

The Gary Rome Auto Group Insider

DECEMBER 2021 | SPECIAL EDITION

2021 Tree from Paul Bunyan's Farm and Nursery
Decorated by Cathy Riley and Edgar Vazquez Sr.

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....And Much More!



Welcome to the special edition of the Gary Rome Auto Group Insider. In this edition, get an inside look at the first annual Trees of Hope event that we held at the dealership from November 5th to November 19th to benefit the Ronald McDonald House Springfield. See what exciting things are to come in 2022. We are so thankful for our customers and staff that made 2021 such a special year for us. Here is to a wonderful holiday season and healthy successful 2022!



A MESSAGE FROM GARY ROME, PRESIDENT OF GARY ROME AUTO GROUP

"You can't expect your life to be perfect, you've never lived this life before. You will say the wrong thing. You'll make bad decisions in life, work, & relationships. You'll be both the worst version of yourself in moments, and the best in others. The point of life isn't to be perfect, it's to be a great student."

~Mark Groves



REFLECTING ON 2021: WORDS FROM GENERAL MANAGERS, TIM FERREIRA (HYUNDAI) AND DAVID NATHAN (KIA)



*Tim Ferreira,
General Manager
Gary Rome Hyundai*

I would like to take this time to thank everybody for an amazing year. We've overcome some very challenging times. We've taken 2021 and made it the most successful Gary Rome Hyundai year ever. This could have never been done without each and every one of you. I want to wish everybody a happy and healthy holiday season. I look forward to working with each and every one of you in 2022.

I would like to thank all the employees of Gary Rome Kia for their outstanding performance this year. I was very proud to see how everyone has worked through these unprecedented times. While we had no idea what to expect, we were able to achieve all the goals we set as a dealership, but exceed our expectations. I am unsure of what 2022 has to offer. I am sure that as long as we approach the unknown with the same attitude and hard work we had this year, there is no limit to what we can achieve. I want to wish everyone at Gary Rome Auto Group a happy holiday season and a safe prosperous new year!



*David Nathan,
General Manager
Gary Rome Kia*

EMPLOYEE SPOTLIGHT

Here, we recognize employees who have recently celebrated an anniversary or are recognized by a member of management for going the extra mile during the month.

I would like to shout out to **Jessica Rios**. Jessica has stepped up and helped me in a time of need while I was short-staffed including the Parts Department. She is the jack of all trades and has helped tremendously. Jessica, thank you for being part of my team.

*~ Ivy Velez, Parts and Service Director
Gary Rome Kia*

I'd like to thank my entire BDC team for an outstanding year. Even with all our COVID challenges, we've managed to set and break records all around. We even had fun while doing it. Cheers to the end of 2021 and I look forward to seeing and working with you in 2022.

*~ Telesha Williams, Business Development
Manager, Gary Rome Auto Group*

Shout out to **Dara, Cathy, Brittany, and Brianna** for the amazing job with the Trees of Hope Event. Every aspect of this event was a success because of you guys and the numbers show. The Ronald McDonald House and Gary Rome Hyundai are lucky to have you. You have all made such a difference in so many lives.

Thank you!

*~ Tim Ferreira, General Manager
Gary Rome Hyundai*

Shout out to the **Parts and Service Department** for a great year!

*~ Geo Vazquez, Parts and Service Director
Gary Rome Hyundai*

A HUGE shout out to **ALL Gary Rome Employees**. Everyone has pulled together and made the last year an amazing success. Thanks to all your hard work and dedication we have not only survived through COVID but broken records for both dealerships! Thank you for all that you do every day. Best wishes and success in the upcoming year.

*~ Renee Charles, Controller
Gary Rome Hyundai and Kia*

Happy Anniversary!

NOVEMBER 2021

- PHILLIP BRECHER 1 YEAR
- SHAWN STEVENS 1 YEAR
- GILBERTO VEGA 1 YEAR
- HECTOR SANTIAGO 2 YEAR
- NICHOLAS DUCLOS 3 YEARS
- ARAZ MAMDEOV 10 YEARS

DECEMBER 2021

- CHRIS FENTON 3 YEARS
- EDGAR VAZQUEZ SR. 3 YEARS
- RENEE CHARLES 6 YEARS
- JOHN BRUSO 13 YEARS
- JUAN ROMERO 14 YEARS
- JOSH CALKINS 18 YEARS





ANNOUNCEMENTS FROM CAPTAIN CULTURE, CATHY RILEY!

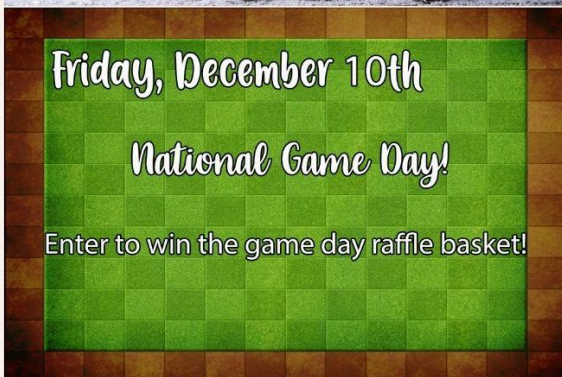
Saturday, December 4th
National Candle Day!

Enter to win the candle
raffle basket!



Friday, December 10th
National Game Day!

Enter to win the game day raffle basket!



Friday, December 10th

Join us for a
continental breakfast
at 9:00AM
in the
Conference Room!



National
Gingerbread House Day!

Enter to win a 4 foot
coloring gingerbread
house!

Sunday, December 12th

Wednesday, December 15th

National Cupcake Day!

Enter to win the cupcake raffle basket!



I want to thank everyone involved in helping with our first annual Trees of Hope event and all the fundraising done during the year to benefit The Ronald McDonald House. The dealership looked absolutely beautiful and a total of over \$126,823 was raised during the 15-day event. Thank you again for being an amazing and selfless group of people to work with!

- Cathy



Thank you Edgar Sr. for helping with "Big Red" this year, the tree looks stunning!



GET TO KNOW PRE-OWNED SALES MANAGER, STEVE LIPTAK FROM GARY ROME KIA

For this month's spotlight, we interviewed Steve Liptak and got to know a little bit more about him and his background. Steve Liptak is the Pre-Owned Sales Manager at Gary Rome Kia. Back in June, he celebrated his 13 year anniversary with the company. He has worked in the automotive industry his whole life. As many will say, Steve brings much joy to each of his colleagues at Kia. Thank you for all you have done and continue to do to help make Gary Rome Kia so successful. We are very lucky to have you as a part of the family.

What is your professional background?

I started in the car business at a very young age. My father was an automotive service and parts director for the past 50 years. I used to go to work with him starting around age 8 during school breaks. I started cleaning cars, scrubbing the garage floors on the weekends, filing repair orders and by age 13 I was plowing snow. When I graduated from high school I got an offer to come work for Gary who had just opened our Kia location. I've been here ever since doing everything from lot management, swaps, inventory control, sales, and have been Pre-Owned Sales Manager for the last 8 years. Oh, and I still have to plow snow.

What is your favorite part about your job?

Working hands-on with so many different types of vehicles has always been my passion. Part of the reason I got into the Used Car side of the business is being able to expand your variety of car sales from trucks to exotics to sport cars. Running the pre-owned sales department keeps me constantly on my toes with the ever-changing market. I love the team that I work with and it makes doing my job easy and fun.

If you could learn about anything in the world, what would you like to know more about?

I would like to know more about construction and being able to build things. Since becoming a homeowner one of the most rewarding things I feel is being able to fix or build something yourself! I am a big believer in being self-reliant-saves money!



GARY ROME HYUNDAI HOSTS FIRST INAUGURAL TREES OF HOPE

On Friday, November 5th Gary Rome Hyundai held the Preview Night event for the first inaugural Trees of Hope event to benefit the Ronald McDonald House Charities Springfield. Over 150 guests were in attendance. Those guests included Holyoke's new Mayor, Josh Garcia, Ray Berry: Owner of White Lion Brewing, Holyoke High Schools Madrigal Choir, and other several city officials and business owners. This event was catered by Center Square Grill, HighBrow Wood Fired Kitchen + Bar, Pete's Sweets, and White Lion Brewing. There was a live auction that consisted of 11 items up for bidding. The event ran from Preview Night through November 19th. Joining us for our special promotion days on weekends were the Springfield Thunderbirds with Boomer Claus, Irish Singer Dee Reilly, Ohana School of Performing Arts, and of course Santa Claus, who came for a special visit all the way from the North Pole. Altogether, the event raised over \$126,823! We are overwhelmed and grateful for the amazing turnout for this event. A special shout out to Event Coordinator, Jessica Roncarati-Howe, you truly did a remarkable job! We look forward to hosting this event for many years to come!



"The number of people who have been here tonight to support the Ronald McDonald House is overwhelming."

- Michelle D'Amore, Executive Director of the Ronald McDonald House of Connecticut and Western Massachusetts

"To be a part of the Trees of Hope event was an absolute honor. It was truly a remarkable success and I am looking forward to the next years ahead!"

- Brittany Zabielski, Social Media Administrator
Gary Rome Auto Group



"It truly was an honor having the opportunity to play a role in this event. It is such an indescribable feeling to watch something you were part of unfold and turn out so successful!"

- Brianna Zemrock, Social Media Administrator
Gary Rome Auto Group



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



Can you believe it is already the end of 2021?! It sure has been quite the year. I would like to take this time to congratulate everyone and let you all know how great of a job you have all done in each of your departments during these trying times. Here is to a happy healthy 2022! Now let's take time to reflect back on some highlights here at the dealerships.



Gary began 2021 by celebrating a successful 24 years at Gary Rome Hyundai and 14 years at Gary Rome Kia.

HAPPY 60TH BIRTHDAY, GARY!

In September, we celebrated Gary's 60TH birthday with a surprise party and invited everyone from Gary Rome Hyundai and Kia to help celebrate his special day with him. Gary was overwhelmed and so surprised to see his work family here to surprise him.



EMPLOYEE APPRECIATION 2021!

Saturday, September 25th, was our annual Employee Appreciation Party held at Knights of Columbus in Chicopee, MA. Employees from both Hyundai and Kia were in attendance. The night was full of laughs, fun, dancing, and memories that will last a lifetime with our work family. We also named our two newest Employees of the Year. Congratulations to Cathy Riley and Hector Santiago! Thank you to everyone who helped plan this party and made it one we will never forget!





Employee of the Year 2021
Gary Rome Hyundai
Cathy Riley



Employee of the Year 2021
Gary Rome Kia
Hector Santiago

CORNHOLE TOURNAMENT IN SUPPORT OF BREAST CANCER!

In October, we had the privilege of hosting the Each Moment We're Alive/Circle of Angels Walking Team Cornhole Tournament in partnership with Rays of Hope to raise money for the cancer support group. There were 22 teams that registered and attended and raised \$1,100 for the cause.



CELEBRATING OUR 2021 EMPLOYEES OF THE MONTH!



January 2021



Kia

Justin Guerreiro

February 2021



Hyundai

Edgar Vazquez Jr.



Kia

Hector Santiago

March 2021



Hyundai

Edwin Feliciano



Kia

Noel Delrio

April 2021



Hyundai

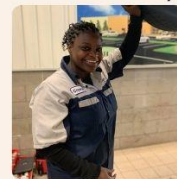
Kevin Covington



Kia

Brian Boglish

May 2021



Hyundai

Crystal Alston



Kia

Trisden Toccaine

June 2021



Hyundai

Brianna Zemrock



Kia

Katelyn Doyle

2021 EMPLOYEES OF THE YEAR



2021

Cathy Riley



2021

Hector Santiago

July 2021



Hyundai

Cathy Riley



Kia

Adrian Santiago

August 2021



Hyundai

Colleen Lent



Kia

Jessica Rios

WHO WILL BE OUR 2022 EMPLOYEES OF THE YEAR?

September 2021



Hyundai

Edgar Vazquez Sr



Kia

Dustin Merrill

October 2021



Hyundai

Cristobal Orellana



Kia

Brian Boglish

November 2021



Hyundai

Charlene Cocrane



Kia

Jessica Rios

December 2021



Hyundai

Robert Gourde



Kia

Dustin Merrill



CONGRATULATIONS TO OUR DECEMBER 2021 EMPLOYEE OF THE MONTHS!



Robert Gourde,
Employee of the Month, December 2021
Gary Rome Hyundai

It is with great enthusiasm to congratulate Robert for Employee of the Month! Robert brings such great attention to detail to work day in and day out. He is always willing to go the extra mile for our customers and our employees! Whether it is stocking the coffee bar, showing a vehicle, performing a lot check, or closing the gate at night, he does it with a smile. You are an asset to our organization and a great example of how to treat people like family! Congratulations and keep up the good work!!

-Kevin Schechterle
Sales Manager at Gary Rome Hyundai



Congratulations to Dustin Merrill our Employee of the Month! Dustin is a kind and hardworking individual. He constantly is going out of his way to help out in the shop. Dustin is extremely eager and always willing to learn. He is a true team player and we are very grateful to have such an awesome person on our team.

-Ivy Velez
Parts and Service Director at Gary Rome Kia



"HAPPINESS IS HAVING GREAT CO-WORKERS!"

Who said that work always had to be serious?! Catch employees from Gary Rome Hyundai and Kia at various events having fun and making others laugh!



"HAPPINESS IS HAVING GREAT CO-WORKERS!"



WELCOMING EVERYONE WHO JOINED OUR AUTO GROUP FAMILY IN 2021!



Dara Davignon,
Executive Assistant
Gary Rome Auto Group



Edward Clark
Service
Gary Rome Hyundai



Stephanie Rivera
Receptionist
Gary Rome Hyundai



Johan Colon
Service
Gary Rome Hyundai



Danny Sanchez
Parts
Gary Rome Hyundai



Cristobal Orellana
Service
Gary Rome Hyundai



Paul Maiolo Jr.
Receptionist
Gary Rome Hyundai



Hector Ortiz
Service Advisor
Gary Rome Kia



Adrian Santiago
Service
Gary Rome Kia



Lindsay Lapan
Office
Gary Rome Hyundai



Peter Lustenberger
Sales
Gary Rome Hyundai



Hector Velez
Service
Gary Rome Hyundai

We also welcomed:

- Joel Oquendo, Service, Gary Rome Kia
- Luis Fermin Reyes, Service, Gary Rome Kia
- Hector Robles, Parts, Gary Rome Hyundai



THAT CONCLUDES ANOTHER YEAR AT GARY ROME AUTO GROUP!

I would like to thank everyone for a great 2021! All of this could not have been done without each and every one of you! We are so grateful to have such loyal clients who support us time and time again. We are also grateful for the new family members we welcomed to the Gary Rome Hyundai and Kia families this year. Kuddos to our Gary Rome Hyundai and Kia staff for always showing up and performing to the best of their abilities and helping each other when necessary. We hope 2022 is even better.

Have a joyous holiday season and a healthy new year!

-Brianna Zemrock, Social Media Administrator, Gary Rome Auto Group

If you have new marketing ideas or promotions you would like to see come in 2022 please feel free to submit them to marketing. We are always open to new ideas!





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www.GaryRomeKia.com

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Holyoke, MA 01040
(413) 536-4328
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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?



What does
PASSION
mean to you?

What does
CARING
mean to you?

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