



# The Gary Rome Auto Group Insider

MARCH 2022

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....And Much More!



National Wear Red Day at Gary Rome Hyundai! February, which is considered to be American Heart Month, everyone across the country dons the color red in order to raise and spread awareness in hopes to help eradicate heart disease and stroke in millions of women all over the nation.



Welcome to the newest edition of the Gary Rome Auto Group Insider. Can you believe it is already March? Spring is just around the corner and everyone here at the dealership is itching for the beautiful warm weather to begin. While we still have to wait a little longer for warm weather to come, sit back and check out this months newsletter and see what new awesome things are happening at the Gary Rome Hyundai and Kia dealerships!

## FROM THE DESK OF GARY ROME



Erin go brag! There are a lot of great things to talk about, please take a few moments to read about the exciting things happening at Gary Rome Hyundai and Kia. The month of March is here and I am so glad that each day is getting warmer and brighter! March is always an important month for Holyoke businesses. The St. Patrick's Road Race and Parade are making a comeback this year, bringing thousands of new people to our great city. Our team will proudly attend annual St. Patrick's Day Breakfasts in both Holyoke and Westfield.

Reflecting back on February, it was a busy month for me across all fronts. Jane and I represented Gary Rome Hyundai at Super Bowl LVI and connected with several executives from the Hyundai Motor America corporate office. I will continue to maintain these new, personal relationships to keep building our presence as an exemplary Hyundai franchise.

As a side note, I am proud to say that Gary Rome Hyundai ranked 7th in the entire northeast for sales volume during the month of February! Our year over year increase is 37.7%, that's huge! I applaud everyone who helped make this happen. Let's keep up the good work and break more records in March.



The Howdy Awards for Excellence submissions have ended and now we will anxiously await the results; fingers crossed that a Gary Rome Hyundai employee will receive a Howdy Award for 2022! Dara has been working hard on gathering all reviews and hopefully our customers have been submitting reviews on your behalfs as well. Some common themes among customer feedback include: "love the at home feeling", "appreciate the no-pressure sales tactics" "truly feel like family" and "the dealership is so clean". Keep up the good work, team GRH!

If you are attending an event at the MassMutual Center in Springfield, be on the lookout for brand new and stunning Hyundai ads! I helped coordinate the marketing partnership, please let me know if you need tickets for an event! The walls, floors, and steps are now adorned with Hyundai branding to build awareness.



The Western Mass News and Western Mass Hyundai Dealers are back in action with the Surprise Squad and the theme for 2022 is Cool Schools! Last month, the bus drivers from the Southwick Schools were honored with gifts, a catered lunch, and a \$500 check for their organization. If you want to nominate a local and deserving teacher, classroom, school, school employee or student for a visit from the Surprise Squad, visit <https://www.westernmassnews.com/page/surprise-squad-nomination-form/>

In more exciting news, Gary Rome Hyundai had a special visit from famous YouTuber, Kyle Conner, on February 22nd. Kyle's father David traded in his VW ID.4 for a brand new Ioniq 5 and Kyle filmed the entire delivery and made a video called "Trading My Volkswagen ID.4 For A Hyundai IONIQ 5!" It is posted on his YouTube channel called Out of Spec and he has 57.4k followers. The video, filmed right here at Gary Rome Hyundai, has gone viral and already has 90,125 views in less than a week! David drove to Holyoke from Stamford, CT after having a less than stellar experience at another Hyundai dealership and Kyle flew in from his home in Colorado to meet his dad for this experience. As always, we do the next right thing at Gary Rome Hyundai. Thanks to Kevin Covington and Phil Brecher for making this deal happen! Check out Kyle's video here: <https://www.youtube.com/watch?v=KwZiFSYKzs&t=218s>

In Gary Rome Kia news, Dara and I attended a networking luncheon with Dave Nathan and Brian Boglisch as new members of the North Central Connecticut Chamber of Commerce. Our Kia dealership received their membership plaque, and they are eager to host an after-hours event at the dealership to network and gain exposure. I met several new people and everyone at the luncheon was excited to have Gary Rome Kia as a new member!

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. The opportunities are endless! Thanks to Brian Boglisch for joining us last month.

Lastly, Cathy, Juan and Edgar have been busy decorating the Gary Rome Hyundai dealership with festive 25th Anniversary ornaments. Our newly designed 25th Anniversary logo has been added to all commercials and marketing materials. Save the date for a reception to celebrate on Friday May 13th. Twenty five years in business is a huge accomplishment and I sincerely thank each employee for making this remarkable milestone a reality. I look forward to many more years of success and hope you're all here for the ride! As always, if you have a non-profit that is important to you, please let Dara or me know if there is an 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.

*Gary Rome*

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



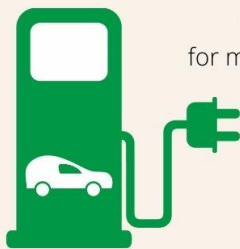
Some of the fun things that took place during the month of February!





Congratulations on a job well done! Our Hyundai location broke several records last month making it the BEST FEBRUARY we EVER HAD! GRH ranked 5th the in region out of 164 dealers for Green Vehicle Dealers. We placed 9th out of 164 for dealers for most IONIQ 5 sold! Congratulations to our Kia location on a job well done in February, as well.

Keep up the great work everyone!



9th out of 164 Hyundai dealers  
for most IONIQ 5's sold in February 2022!



5th out of 164 Hyundai dealers for  
the most Green Vehicle's sold in February 2022!

## EMPLOYEE SPOTLIGHT



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

### Happy Anniversary!

MARCH 2022

- LINDSAY LAPAN 1 YEAR
- PETE LUSTENBERGER 1 YEAR
- ADRIAN SANTIAGO 1 YEAR
- HECTOR VELEZ 1 YEAR
- ROBERT RUBIN 3 YEARS
- HECTOR DIAZ 3 YEARS
- MARY LAVELLI 7 YEARS
- JASON CISEK 12 YEARS



## Congratulations



### Happy Birthday!

MARCH 2022

- MARIA LEPAGE 3/1
- STEVE LIPTAK 3/1
- CHRISTINE KIBBIE 3/5
- MOFFICIAL SANTIAGO 3/11
- VANESSA WILLIAMS 3/14
- OMAR ESPADA 3/18
- CHRIS BERGERON 3/24
- MARK LINNEHAN 3/29



### Welcome to the Gary Rome Auto Group Family!

DANIEL KENT  
KIA, PARTS DRIVER

ANGEL RIVERA  
KIA, SERVICE LOT

XAVIER GOTAY  
KIA, PARTS COUNTER







## ANNOUNCEMENTS FROM CAPTAIN CULTURE, CATHY RILEY! JOIN US FOR!

Monday, March 7th

National Cereal Day

Join us at 9:15AM for a  
Cereal Breakfast



Friday, March 11th

**HAPPY BIRTHDAY**

Join us to celebrate all  
March Birthday's  
@2:30 PM in the  
Conference Room!

MONDAY, MARCH 14TH

**HAPPY  
NATIONAL  
POTATO CHIP DAY!**

ENTER TO WIN!

MONDAY, MARCH 7TH

National Flap Jack Day

Enter to win a \$25.00  
gift card to IHOP

Pack Your  
Lunch Day!

THURSDAY,  
MARCH 10TH

Wednesday,  
March 16th

Ring and  
Hook Game  
Raffle!

girl scouts

National  
Girl Scouts Day!

Enter to win the Girl Scout Cookie raffle!

Thursday,  
March 31ST

**Crayola**

Happy  
National Crayon Day!

## MEET KYLIN SORL FROM THE BUSINESS DEVELOPMENT CENTER!

Ky works for both Hyundai and Kia! Ky works in the Business Development Center and is part of the Auto Group Team. We have been fortunate enough to have Ky with the company for over six-years. She is one of the individuals you may speak with when you call into both dealerships. In addition to answering our phone, she is the data analyst. Each month she is hard at work putting together the reports and summarizing all the logistics from the past month. We are so lucky to have someone like Ky, whose attention to detail and organization does not go unnoticed!

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



Kylin Sorl,  
Business Development Center  
Data Analyst  
Gary Rome Hyundai and Kia

### Fun Fact From Ky!

1. I can wiggle my ears.
2. I've represented the US at an international gathering of 10,500 people in Finland.
3. I've camped on a former soviet air force base.
4. As an adult, I've lived in 7 states, 32 addresses. I've visited and spent time in 43, only 7 to go. And no, it wasn't related to the military.

### What's the best advice you've ever heard?

- a. Don't take yourself and/or life too seriously.
- b. It's all relative, even relativity itself.

### Tell us two truths and a lie.

- a. Jerry Garcia used to have a house on my Abuelito's ranch. It was a 1,200 acres ranch in Marin County, California. He'd purchased a parcel and my dad helped with the construction of it. My dad loved telling us that Jerry's house had 2 swimming pools (indoor & outdoor) but no kitchen. I've always thought that to be odd because there was no food delivery service then, or now.
- b. I've cross country skied with Robin Williams. It was in South Lake Tahoe during the time he was there filming "The Survivors". (Truly a wretched movie.) It wasn't for long as we'd come up upon him on the trail and were faster. I didn't realize who he was until my friends whispered it to me after we'd gone on. I just knew him as friendly and personable.
- c. I've flown with Kd Lang, before she was popular in the US, before Absolute Torch and Twang came out. We met in the San Francisco Airport when our flight was delayed and then cancelled because of a part issue. We ended up in First Class because of her and enjoyed chatting the entire way to St. Louis.

### What's something you're planning on doing in the next year you've never done?

Boondocking / Dispersed camping, maybe on BLM areas. The plan was to get in my car, bring Scooby, sleep in the Subie (aka Fozzie), just a trip by myself. I've camped solo before, but always sleeping in a tent in an established campground.





## MEET D'ANGELO SANCHEZ, SALES AND LEASING CONSULTANT AT GARY ROME KIA!

D'Angelo works as a Sales and Leasing Consultant at Gary Rome Kia. He has been on the sales floor since September of 2019. D'Angelo comes from a family that has been in the automotive industry for over 30 years. Before coming over to the sales department D'Angelo owned and operated his family's business of professionally detailing cars. He has been detailing cars his entire life and his passion for cars and ambition to grow in the business pushed him into the Sales Department. He works hard at continuously educating himself on different vehicles, past, present and future. He is always willing to lend a hand or take on a challenging sale.

Thank you for all you do D'Angelo, your hard work and effort are always appreciated.



D'Angelo Sanchez  
Sales and Leasing Consultant  
Gary Rome Kia

### What is your dream job?

My dream job falls in line within the automotive industry. I spent a lot of time in a garage with my parents washing cars, motorcycles or watching them modify their vehicles. The diversity between Euro, JDM and USDM and how well each perform under their own regulations had sparked a strong sense of curiosity that never subsided. There is something about engines and car parts alike working in unison to fulfill a purpose that brings me peace of mind.

### What fashion trend do you regret?

The fashion trend I regret, has to be the early 2000's. Hip Hop was oversized shirts, jean shorts that were down to your ankles and Jordan headbands were what to wear. I never wore it, I just regret I had to see it.

### Fun Fact From D'Angelo!

The Harry Potter spell Lumos can turn  
on the flashlight to your iPhone.





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!

@jackrome.vizsla  
@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 MOST RECENT EMPLOYEES OF THE MONTH!



Congratulations to the mega-friendly, super helpful and all-around sweetheart of a receptionist, Stephanie Rivera on being named Employee of the Month for February. By the time I wrote that sentence, she already offered 3 customers coffee. She is that good.

She will bring over books and crayons to customers with kids before the batteries on their iPads die. She makes sure that everyone gets help in the sometimes-chaotic environment in a way we did not know we needed before she blessed Gary Rome Hyundai with her arrival. We simply cannot think of a better suited employee for this honor for this month.

*-Kevin Covington*

Stephanie Rivera  
Employee of the Month, February 2022  
Gary Rome Hyundai



I would like to congratulate Phil Brecher as our Employee of the Month for March. Phil has a constant smile on his face, and he is always willing to provide a helping hand to his teammates.

Phil has a strong grasp of the product and is always wanting to learn more so he can provide the highest level of customer service. Congratulations Phil, this is a well-deserved honor for you!

*-Kevin Schechterle*

Fun Fact: Phil was the FIRST Sales and Leasing Consultant to deliver the FIRST IONIQ 5 on the East Coast!

Phillip Brecher,  
Employee of the Month, March 2022  
Gary Rome Hyundai



Hector is a great team member. He always helps with anything that is needed. He makes sure all responsibilities within the service porters are handled and helps with other things that may be needed in the dealership. Thank you for all you do!

*-Ivy Velez*

Hector Diaz  
Employee of the Month, February 2022  
Gary Rome Kia



Luis is an all around team player! He is a very dependable Gary Rome Kia Employee. It is a pleasure to have him on the Gary Rome Kia Service Team.

*-Ivy Velez*

Luis Fermin  
Employee of the Month, March 2022  
Gary Rome Kia



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We Do The Next Right Thing  
Excellence | Passion | Integrity | Caring

What does  
**EXCELLENCE**  
mean to you?

What does  
**INTEGRITY**  
mean to you?

**"Come see what it's like to be treated like family!"**

What does  
**PASSION**  
mean to you?

What does  
**CARING**  
mean to you?

