

EMPLOYEE CONNECTIONS NEWSLETTER

JUNE 2023

**GARY ROME
AUTOGROUP**



Employees of the Month
Edgar Vazquez, Sr
& Joel Oquendo

Get to Know
Christian Jimenez

Promoted!

Tim Ferreira & Kevin Schechterle

FROM THE DESK OF GARY ROME



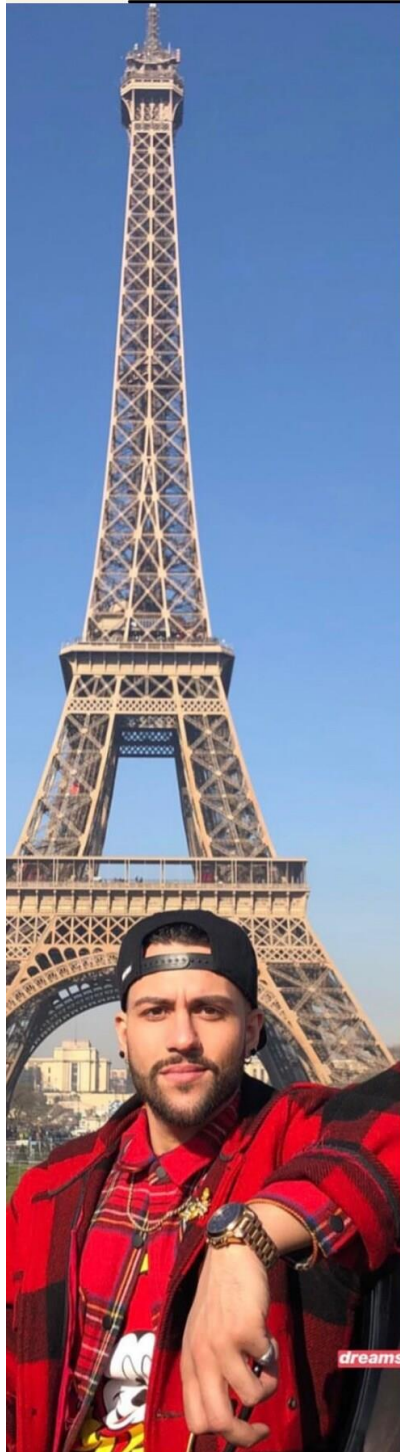
Happy Summer Solstice, the warm weather has arrived. May we have more bright days to come! I wish our team a summer full of fun and relaxation. We had an action packed spring at Gary Rome Auto Group, and I was most thrilled when Holyoke High School senior, Mahaya Tabin, won the brand new Hyundai Venue at the Gary Rome Academic Achievement Award event on May 31st. I feel strongly about empowering the youth of Holyoke and encouraging them to strive for excellence and the most ideal way, as an auto dealer, is to award a deserving student

with a brand new car. I am proud of all 76 students who entered the contest, and the showroom at Gary Rome Hyundai was full of life when the 19 finalists and their families attended the event.

Most of you have met Wynn Rome, our new 3-month old Vizsla pup, who joined our family over Memorial Day Weekend. Wynn now accompanies Daisy to work each day as an official canine greeter and has already earned the love of clients and our team. If you have a favorite picture of yourself with Wynn, please send it to Dara so that it will appear in July's newsletter!

Gary





Meet CHRISTIAN JIMENEZ

"I've been really working on my fitness and living a healthier lifestyle."

Christian joined the Gary Rome Hyundai team as a Sales & Leasing Consultant in 2022 and he is naturally excellent at his job. After a history of working in customer service at banks, telecommunications support and at Best Buy, he transitioned easily into sales in the automotive industry thanks to his colleague and our fellow co-worker, Michael Davenport.

Christian was born in Yonkers, New York and moved to Marlborough, MA when he was 10 years old. He attended a technical high school in Framingham and then moved out to Western Mass and attended STCC.

Christian loves all things pop culture. He has attended over 100 concerts, with Beyonce and JLo being two of his faves. In 2018, Christian attended a JLo concert in Las Vegas during her residency and he actually got to party with her after the show! One of his friends is her backup dancer and it led to an unforgettable night out!



Christian now lives in Agawam, MA and is happily committed to his boyfriend, Zeus. Together, they love to travel to tropical beaches in the Caribbean and Florida, attend concerts, paint, and find comfort and relaxation in building Lego sets.

Employees of the Month June 2023

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



Edgar Vazquez, SR

Lot Assistant

**GARY ROME
HYUNDAI**

With great appreciation, we would like to congratulate Edgar as Employee of the Month for June! With his sidekick Juan down and out for a bit, Edgar has shown great teamwork and single handedly managed all of the dealership's demanding tasks. We are extremely lucky to have such a dedicated employee. Congratulations, Edgar!

Kevin Schechterle
General Manager



Joel Oquendo

Service Technician

KIA GARY ROME KIA
OF ENFIELD

Joel is one of our service technicians and he is a great asset to our family. He always comes to work with a smile and a positive attitude. He's very motivated to stay busy and looks for work. Joel has very good attention to detail and genuinely cares for his customer's vehicle.

Joy Velez
Parts & Service Director

Employees Accolades June 2023

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

Way to Go, Brian Boglish

Gary Rome Kia Sales & Leasing Consultant

Brian was extremely knowledgeable and made my experience a breeze! He was very helpful throughout the whole process! I absolutely love my new car! The manager Steve was immensely kind and helped with my purchase as well! Thanks Brian and Gary Rome Kia!

AWESOME!

Way to Go, Justin Martin x2!

Gary Rome Kia Sales & Leasing Consultant

Great place! Justin is always easy to deal with and professional. Service is top notch. Third car we have purchased from him he's our go to guy! He won't disappoint!

Justin Martin was very professional and made me feel very appreciated. He answered all my questions. I had been looking at a Subaru but decided on the Kia and it was mainly because of his sincere interest in my needs

you rock

Way to Go, Shaun Stevens & Brian Boglish

Gary Rome Kia Finance Manager, Sales & Leasing Consultant

This past Monday, my wife and I went to Gary Rome Kia with the intention of trading in our current lease, a 2020 Kia Sportage EX for a new one.

Being in our seventies, obviously, we have made numerous purchases from numerous dealers and dealt with their sales people.

We had the good fortune to interact with Brian Boglish(Sales Consultant) and Shaun Stevens(Finance Manager).

To make a long story short, due to the state of the economy and thus the more limited amount of the particular vehicle we desired, they convinced us that it would be more beneficial, FOR US, to purchase our lease than to lease/buy a new Sportage, at this particular time.

We were shocked at their honesty and the fact that they put us before their company!

By the way, if they were to sell our 2020 Sportage, they would have made at least a six thousand dollar profit, not to mention the profit from us buying a new one.

Needless to say, when we decide to lease/purchase again, it will be from them.

Gary Rome should consider himself very fortunate to have employees of Brian and Shaun caliber, working for him.

Seen At

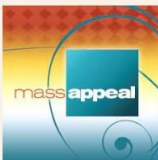


Gary Rome Hyundai sponsored a BBQ in honor of National Nurses Month at Renaissance Manor Nursing Home in Holyoke! Our team is on the left side of this image: Brianna Zemrock (Marketing), Brittany Zabielski (Social Media), and Chrissy Kibbie (Staff Accountant).



Brittany Zabielski (Social Media Admin) joined our media partner, Audacy, to help clean up the Connecticut River for Earth Day.





Gary filmed two segments of the Mass Appeal Show at the WWLP studios. The first interview promoted a pet vaccine clinic hosted at Gary Rome Hyundai with Second Chance Animal Services, and the other a Pinewood Derby, that was also hosted at Gary Rome Hyundai in May.



With Sheryl Blancato, Executive Director of Second Chance Animal Services



With Gary Savignano and Art Lobdell of Boy Scouts of America, Western Mass Council



Peter Lustenberger (Sales Manager at Gary Rome Hyundai), had the privilege of representing the dealership in Nashville for the Hyundai Certified Pre-Owned event honoring the highest performing Hyundai Certified dealers in the country!



Seen At



Gary Rome
Class of 2023

log cabin

For 15 years now, BusinessWest has been recognizing the work of individuals, groups, businesses, and institutions through its Difference Makers program, with one goal in mind: to show the many ways one can, in fact, make a difference within their community.



Gary Rome Hyundai Sales Manager, Kevin Schechterle, Sales & Leasing Consultant Pauli Bonavita & Finance Director, Keith Brecher

BusinessWest.com
THE BUSINESS JOURNAL OF WESTERN MASSACHUSETTS

Gary Rome Hyundai Technician, Chris Bergeron, and Staff Accountant, (and girlfriend) Lindsay Lapan





L to R: Gary Rome (Hyundai employees), Tim Ferreira (COO), Pauli Bonavita (Sales), Kevin Schechertle (GM) & Geo Vazquez (Service Manager)



Cathy Riley (Corporate Culture Officer) & Gary



Mike Aubrey (GRH Parts & Service Director) & Juan Romero (GRH Lot Manager)



L to R: Trisden Toccaline (GRK Asst Service Manager), Rich Circe (GRK Office Manager), Ivy Velez (GRK Parts & Service Director), Telesha Williams (BDC Manager), Cassidy Thorpe (GRK Office Assistant) & Hector Santiago (GRK Lot Attendant)



Ivy Velez (GRK Parts & Service Manager), Cathy Riley (GRAG Corporate Culture Officer) & Marissa Rivera (GRH Service Advisor)



Brianna Zemrock (GRAG Marketing), Josue "Macho" Rivera (GRH Parts Director), Omar Espada (GRH Parts Advisor) & Brian Boglich (GRK Sales & Leasing Consultant)



For 61 years, Gary heard his father say "Gary, it doesn't cost any extra to be nice," And that's why he has an excessively positive outlook on things. If you tell him there's a 70% chance of rain, he doesn't even hear you; he just hears there's a 30% chance of sun.

That outlook on life, work, and community explains not only why Rome is TIME's Dealer of the Year for 2023, but why he's always been a **Difference Maker**.

-George O'Brien,
Editor, BusinessWest

Gary with David Nathan (Gary Rome Kia GM)



Gary with his wife, Jane.

Cover Story

On June 1, 2023, Gary Rome, President & CEO of Gary Rome Auto Group promoted two internal employees. Timothy Ferreira has been promoted to Chief Operating Officer of the company and Kevin Schechterle has been promoted to General Manager of Gary Rome Hyundai.



Tim Ferreira

Chief Operating Officer, Gary Rome Auto Group

Tim has been employed by Gary Rome Hyundai for 21 remarkable years, as Fixed Operations Manager, Parts Manager, and most recently General Manager at Gary Rome Hyundai. He has played a significant role in the dealership's huge success, with record breaking months, high employee retention, and numerous awards, including cleanest dealership and #1 in customer satisfaction, and most recently the 2023 TIME Dealer of the Year Award and Hyundai Board of Excellence. He was instrumental in the design and build of the upgraded 34,000 square foot GDSI 2.0 Hyundai dealership in 2016, installation of the dealership's solar field, electric vehicle infrastructure, which includes six level 2 chargers and

two level 3 chargers, and he is currently overseeing the design and build of the 10,000 square foot car wash, dog wash and detail center onsite. In his new position as COO, Tim will oversee the entire operational management of Gary Rome Hyundai, Gary Rome Kia of Enfield, and the all new Gary Rome Car Wash, Dog Wash & Detail Center which is expected to open this Fall.

"Leaders become great not because of their power, but because of their ability to empower others."





Kevin Schechterle

General Manager, Gary Rome Hyundai

Kevin has been employed by Gary Rome Hyundai for 9 years and held the positions of Service Manager, Sales Manager, and General Sales Manager. He will continue to expand his expertise in sales and daily operations of the dealership in his new role and he is laser focused on customer satisfaction and employee retention. Kevin will oversee all departments including sales, finance, service, parts, business development, marketing, human resources, accounting, and corporate culture.



Tim & Kevin with Norm Caruolo (left, Sales & Leasing Consultant) and Patrick Perez (right, Sales Manager)



"Teamwork divides the task and multiplies the SUCCESS."



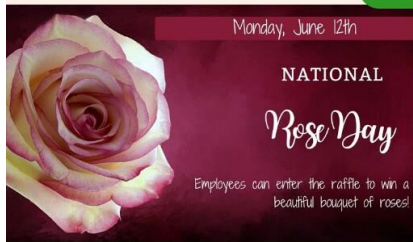
Cathy Riley, Corporate Culture Officer



CORPORATE CULTURE

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

JUNE'S RAFFLES



National Salad Month Luncheon!



GRAG Service Appt Coordinators Ali Knight & Alicia Williams,
Omar Espada (GRH Asst Parts Manager), Larry Goldberg
(GRH Sales)



Renee Charles (GRAG Controller), Kevin
Schechterle (GRH GM) & Cathy



CORPORATE CULTURE

LAST MONTH'S RAFFLE WINNERS



SUBWAY RAFFLE WINNERS: Alicia Williams (GRAG Appt Svc Coordinator) & Ivy Velez (GRK Parts & Service Director, who also won the Wendy's Raffle!)

NATIONAL BBQ DAY RAFFLE WINNERS: Sales & Leasing Consultants, Larry Goldberg (GRH) & Sebastian Rivera (GRK)



NATIONAL WATER PLANT DAY RAFFLE WINNERS: Cristobal Orellana (GRH State Inspector/Porter) & Hector Diaz (GRK Lead Porter)

OUTBACK STEAKHOUSE RAFFLE WINNERS: Brittany Zabielski (GRAG Social Media Admin) & Hector Santiago (GRK Lot Attendant)



CORPORATE CULTURE

THIS GAL'S
RETIRED

Kylin Sorl

Ky has been employed by Gary Rome Auto Group as a data analyst since 2015. She is planning to do a lot of camping this summer and spend time with her dog! She is a past winner of Employee of the Month. We can always count on Ky to get the job done, she will be missed!



With Charlene Cocrane
(GRAG Warranty Admin)

THIS GUY'S
RETIRED

Jack Eisenstadt

Jack has been employed as a Sales & Leasing Consultant at Gary Rome Hyundai since 2012. Jack is a class act. We will surely miss his quirky sense of humor and kind heart! Jack will be playing lots of baseball and traveling to Maine.



Ky, GRAG BDC Specialists Karissa LeDuc & Annique Kort, Telesha Williams (BDC Manager) & Brianna Zemrock (GRAG Marketing)



Jack with Cathy & Gary

SHOP TALK | OFFICE BANTER | SALES PITCH

GARY ROME
HYUNDAI



DUE...BACK AT THE OFFICE: Kiara Vazquez (BDC) returned to work in June, after her maternity leave



DUE...BACK AT THE SHOP??: Chris Bergeron (left) has not returned back to work due to an injury. We miss him and hope he's back soon! With Mike Aubrey (Parts & Service Manager) and Javier Santiago (Technician)



COOKIE MONSTER: Berto Garcia (Technician) chows down on a chocolate chip cookie with Pauli Bonavita (left, Sales) and Tim Ferreira (right, COO)



50 SHADES OF TWINNING: Kevin Covington (Sales) and Tim Ferreira (COO) twin, in style

SHOP TALK | OFFICE BANTER | SALES PITCH



ON TOP OF HER GAME: the Kia team gathers around Ivy Velez, Parts & Service Director, to celebrate her 15 year work anniversary. L to R: Noel Delrio (Exclusive Kia Tech), Merissa McClain (Service Advisor), Hector Ortiz (Service Advisor/Shop Manager), Ivy, Trisden Toccaline (Service Manager), Luinis Fermin (Exclusive Kia Tech), Zach Rodriguez (Parts Manager), Joel Oquendo (Service Tech), Danny Sanchez (Parts Advisor), Dustin Merrill (Exclusive Kia Tech) & John Rivera (Master Tech)

BRING YOUR GOOD TIMES, AND YOUR LAUGHTER TOO!

Gary Rome Kia exceeded their monthly goals in April and the team celebrated in style at Villa Napoletana



Back L to R: Rich Circe (Office Manager), Brian Boglisch (Sales), Sebastian Rivera (Sales), Justin Martin (Sales), Shaun Stevens (Finance), John Bruso (Sales), Steve Liptak (Used Car Manager)
Middle L to R: Merissa McClain (Service Advisor), D'Angelo Sanchez (Sales), Ivy Velez (Parts & Service Director), Cassidy Thorpe (Office Asst), Hector Santiago (Lot Attendant), David Nathan (GM), Trisden Toccaline (Service Manager), Zach Rodriguez (Parts Manager)
Front: Jess Rios (Lot Manager)

SHOP TALK | OFFICE BANTER | SALES PITCH



CELEBRATE GOOD TIMES, COME ON: Sales & Leasing Consultants D'Angelo Sanchez, Sebastian Rivera, Brian Boglisch, John Brusco & Justin Martin



THERE'S A PARTY GOING ON RIGHT HERE: D'Angelo Sanchez (Sales), Cassidy Thorpe (Office Assistant), Sebastian Rivera (Sales), Steve Liptak (Used Car Manager), Dave Nathan (GM), & Ivy Velez (Parts & Service Director)



WE GONNA CELEBRATE & PARTY WITH YOU: David Nathan (GM), Steve Liptak (Used Car Manager) & Shaun Stevens (Finance Manager)

Happy Birthday!

Colleen Lent	06/03
Michael Raymond	06/09
Annique Kort	06/13
Mike Aubrey	06/17
Ivy Velez	06/17
Jonathan Rivera	06/19
Trisden Toccaline	06/19
Edgar Vazquez Sr.	06/19
D'Angelo Sanchez	06/23
Bobby Kosior	06/26
Joshua Jimenez	06/28
Michael Davenport	06/29
Brianna Zemrock	06/29
Javier Santiago	06/30

HAPPY ANNIVERSARY!

Nikki Lussier	1 Year	Robert Gourde	3 Years
Alicia Williams	1 Year	Colleen Lent	3 Years
Paul Maiolo Jr.	2 Years	Brianna Zemrock	4 Years
Cristobal Orellana	2 Years	Paul Bonavita	7 Years
Hector Ortiz	2 Years	Steve Liptak	15 Years
Josue "Macho" Rivera		16 Years	

MONTHLY BIRTHDAY CAKE CELEBRATION!

@ **GARYROME
HYUNDAI**



Bobby Kosior (Sales), Javier Santiago (Technician), Mike Aubrey (Parts & Service Director) and Colleen Lent (Registry Clerk)

SPECIAL RECOGNITION



Steve Liptak (Gary Rome Kia Used Car Manager) celebrates his 15 Year Work Anniversary on June 18th



Welcome to the Family, **Ryan Dusza**! Ryan is the new General Sales Manager at Gary Rome Hyundai



Phil Brecher (GRH Sales) and his fiancée, **Mariah**, purchased a new home in South Hadley, MA

SPECIAL RECOGNITION



Araz Mamedov (GRH Master Technician) welcomed baby boy, Ali, on May 1st



Telesha Williams (BDC Manager) welcomed baby boy, Tyson, on May 25th



Danny Sanchez (GRK Parts Advisor) welcomed baby girl, Evangeline, on May 26th



Welcome to the Family, **Sebastian Rivera**!
Sebastian is a new Sales & Leasing Consultant at Gary Rome Kia



Congratulations to Gary Rome Hyundai Technician **Amanda Carson**, on her first engine replacement

LAST PAGE THROWBACK



On November 29, 2017, students from Balliet Middle School in Springfield visited Gary Rome Hyundai. Gary educated the students about the power of advertising, in the newspaper!



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

WESTERN MASS
NEWS
3 abc 40 FOX 6

**RUN
OR
WALK**



REGISTER!

Prizes for
top dog, top
male, top
female

Refreshments
will be served
after the
race.



