

# EMPLOYEE CONNECTIONS NEWSLETTER

OCTOBER 2022



Employees of the Month

Angel Melendez  
& Colleen Lent

Meet Trisden Toccaline





## FROM THE DESK OF GARY ROME



Breast Cancer Awareness Month is here and our **Drive Pink Campaign** is in full swing! Together, let's make sure our clients are aware of our campaign and let's get more pink plate frames installed and on the road this month! To date, we have raised \$35,000 for **Baystate Medical Center's Rays of Hope** for breast cancer research.

Congratulations to Gary Rome Hyundai Service Technician **Edwin Feliciano**, who celebrated his 10 year work anniversary and **Trisden Toccaine** of Gary Rome Kia who was promoted to Assistant Service Manager! Edwin and Trisden, keep up the excellent work!

We are moving ahead at full speed with the **2nd Annual Trees of Hope** event at Gary Rome Hyundai. This year's event will take place **November 4th to the 18th**. Last year we raised \$126,823 for the **Ronald McDonald House of Springfield** and this year, our goal is \$180,000! We still need sponsors and tree donors, if you'd like to participate, please see Dara. It costs Ronald McDonald House \$120 per night to provide lodging and essential services to one family. Our Trees of Hope event is the major fundraising event for the House to keep families close while their child receives medical treatment.

**Hyundai Salute to Heroes** will kick off on **October 24th** and a local, everyday hero will be awarded with a brand new Hyundai Tucson in December. Salute to Heroes was a huge success last year, with close to 500 entries. It is a wonderful opportunity for everyday heroes in our community to be recognized. The Western Mass Hyundai Dealers will be featured on all local media promoting this meaningful event. Do you know an ordinary person in the community that has done something heroic? See me or Dara to nominate! Jane and I took a memorable vacation to Germany and we got to experience **Ocktoberfest**, firsthand! Many of you saw my pictures on Facebook, wearing authentic Lederhosen and it got many laughs! We also toured the countryside with beautiful views of the Austrian Alps and visited the Mercedes-Benz Museum and AMG Engine Assembly Plant.

PROST!

*Gary Rome*





October  
2022

CONGRATULATIONS

EMPLOYEES OF  
THE MONTH



## Angel Melendez

Porter

### Gary Rome Hyundai

The employee of the month should be awarded to someone that has strived on giving their best in their work environment; making it a non stressful place for his or her coworkers.

So, thank you, Angel Melendez, for exceeding on your work. Your attitude has truly changed for the better, making others notice your progress. Keep up the good work and giving your 100%.

You've finally earned the parking space you've always wanted!

Juan Romero ☺  
Lot Manager



## Colleen Lent

Registry & Title Clerk  
(of Gary Rome Hyundai) for  
Gary Rome Kia

This month's shout is a little unorthodox as I would like to recognize a Gary Rome Hyundai employee. A HUGE thank you to Colleen Lent who is always available and willing to help with not just the Hyundai store, but Kia as well. Colleen handles over 30 registrations a month for our store on top of the enormous responsibilities she has for Hyundai. Her knowledge and expertise knows no bounds and her willingness to help and go the extra mile for us does not go unrecognized. I, along with all the employees of Gary Rome Kia, are grateful she is part of our team

David Nathan  
General Manager



Seen At



**GREATER  
HOLYOKE  
CHAMBER**



**NO BOGEYS:** Keith Brecher (finance director) & Dara Davignon (executive assistant) played in the Annual Chamber Cup on September 12th at Wyckoff Country Club



**THE BOYS OF FALL:** Tim Ferreira (GM), Tommy Pluta (friend & business associate from Springfield Rocks) & Kevin Schechterle (GSM) attended the Patriots vs Dolphins at Hard Rock Stadium in Miami!





Seen At



Gary and his assistant, Dara Davignon, attended the Magic for Maddie 5K & Carnival Event at the Ashley Reservoir on Sunday 9/11/22. The event had over 3,000 registrants, all to support 7-year old Maddie, a pediatric cancer patient.



Each Wednesday Night in September, which is Childhood Cancer Awareness Month, Gary joins Western Mass News Meteorologist Janna Brown on location for a live broadcast on the 5:30pm News.

Here, Gary is with Janna (left) and Jennifer McGrath, Public Relations Manager at Six Flags.

**WESTERN MASS  
NEWS**

**3 abc 40 FOX 6**

Watch all 4 live broadcasts at:  
[westernmassnews.com/hyundai-hope-on-wheels/](http://westernmassnews.com/hyundai-hope-on-wheels/)



Seen At



Kia North American Dealer Meeting  
Las Vegas  
September 7-9, 2022



SEUNGKYU (SEAN)  
YOON, PRESIDENT  
& CEO OF KIA  
NORTH AMERICA!

ROD STEWART!



David Nathan (GM) and his wife Marie





Dara Davignon (exec asst), Tim Ferreira (GM), & Bobby Rubin (pre-owned mgr)

Hyundai North American  
Dealer Meeting  
Las Vegas

September 20-23, 2022



JOSE MUNOZ,  
GLOBAL  
PRESIDENT & COO  
OF HYUNDAI  
MOTOR AMERICA!



GWEN STEFANI!



## MEET TRISDEN TOCCALINE

### Assistant Service Manager



**T**risden was **recently promoted to Assistant Service Manager** at Gary Rome Kia, so it seemed only appropriate that he is our featured employee of this month's newsletter! Trisden's hard work has paid off and we are lucky to have him as a co-worker and friend.

Trisden began working at Gary Rome Kia four years ago as a porter and then a lube tech. He often joked about becoming a service advisor and then it became a reality and he very much enjoyed it! He graduated from Enfield High School in 2013 and had a long career as a painter. After years of painting, he was in search of a new career that offered more stability and a steady paycheck. He absolutely loves his job at Gary Rome Kia.

*"The people that I work with are the best!  
They make me laugh every day and I look  
forward to work each morning!"*



Trisden with his wife and sons

Trisden still maintains his love of brushing and rolling, he painted the dealership's conference room, bathrooms, service department and service drive. If you need any painting done, **give him a shout!**

Trisden is married to Alexis and they have two sons. Carter is 6 years old and little brother Cameron is 9 months old. Trisden enjoys traveling with his family. He often travels with his sister Brandi and brother-in-law Luis. One of Trisden's most favorite places to visit is Myrtle Beach. When he's not painting, he can be found watching Patriots games. His favorite foods are BBQ, seafood boils and most especially **HOBO POUCHES** made by his good friend and co-worker **Ivy Velez!**



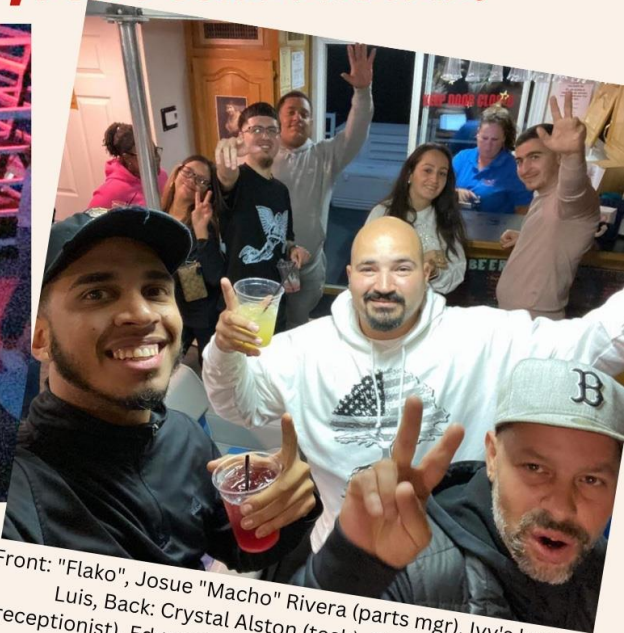




## "IF THE BOAT'S A ROCKIN', DON'T COME KNOCKIN'!"



La'Toyia Martel (BDC specialist), Brianna's Mom Brenda, Brianna Zemrock (marketing), Brittany Zabielski (marketing) & Angel "Flako" Ortiz (tech)



Front: "Flako", Josue "Macho" Rivera (parts mgr), Ivy's husband Luis, Back: Crystal Alston (tech), Stephanie Rivera (receptionist), Edgar Vazquez, Jr (parts) Danny Sanchez (parts), Kamelya & Araz Mamedov (shop foreman)



Angela Perez with "Captain Culture" Cathy Riley, Ivy Velez (svc mgr) at the back



Telesha Williams (BDC mgr) & her boyfriend Chris Amidon





On September 17th, Gary Rome Hyundai and Gary Rome Kia employees took a Connecticut River Cruise on the Lady Bea! The Gone Rogue Trio provided live entertainment. Thank you, **Captain Culture Cathy Riley**, for organizing this spectacular employee appreciation event!



Juan Romero (lot manager)  
& his wife Brenda



Araz Mamendov (shop foreman) &  
his wife Kamelya



"The Bs" Brittany Zabielski & Brianna  
Zemrock (marketing)



Parts Manager Josue "Macho" Rivera & his wife  
Lisamarie



Juan (Marissa's husband), Macho, Crystal Alston (tech),  
Marissa Rivera (GRH svc advisor) & Ivy Velez (parts & svc mgr)





Keith Brecher (finance director) & wife Sarah Brecher, Phil Brecher (sales) and his fiancée, Mariah Blaney



Phil & Mariah, the future Mr & Mrs Brecher!



Edgar Vazquez, Sr (lot attendant) & Omar Espada  
(asst parts mgr)





## ANNOUNCEMENTS FROM CAPTAIN CULTURE, CATHY RILEY



*Save the Date*

### Employee Appreciation Party

Saturday, November 19th

6:30 PM

Castle of Knights, Chicopee, MA

Dinner | Dancing | Fun

Cash Bar



*Congratulations!*

Congratulations to our Top 3 Biggest Loser Winners!  
Marissa Rivera, Colleen Lent, Jessica Rios



### *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!

### October's Gift Cards

# BARNES&NOBLE

\$25.00

Win a Barnes and Noble gift card!

# Panera

\$20.00

Win a Panera gift card!



## \$10 Gift Card







# **GARY ROME HYUNDAI**

## **FANTASY FOOTBALL League**

Sales Manager Peter Lustenberger began a fantasy football league  
for Gary Rome Hyundai employees and

***HE NEEDS YOUR HELP!***

What fun (yet embarrassing) punishment should the end  
of the season loser have to endure?  
Submit your idea to Peter or Bri!

### ***LEADERBOARD***

#### ***AS OF 10/4***

- 1st Place: Peter Lustenberger (Sales Manager)
- 2nd Place: Josh Calkins (IT Manager)
- 3rd Place: Paul Maiolo, JR (Receptionist)
- 4th Place: Keith Brecher (Finance Director)
- 5th Place: Sasha Wilson (Sales)
- 6th Place: Felix Vega (Service Advisor)
- 7th Place: Kevin Covington (Sales)
- 8th Place: Josue "Macho" Rivera (Parts Mgr)
- 9th Place: Phil Brecher (Sales)
- 10th Place: Bobby Kosior (Sales)



**Josh, Paul & Peter**

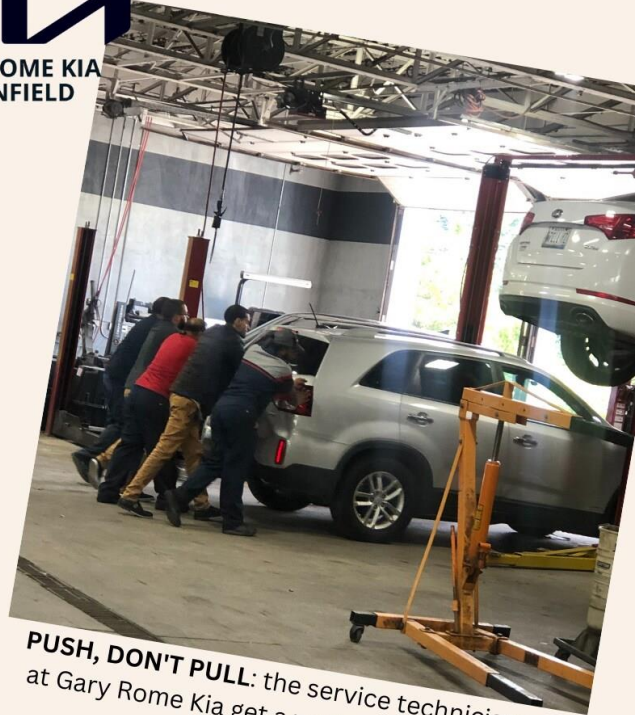


## SHOP TALK | OFFICE BANTER | SALES PITCH

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!



**THICK AS THIEVES:** Trisden Toccaline (asst svc mgr) & Ivy Velez (svc & parts mgr) are great friends, both at and outside of work!



**PUSH, DON'T PULL:** the service technicians at Gary Rome Kia get a workout on the job!



**MEETING OF THE MINDS:** Gary met with Enfield Town Manager Ellen Zoppo & Town Planner Laurie Whitten to discuss opportunities for growth.



**HAVE YOUR CAKE & EAT IT TOO:** The Gary Rome Kia staff took a cake break to celebrate September birthdays.



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**FIT FOR A KING:** Service advisor Marissa Rivera brought her dog, King P, in for a visit!



**SHE SAID YES!** Service advisor Brianna Coyle got engaged to Emily!



**SUITING UP:** Telesha Williams (BDC manager) & Dara Davignon (exec assistant) pose with a Hyundai autosport mannequin



**HOME SWEET HOME:** Sales & Leasing Consultant Bobby Kosior and his daughter, Kaia, pose outside of their new home in Belchertown, MA. Congratulations Bobby!



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**PIZZA DAY (ALMOST) EVERY DAY:** GM Tim Ferreira with sales & leasing consultants Pauli Bonavita, Sasha Wilson, and Paul Maiolo.

**GARY ROME**  
**HYUNDAI**

Hmm...

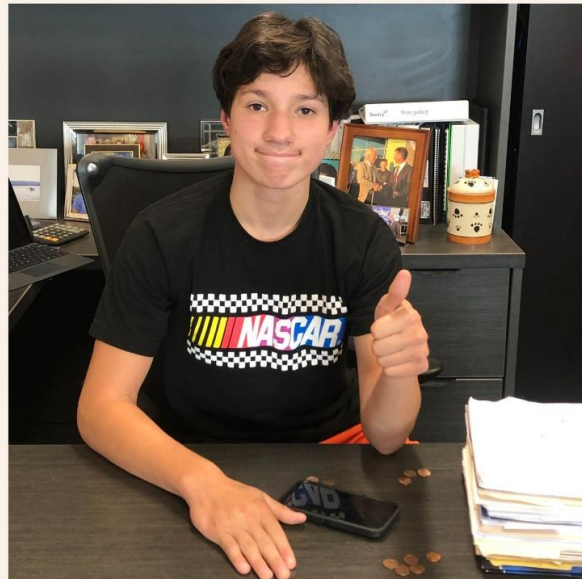
Sasha,  
what you  
lookin'  
at?!



**BABY BLUE EYES:** Telesha Williams (BDC manager) with her sleepy son, Cameron.



**FLOWER STOP:**  
Maria LePage  
(sales) is often  
showered with  
gifts from her  
clients for her  
excellent  
customer  
service!



**LIKE A BOSS:** Jake Rome, sits at the big desk while Dad Gary is talking to clients!



## EMPLOYEE BIRTHDAYS & WORK ANNIVERSARIES

*Happy Anniversary!*

|                    |          |
|--------------------|----------|
| MIGGY RIVERA       | 1 YEAR   |
| ZACH RODRIGUEZ     | 1 YEAR   |
| SASHA WILSON       | 1 YEAR   |
| FELIX VEGA         | 3 YEARS  |
| BRITTANY ZABIELSKI | 4 YEARS  |
| CHRIS BERGERON     | 8 YEARS  |
| KATELYN DOYLE      | 9 YEARS  |
| JOHN LINNEHAN      | 19 YEARS |

*Happy Birthday!*

|                   |       |
|-------------------|-------|
| LIAM LAVELLE      | 10/04 |
| TELESHA WILLIAMS  | 10/06 |
| ISAIAH ORTIZ      | 10/09 |
| SASHA WILSON      | 10/15 |
| GABRIEL ARCE-DIAZ | 10/17 |
| CATHY RILEY       | 10/20 |
| NEITHAN MULERO    | 10/21 |
| LA'TOYIA MARTELL  | 10/23 |
| LINDSAY LAPAN     | 10/29 |
| ROBERT GOURDE     | 10/31 |

### *Special Recognition*



**Edwin Feliciano** celebrated his 10th work anniversary at Gary Rome Hyundai on 9/26! Service Manager, Geo Vazquez, presented his award!



**Trisden Toccaline**, of Gary Rome Kia, was promoted to Assistant Service Manager!



# Back Cover **THROWBACK**



**Wear Jeans & Pink  
for Breast Cancer Awareness**

*October 2021*

