

EMPLOYEE CONNECTIONS NEWSLETTER

GARY ROME AUTO GROUP



JANUARY 2023



Get to Know
Brittany Zabielski

EMPLOYEES OF THE MONTH
**Paul Bonavita
& Brian Boglisch**

FROM THE DESK OF GARY ROME

2023

Welcome 2023, a book full of 365 blank pages, make each new page a great one! As many of you know, I spend a lot of time on personal development and setting and reaching new goals. I want to share these six questions with you. Spend some time and ask yourself this year:

- 1. Where was I angry or resentful?**
- 2. Where was I selfish?**
- 3. Where was I dishonest?**
- 4. Where was I fearful?**
- 5. What could I have done better?**
- 6. What did I do well?**

Additionally, what are you grateful for? Practicing gratitude has incredible effects, from improving mental health to boosting

relationships with others. In this New Year, explore ways you can be more appreciative. At the beginning or end of each day, write down or think about three things for which you are grateful.

January will be an eventful month for Gary Rome Auto Group as I travel to the NADA Show in Dallas. I will be formally recognized for being chosen as 2023 TIME Magazine Dealer of the Year for Massachusetts and have the chance at being named the Regional or National Dealer of the Year. And I thank YOU, for being loyal and supportive to Gary Rome Auto Group. Without you, I wouldn't be able to do what I find most rewarding, which is giving back to the community.

2022 was a spectacular year for both dealerships and we will keep the momentum going strong for 2023! Gary Rome Hyundai sold a total of 2,758 vehicles in 2022 and Gary Rome Kia sold 706. The Business Development Center received a total of 92,425 calls! Keep up the excellent work, everyone!

Gary



My family and I spent the holiday in Aruba, making new memories in a place we have never traveled to before. In the family photo, I am trying to get my 16 year old son, Jake, to smile - success!

Employees of the Month January 2023

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



Paul Bonavita

Sales & Leasing Consultant **GARYROME HYUNDAI**

We are pleased to announce Paul Bonavita as our employee of the month. Paul has been extremely consistent with his approach to selling vehicles here with the Gary Rome Family for decades. Paul's success is nothing less than amazing. Day in and day out, he exhibits professionalism, dedication, and perseverance. He is "THE BEST"!



Kevin Schechterle
General Sales Manager

Brian Boglisch

Sales & Leasing Consultant **KIA GARYROME KIA OF ENFIELD**

Brian has been a consistent producer all year, achieving not only as our top salesperson in volume, but top performer as well. The reason for this honor is not just his production, but his work ethic which is second to none. Brian does not just focus on sales, he is everyone's go-to person for computer issues, product knowledge, and general information. Brian arrives early, stays late and is always willing to lend a hand in all departments. His customers love him, as noticed in his KSI scores. He is a huge participant in social media and is a member of the Chamber of Commerce, which helps him network outside of the dealership. His loyalty to the dealership never goes unnoticed and his desire to see everyone succeed around him is greatly appreciated. Brian is a joy to work with and I look forward to an even better 2023!

David Nathan
General Manager

Seen At



Gary and Daisy presented a \$1,500 check to the Open Pantry of Springfield and are shown here with Terry Maxwell, Executive Director and Michael Akers, Program Director of Emergency Food Pantry. The donation was made in connection with Gary Rome Hyundai's presenting sponsorship of the 2022 Mayflower Marathon.



Keith Brecher (GRH Finance Director) and brother Phil Brecher (GRH Sales) took a quick trip to Florida to surprise their mother!



Gary Rome Hyundai Parts & Service Director, Mike Aubrey, attended a Co-Op event at Holyoke High School Dean Campus. He met with the instructors and students in the automotive program and got a tour of the body shop.



Seen At



Gary and Daisy recorded a new video at Holyoke High School North with the administration, to get the students pumped up about the 2023 Gary Rome Hyundai Academic Excellence Award of a brand new Hyundai Venue!



Gary Rome Hyundai Sales Manager Patrick Perez and GM Tim Ferreira spent an afternoon at Lido Beach in Sarasota Florida with Patrick's dad, Carroll, a former GRH Sales & Leasing Consultant.

Seen At

HYUNDAI

Salute to Heroes



Bob with Springfield Mayor Domenic Sarno & Gary

Robert "Bob The Bike Man" Charland

Was the deserving winner of Hyundai's 2022 Salute to Heroes event and the presentation of the brand new 2023 Hyundai Tucson SEL took place on November 30th at Bob's bike shop, Pedal Thru Youth, at the Eastfield Mall. Bob's wife, Joanne, nominated Bob with a entry that was truly written from the heart:

"Robert, Bob the Bike Man, Charland probably doesn't need much of an introduction. A quick Google search will bring up a plethora of stories about what Robert does for the surrounding communities. From donating bikes to those less fortunate to supplying law enforcement agencies around MA and CT with backpacks filled with essential supplies for the homeless. But there is so much more to this man. Robert has a terminal brain disease that seems to be at a stand still which is amazing, but he also has some injuries that have taken him out of the workforce but he continues to push every day and continues to show positivity in what some would call dark times. He continues his mission every single day with absolutely no paycheck, waking every morning to volunteer into the night. He sacrifices his time and energy to help others. His recent endeavor is teaching students from the Willie Ross School for the Deaf how to fix bicycles, taking his time to learn sign language to help the students better. Along with all he does for everyone he also has a family that adores him, especially his step son Vinnie who happens to have Down Syndrome. Robert did not hesitate or run away when we met and found out that I had a child with Down Syndrome; he embraced us and loved us from the start and has become a true advocate for those with different abilities. He is our shining star that deserves so much more than what we can offer him. Having a reliable vehicle that will get him safely back and forth to whatever charity event, teaching moment, or just getting his side kick Vinnie safely to school would certainly be a dream come true." -Joanne Charland



Six years ago, Bob was diagnosed with a neurodegenerative brain disease, which he attributed to head injuries and concussions suffered working as a bouncer and bodyguard. The condition is considered terminal. Faced with the diagnosis, he turned his attention to helping people in need. A Springfield nun had already recruited him to help repair bikes for children who otherwise couldn't afford one. In five years, Pedal Thru Youth has repaired and given out more than 3,000 bicycles. Recipients are children both locally and in orphanages in the Dominican Republic and Haiti. A few days a week, Charland hosts students from the Willie Ross School for the Deaf at Pedal Thru Youth's space in the Eastfield Mall. He learned sign language so he could teach them to repair bicycles. He's also collected donated backpacks stuffed with essential supplies for homeless people and helped collect much-needed supplies for Ukraine. Charland partners with police agencies and is an honorary Hampden County Sheriff's deputy.



"Look at all the people he brings together, that's what made his story so powerful." -Gary Rome



The Western Mass Hyundai Dealers, the news media, a Sheriff's honor guard, other police officers, and Springfield Mayor Domenic Sarno surprised Bob with the Tucson. Gary drove the car right through the mall followed by a Sheriff's squad car, lights running.

Bob's stepson, Vincent "Vinny" Charland, 14, leaped into Bob's arms for a hug. His stepson, Rudy Charland, 16, was there with a handshake.





Gary was invited to Qatar last month, not only for the World Cup Quarter Finals, but more importantly for recognition as one of the top Hyundai dealers, anywhere. He and Jane experienced the trip of a lifetime and learned so much about Qatari culture. They visited museums, marketplaces, villages, landmarks, and dined on exquisite cuisine. Gary took the stage at the recognition event with Jay Chang, President and CEO of Hyundai Motor Co., for the company's Global Top Dealers Summit Winner's Night. Gary has put little 'ole Holyoke, MA back on the map again as Gary Rome Hyundai was recognized as one of the top producing dealers in the entire world. Hyundai provided half the fleet of passenger vehicles (616 eco-friendly models) to FIFA World Cup 2022. Gary and Jane visited Lusail Stadium and attended one of the World Cup's most notable games - Netherlands vs Argentina!







ANNOUNCEMENTS FROM CAPTAIN CULTURE, CATHY RILEY



National Cuddle Up Day Raffle
January 6th



TIME TO GET
ORGANIZED
RAFFLE!

January 9th



Thursday, January 12th
Join us in the
Conference Room at
2:30 PM to celebrate
January Birthdays!



National Peanut Butter Day!
Tuesday, January 24th
Join us for a peanut butter lunch
in the Conference Room at 12 PM!



Did You Know?



Rapunzel, Rapunzel!

A single strand of hair can hold up to 3 ounces of weight. That means the typical person's full head of hair can support up to 12 tons.

The average person will spend a total of 3,680 hours, or 153 days searching for misplaced items. Keys, cellphones, sunglasses, and paperwork top the list of commonly lost items.

A Peruvian bulldog named Otto holds the world record for skateboarding through the longest human tunnel.

Until 1964, chicken wings were considered a waste product and discarded. Theresa Bellissimo, co owner of the Anchor Bar in Buffalo, NY, had the idea to fry the wings and dip them in her husband Frank's sauce recipe, thus inventing buffalo wings.



January 12th

National Hot Tea Raffle

*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

Brittany Zabielski

Marketing & Social Media Admin @



Brittany has been employed at Gary Rome Auto Group since October 2018 and she embraces the family atmosphere, corporate cultural activities, and work-life balance that is often difficult to find in the automotive world. She is a native of Westfield, MA and graduated from Fitchburg State in 2015 with a degree in Marketing Communications. During her college career, she interned with the iHeart Media Road Team and loved the energy of promotions and events, which naturally led her to her current position with us. Brit also serves as a committee member for the Ronald McDonald House of Springfield's annual Trees of Hope event held at Gary Rome Hyundai.

When she's not at work, she adventures out on day trips with family and friends to discover the latest and greatest wineries and breweries that New England has to offer. Her favorites thus far are Treehouse Brewery in Deerfield, where her brew of choice is a sour, and she favors all white wines at Lost Acres Winery in Granby, CT! Brit has taken beloved family vacations to Jamaica and most recently to Arizona, to attend a cousin's wedding. She enjoys cheering on the Red Sox with her parents, at home and at Fenway Park! Brit is a dog mom to a 12 year old beagle, Carly. She hopes to someday have children of her own and continue many traditions.



Brit has hiked Mt Washington not once, but 3 times with a 4 hour trek up and a 4 hour trek back down!



The Zabielski Family
Brother Kyle, Brit, Mom Diana & Dad Michael



Brit with her mom, Cousins Rachael & Candace, and Aunt Cheryl

SHOP TALK | OFFICE BANTER | SALES PITCH



BE OF GOOD CHEER: a holiday cookie swap and BDC Secret Santa got everyone in the holiday spirit! L to R: Renee Charles (Controllor), Cathy Riley (Corporate Cultural Officer), Kylin Sorl (Data Analyst), Alicia Williams (Service Appt Coordinator), Brianna Zemrock (Marketing), Dara Davignon (Executive Assistant), Brittany Zabielski (Marketing), Ali Knight (Service Appt Coordinator), La'Toyia Martel (BDC Specialist), & Anniqye Kort (BDC Specialist).



BACK L to R: Karissa LeDuc (BDC Specialist), Anniqye Kort (BDC Specialist), Telesha Williams (BDC Manager), Kylin Sorl (Data Analyst). **MIDDLE** L to R: Brianna Zemrock (Marketing), La'Toyia Martel (BDC Specialist), Service Appt Coordinators Ali Knight, Alicia Williams & Kiara Vazquez. **FRONT** L to R: Brittany Zabielski (Marketing) & Elizabeth Gourde (Receptionist).



AN ELECTRIFYING CAREER: Gary congratulates Phil Brecher (Sales) on 2 years of employment over the holiday.



THIS ISN'T ROBLOX: Dara Davignon's (Executive Assistant) son Jake explores the parts warehouse.



ALL IN THE FAMILY: All but one of the Gourde children work at GRH! Matthew & Elizabeth (Receptionists) & Robert (Sales).

SHOP TALK | OFFICE BANTER | SALES PITCH



DOUBLE VISION: Jack Eisenstadt's (Sales) green eyes match his green sweater.



SMILES ARE CONTAGIOUS: Pauli Bonavita (Sales), Mike Aubrey (Parts & Service Director) & Gary.



THE TRIFECTA OF N: Marissa Rivera (Service Advisor), Christian Jimenez (Sales) & Danny Sanchez (Parts Advisor) looking snazzy while representing Hyundai's N Line of high performance vehicles.

SHOP TALK | OFFICE BANTER | SALES PITCH



GARY ROME KIA
OF ENFIELD



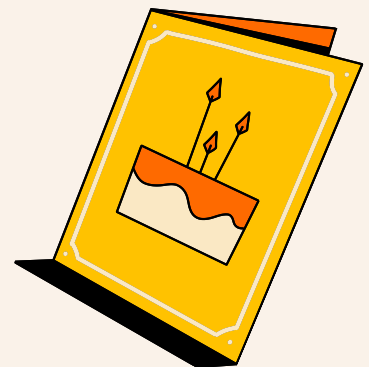
I LOVE YOU MORE: Brian Boglich (Sales) made a special request to get lots of visits from Daisy in the New Year!



GIFT GIVER: Gary delivers a birthday card to technician Joel Oquendo.



BLAZER TRENDS: Executive Assistant Dara Davignon feeling festive with with D'Angelo Sanchez (Sales).



SHOP TALK | OFFICE BANTER | SALES PITCH



WELCOME ABOARD!

Gary welcomes new employees to the team. John Elmasian (above) joined the parts department and Carlos Rios (right) is GRK's newest porter!



A SLICE OF FUN: Hector Diaz (Porter), Brittany Zabielski & Brianna Zemrock (Marketing), Trisden Toccaine (Asst Service Manager) & Zach Rodriguez (Asst Parts Manager).



Welcome





Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since it opened 60 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90%, and we won't stop until no child dies from cancer. St. Jude freely shares the discoveries we make, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Find them on social media #StJude

Gary Rome Hyundai's Finance Director, Keith Brecher, participated in the 3,000 Pushups Challenge and powered through 100 pushups each day in December. He raised \$1,870 for St. Jude. Gary jumped on board and also did 100 pushups per day!

"I was working out one morning and saw a commercial for St Jude's. That day I looked up the website and saw that they do all sorts of challenges to promote awareness and donations. It seemed like an amazing charity so I decided to be a part of it and complete the pushup challenge. I was happily surprised by all of the generous donations and it went on from there. Doing the pushup challenge really gave me a sense of accomplishment and was so pleased to see all of that money going to such an important cause." Keith



Happy Anniversary

JANUARY 2023

Paul Maiolo	2 Years
Noel Delrio	3 Years
Dustin Merrill	3 Years
Kevin Covington	6 Years
Patrick Perez	16 Years

Happy Birthday

JANUARY 2023



Edgar Vazquez Jr.	01/12
Chris Fenton	01/13
Jack Eisenstadt	01/18
Brianna Coyle	01/19
Brittany Zabielski	01/20
Kiara Vazquez	01/21
Larry Goldberg	01/24
Paul Maiolo Jr.	01/24
Araz Mamedov	01/26

Special Recognition



Welcome to the Family!



Carlos Rios

Porter

Barbie Pelletier

Lube Tech

Joe Vega

Parts Driver

Gary Rome Hyundai Lot Manager, **Juan Romero**, celebrated his 15 year work anniversary on December 13th! GM Tim Ferreira presented him with his award.

Back Cover **THROWBACK**



**A STRIKING SUNSET TO KICKOFF LAST YEAR'S NEW YEAR
AT GARY ROME HYUNDAI ON
JANUARY 3, 2022**