corporate Culture Officer), Telesha Williams (BDC Manager), Maria LePage (GRH Sales), Nikki Lussier (GRH Sales), Vanessa Williams (BDC Asst Manager), Ivy Velez (GRK Parts & Service Director), Marissa Rivera (GRH Service Advisor), Chrissy Kibbie (GRH Staff Accountant), Megan O'Neill (Service Asst), Megan's daughter Haleigh, Colleen Lent (Registry Clerk), Mary Lavelli (BDC Specialist), Brenda Romero (GRH Lot Manager's Juan Romero's wife), Jennifer Carrillo (GRH Office Asst) & Adrien Tatro (Receptionist)



L to R: Cathy, Eileen (GRH's Mail Carrier), Vanessa Williams (BDC Asst Manager) & Telesha



Seen At



WESTERN MASS NEWS Customer Appreciation Event

Left: Tim Ferreira (GRAG COO) with local news legend, Dave Madsen

Top: Dara Davignon (Executive Assistant) with meteorologist Janna Brown



RECOVERY READY WORKPLACE

**Employer's
Appreciation
Breakfast**

L to R: Dara Davignon
(Executive Assistant),
Ramona Reno
(Executive Director of
Re-Entry & Recovery
Services at MassHire
Holyoke/Springfield),
Kevin Schechterle (GRH
GM) & Brittany Zabielski
(Social Media Admin)



Seen At



Gary and Wynn film an informative segment on Mass Appeal with Kathy Tobin (Director of Annual Giving & Events, Baystate Health Foundation) about the Car Seat Safety Event at Gary Rome Hyundai



Steve Liptak (GRK Used Car Manager) on a guy's trip at Lake George



Phil Brecher (GRH Sales & Leasing Consultant) meets up with his soon-to-be bride, Mariah, at her bridal shower at the Boathouse

Seen At



ON JUNE 22ND, GARY ROME WAS AWARDED AS BUSINESS PERSON OF THE YEAR BY THE GREATER HOLYOKE CHAMBER OF COMMERCE. NEARLY 200 MEMBERS OF THE COMMUNITY AND LEGISLATION GATHERED TO CELEBRATE THE REMARKABLE CONTRIBUTIONS THE GROW HOLYOKE AWARD WINNERS HAVE MADE TO THE CITY OF HOLYOKE AND HOW THEY HAVE PLAYED AN INSTRUMENTAL ROLE IN SHAPING THE BUSINESS LANDSCAPE OF HOLYOKE. GARY'S STORIES OF INSPIRATION AND SUCCESS, RESILIENCE AND COMPASSION REMIND US ALL, OF THE REMARKABLE POWER OF BUSINESS TO CREATE POSITIVE CHANGE AND UPLIFT OUR COMMUNITY.



Gary with
Josh Garcia,
Mayor of
Holyoke



Gary with Massachusetts State Senator John
Velis & State Representative Patricia Duffy



Gary with his father, Jerry Rome



Kevin Schechterle (GRH General Manager), Brittany Zabielski (Social Media Admin) & Brianna Zemrock (Marketing Admin)



Dara Davignon (Executive Assistant), Jordan Hart (Executive Director, Greater Holyoke Chamber of Commerce), Brianna & Brittany

"My family has been proudly serving the city of Holyoke for over 98 years. It all began with my grandfather's haberdashery store on High Street, to my father's Nissan dealership and now to my Hyundai dealership. I love the City of Holyoke."

-Gary Rome



Edgar Vazquez, SR (GRH Lot Attendant), Cathy Riley (Corporate Culture Officer) & Ryan Dusza (GRH General Sales Manager)



Tim Ferreira (GRAG Corporate Operating Officer) with Cathy

Cover Story

Over Memorial Day Weekend, The Rome Family welcomed 3 month old Wynn Rome, to the family! Wynn quickly adapted to dealership life and is officially our newest canine greeter along with big sister, Daisy. The community embraced Wynn quickly and his cute playfulness keeps everyone smiling!





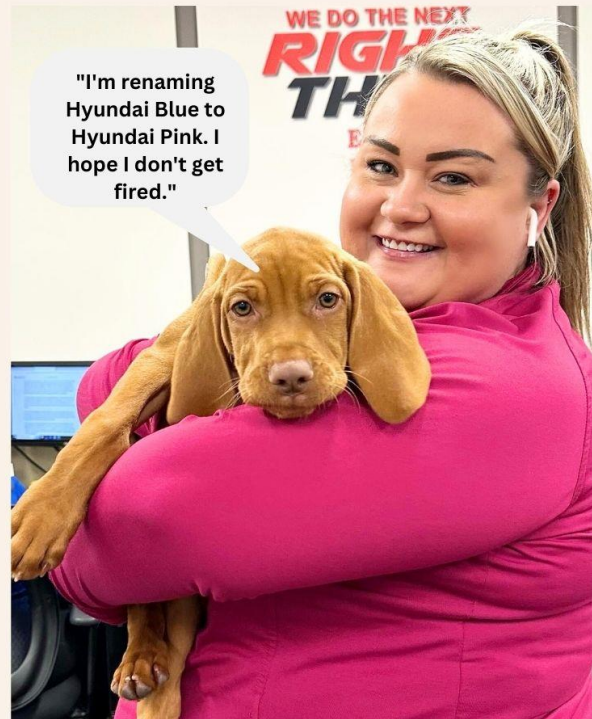
At Western Mass News



At Candlewood Lake in New Fairfield, CT



With Christian Jimenez (GRH Sales & Leasing Consultant)



With Karissa LeDuc (Business Development Specialist)



With Dara Davignon (Executive Assistant)



With Nikki Lussier (GRH Sales & Leasing Consultant)



With Paul Maiolo, JR (GRH Receptionist)



With Brittany Zabielski (Social Media Admin)



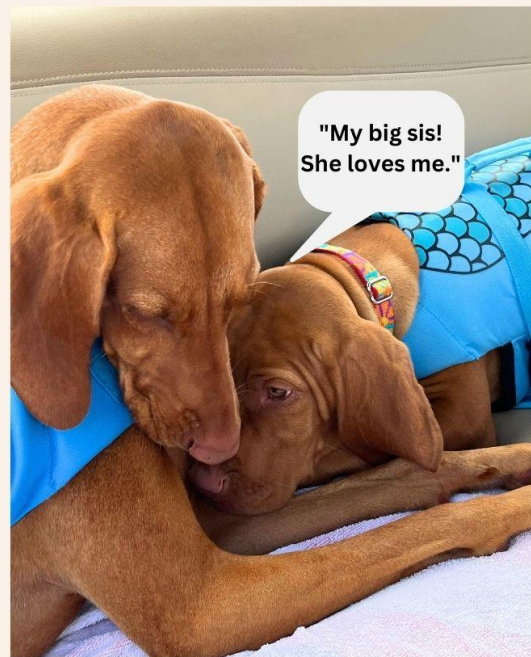
With Steve Liptak (GRK Used Car Manager)



With Brianna Zemrock (Marketing Admin)



With Jake, son of Dara Davignon (Executive Assistant)



With Daisy



With Daisy



With Norm Caruolo (GRH Sales & Leasing Consultant) & his happy customer

Follow Daisy & Wynn Rome on their Adventures!



Find Them On...

Daisy Wynn Rome
 @DaisyWynnRome
 @DaisyRome.Vizsla
@WynnRome.Vizsla

Official Greeters of
Gary Rome Auto Group!





Cathy Riley, Corporate Culture Officer



CORPORATE CULTURE

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

JULY'S RAFFLES

SUNDAY, JULY 16TH

*National
Ice Cream Day
Raffle!*



Monday, July 17th

**CELEBRATING
JULY
BIRTHDAYS**



Wednesday, July 19th

**National
Hot Dog Day
Raffle!**



Saturday, July 22nd

**National
Hammock Day
Raffle!**



LAST MONTH'S RAFFLE WINNERS



SUMMER RAFFLE WINNER: Lizbeth Velez, GRH Service Advisor



NAT'L CANDY MONTH WINNER: Christian Jimenez, GRH Sales & Leasing Consultant



NAT'L ROSE DAY WINNER: Renee Charles, GRAG Controller



JUNE BIRTHDAY GIFT CARD WINNER: Javier Santiago, GRH Technician



CORPORATE CULTURE



Celebrating Tim Ferreira

COO OF GARY ROME AUTO GROUP

On July 10th, Cathy arranged a luncheon at Gary Rome Hyundai, complete with Tim's favorite food - (cheese) pizza! Tim and his family moved to Lakewood Ranch, Florida and luckily, we will still see him when he makes his bi-weekly trips up north to visit both dealerships. Many of us will continue to communicate with Tim daily, as he will oversee our company's operations remotely.



Tim with his wife, Jeanne, and twin sons Kaleb and Jacob



CORPORATE CULTURE



Angel Melendez (GRH Porter), Cathy, Kevin Li (GRH Technician) & Lizbeth Velez (GRH Service Advisor)



Marissa Rivera & Brianna Coyle
(GRH Service Advisors)



Cathy, Tim & Mary Lavelli (Business Development Specialist)



Paul Maiolo, JR (GRH Receptionist) & Geo Vazquez (GRH Service Manager)



Josue "Macho" Rivera (GRH Parts Manager) & Vanessa Williams (BDC Asst Manager)



Megan O'Neill (GRH Service Assistant) Josh Calkins (GRAG IT Manager) & Stephanie Rivera (GRH Receptionist)

SHOP TALK | OFFICE BANTER | SALES PITCH

GARY ROME
HYUNDAI



IN THE BARBIE WORLD, THERE'S MORE PINK HERE THAN IN THE MOVIE THEATER THIS SUMMER!

L to R: Service Advisors Michael Collins & Marissa Rivera, Mike Aubrey (Parts & Service Director), Jerry "JR" Rome, Megan O'Neill (Service Assistant), Geo Vazquez (Service Manager), Service Advisors Brianna Coyle & Lizbeth Velez



SPECIAL VISITORS: Juan Romero (Lot Manager) stops by with his niece, Jennaiya Carrillo, while he's on medical leave



STILL GLOWING: Telesha Williams visits the dealership with baby boy, Tyson

SHOP TALK | OFFICE BANTER | SALES PITCH

GARY ROME
HYUNDAI



THIS ISN'T SUMMER SCHOOL: Noah Aubrey began working in service, alongside his father Mike Aubrey (right, Parts & Service Director). Peter Lustenberger (middle, Sales Manager)



GOLDEN GIRL: Mary Levelli (Business Development Specialist) received a dozen "Roses" on her birthday



'MERICA: Gary and Karissa LeDuc (Business Development Specialist) dress for the most patriotic month of the year!



MY TONG IS BETTER THAN YOUR TONG: Cathy Riley (Corporate Culture Officer) with Kevin Schechterle (GM)

SHOP TALK | OFFICE BANTER | SALES PITCH



A YEAR OLDER, A YEAR WISER: Gary hand delivers a birthday card to technician Luinis Fermin



LEARNING FROM THE MASTER: Master Technician Gabriel Arce's son, Gabriel, is GRK's newest Kia tech in training!



FAST CAR: D'Angelo Sanchez will speed even faster when he's wearing his new kicks (a birthday gift from Steve Liptak)



BABY ON THE WAY: Steve Liptak (Used Car Manager) & wife, Victoria, are expecting their first child in December!

Happy Anniversary!

ANNIQUE KORT	1 YEAR	ANGEL MELENDEZ	7 YEARS
DANNY SANCHEZ	2 YEARS	CATHY RILEY	8 YEARS
BRIAN BOGLISCH	3 YEARS	TELESHA WILLIAMS	9 YEARS
CRYSTAL ALSTON	4 YEARS	JONATHAN RIVERA	15 YEARS
KARISSA LEDUC	4 YEARS	TIM FERREIRA	21 YEARS
KIARA VAZQUEZ	5 YEARS		

Happy Birthday!

Xavier Martinez	07/04
Mary Lavelli	07/11
Crystal Alston	07/13
Tim Ferreira	07/15
Luis Fermin Reyes	07/21
Megan O'Neill	07/28



Gary and his sister, Lisa, celebrated Jerry Rome's birthday with a family dinner at B Napoli.



SPECIAL RECOGNITION



Gary Rome Kia Master Technician, Jonathan Rivera, celebrated his 15th Year Work Anniversary on July 9th! His sister, Miggy, also works at GRK in Parts



Kiara Vazquez (GRAG Service Appointment Coordinator) celebrated her 5th Year Work Anniversary on July 18th! With Gary, Denise Carr (BDC Manager) & Telesha Williams



Congratulations!
Maria LePage exceeded her
personal sales goal of 24 cars
back in 2018 and sold 25 cars
in June 2023!
Way to go, Maria!

BACK COVER THROWBACK



2017
SYDNEY, JACK & WILL ROME
@ Candlewood Lake

