

# NEWSLETTER



## BUILDING BRANDS WITH PURPOSE AND PASSION

“Success in sales comes from the heart—build relationships, provide value, and the numbers will follow!”

Dear Doral Automotive Group Family,

As we step into February, we want to take a moment to express our heartfelt gratitude to every member of our extended family—our dedicated team, loyal customers, and incredible community.

Being a family-owned business means everything to us. It means that every handshake, every smile, and every moment spent helping you find the perfect vehicle comes from a place of genuine care. At Lincoln of Cutler Bay, Ford of Kendall, and Doral Lincoln, we are not just here to sell cars—we are here to build relationships, support our community, and create experiences that make a difference in your lives.

February is a month that reminds us of the power of connection and appreciation. Whether you're visiting us for service, looking for a new ride, or just stopping by to say hello, know that you are part of something special. Your trust and support fuel our passion, and we are committed to giving you the very best—every time, without exception.

From our family to yours, we wish you a month filled with joy, success, and meaningful moments. Thank you for being a part of the Doral Automotive Group family—we wouldn't be here without you!

With gratitude and warmth,  
The Somoano Family

# HELLO & WELCOME

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February, 2025

## Message From our CEO

“People are the real heart of any company. You make the difference in our level of success. Doral Auto Group prioritizes you to ensure that we provide the best customer service imaginable.”



**Luis Somoano**  
CEO & President

“The only goal you can’t accomplish is the one you don’t go after”



## DORAL AUTOMOTIVE GROUP

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**DORAL**  
LINCOLN



**LINCOLN**  
OF CUTLER BAY



**FORD**  
OF KENDALL

# Here is the Recipe From Our CEO

## Chicken Cacciatore



### Chicken Cacciatore

You'll love this hearty, rustic chicken cacciatore recipe with mushrooms and bell peppers in a flavorful tomato sauce. Fall apart tender chicken with all the comforting aromatics and Italian flavors the family loves. You can make it stovetop or in your crockpot. Serve it with crusty bread or on top of plain pasta, polenta or rice.

### Ingredients

- 6 CHICKEN THIGHS BONE IN, SKIN ON, TRIMMED OF EXCESS FAT
- KOSHER SALT AND BLACK PEPPER
- EXTRA VIRGIN OLIVE OIL
- 1 SMALL YELLOW ONION CHOPPED
- 2 CELERY RIBS CHOPPED
- ½ RED BELL PEPPER CHOPPED
- ½ GREEN BELL PEPPER CHOPPED
- 8 OUNCES MUSHROOMS (WHITE OR BABY BELLA) CLEANED AND SLICED
- 3 GARLIC CLOVES MINCED
- 1 TSP OREGANO
- 3 SPRIGS FRESH THYME
- 2 TBSP FRESH CHOPPED PARSLEY MORE FOR LATER
- PINCH RED PEPPER FLAKES
- 1 CUP RED WINE
- 28 OUNCE CAN CRUSHED TOMATOES

### Instructions

1. Pat the chicken dry and season with salt and pepper on both sides and underneath the skin.
2. In a large pan or braiser (with a lid), heat 2 tbsp extra virgin olive oil over medium-high until shimmering but not smoking. Add the chicken, skin side down first. Cook until golden brown, then turn over to brown on the other side (about 8 minutes total). Remove the chicken and set aside on a plate.
3. In the same braiser, add the onions, celery, peppers, mushrooms, and garlic. Cook over medium heat, tossing regularly. Add kosher salt, pepper, oregano, fresh thyme, parsley and red pepper flakes. Allow the vegetables to cook for 5 to 6 minutes or until tender.
4. Add the red wine and cook for a few minutes until the wine has reduced by about 1/2, then add the tomatoes. Cook 5 to 10 minutes over medium heat, stirring occasionally.
5. Now add the chicken pieces back to the pan. Reduce the heat to medium-low. Cover and allow the chicken to cook for 30 minutes or until cooked through.





### A word from Cary Castro, GM of Lincoln of Cutler Bay

As we step into February, I want to remind each of you that we have an incredible opportunity to make this month one of our best yet. The dedication, passion, and hard work you bring every day set us apart, and I have no doubt that we can push even harder to reach our goals.

Let's stay focused, support one another, and continue delivering the exceptional experience our customers deserve. Every deal, every interaction, and every effort counts. I believe in this team, and I know we can achieve great things together. Let's make February a record-breaking month!

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### A word from Steve Smith, GM of Ford of Kendall

February is here, and it's time to shift into high gear! Every customer who walks through our doors is an opportunity to showcase our passion, expertise, and commitment to excellence. We have the talent, the drive, and the teamwork to make this month a huge success.

Let's stay hungry, push harder, and go the extra mile to make a difference. Success is built on effort, and I know this team has what it takes to deliver big results. Keep the energy high, the focus sharp, and let's make February one to remember!



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### A word from Miguel Otero, GM of Doral Lincoln



As we progress in february lets take this time to shine! We have an incredible team, top-tier vehicles, and the drive to make this month a huge success. Every customer who walks through our doors is an opportunity to showcase the excellence that defines Doral Lincoln.

Let's bring the energy, the passion, and the determination to exceed our goals. Stay focused, stay motivated, and let's make every deal count. I believe in each and every one of you—together, we can achieve greatness!

# Join our family and grow together! Refer Someone Today!



## Edith M. Muniz

### HR Director

Contact me directly if you know of a candidate that would like to join the best family owned dealer group in Miami!

Office: (786) 582-6743

[emuniz@doralautogroup.com](mailto:emuniz@doralautogroup.com)



Just a friendly reminder that you can view all of our job postings in ADP under Myself, Talent, Career Center. Here you can apply for internal posts and share job postings with friends. Right now, we are looking for a Service Dispatcher, Technicians, Sales Associates, and many other positions! Please take a look at our career page !

### Customer Facing Positions at Each of our Dealers

We have many customer service opportunities in our Sales and Service Departments! Strong interpersonal and communication skills are a must! Customer service or hospitality background preferred. Positions include, Greeter, Loaner Coordinator, Service Concierge, and much more. If you are interested or know someone, please send them our way!

### All Positions other than Technicians

We will pay \$250.00 for any candidate referred who successfully passes the interview, background checks and is hired by the company. Referrals are paid 30 days after the referral provided the associate is still actively employed.

### Service Advisor

The right candidate is outgoing, likes dealing with the public, organized and/or has prior service experience. If you are interested in applying for the Service Advisor position, please let your manager know and include why you feel you are qualified for the position.

**DORAL AUTOMOTIVE GROUP**

DORAL LINCOLN FORD OF KENDALL LINCOLN OF CUTLER BAY



## **AUTOMOTIVE TECHNICIAN EMPLOYEE REFERRAL**

The Company encourages all employees to refer qualified job applicants for available jobs openings. Other than managers in the line of authority and all Human Resources personnel, all employees are eligible to receive employee referral awards. When making referrals, instruct the applicant to list the employee's name on their employment application as the referral source.

If the referral is hired and completes 1-3 months of service and the employee is still and employee of the Company, the employee is eligible to receive a monetary award.

**The reward is currently a gross amount of up to \$1,500 for Automotive Technician Employee Referrals.**

It will be paid as follows;

<b>\$ 1,500</b>	<b>Master /ASE after 90 days</b>
<b>\$ 500</b>	<b>Line Tech after 60 Days</b>
<b>\$ 250</b>	<b>Apprentice / Express Tech after 30 days</b>

\*In the event that the referring employee is terminated, the payout will be discontinued

**DORAL LINCOLN**  
9000 NW 12th St, Doral, FL 33172  
**786-522-5351**

**LINCOLN OF CUTLER BAY**  
11020 SW 186th St, Miami, FL 33157  
**786-857-5000**

**FORD OF KENDALL**  
15551 S Dixie Hwy, Miami, FL 33157  
**305-238-9211**



# Briskco in Action



## The Importance of Digital Well-being: Balancing Screen Time

In today's digital age, screen time has become an inevitable part of our daily lives. From work tasks to social media and entertainment, we spend hours staring at screens. While technology has greatly improved our lives, excessive screen time can have negative effects on our mental and physical health. In this edition, we explore the importance of digital well-being and offer practical tips to help you create a healthier balance in your digital life.

### Why Screen Time Matters

Excessive screen time can lead to a variety of issues:

- **Mental Health:** Studies have shown that too much screen time, especially on social media, can lead to increased anxiety, stress, and feelings of loneliness. Constant comparison and information overload can negatively affect self-esteem.
- **Eye Strain:** Staring at screens for long periods can lead to digital eye strain, causing headaches, dry eyes, blurred vision, and neck or back pain.
- **Sleep Disruptions:** The blue light emitted by screens interferes with melatonin production, the hormone responsible for regulating sleep. This can result in difficulty falling asleep and poor sleep quality.
- **Decreased Productivity:** Continuous screen use can lead to distractions, lower focus, and decreased productivity, especially when tasks spill into personal time.

# Briskco in Action



## Tips for Managing Screen Time



### 1. Set Screen Time Limits

It's essential to set boundaries on your screen time, especially for personal activities like social media or entertainment.

### 2. Take Regular Breaks

Follow the 20-20-20 rule: every 20 minutes, take a 20-second break and look at something 20 feet away. This helps reduce eye strain and gives your mind a moment to rest. Also, stand up, stretch, and walk around for a few minutes to avoid physical discomfort from sitting too long.

### 3. Use Blue Light Filters

To minimize the negative effects of blue light, especially during the evening hours, consider using blue light filter apps or adjusting the settings on your devices. Many smartphones, laptops, and tablets now have built-in blue light filters that automatically adjust to the time of day.



In our connected world, managing screen time has never been more important. By setting boundaries, using blue light filters, and creating a healthier digital workspace, you can enjoy the benefits of technology without sacrificing your mental and physical well-being. Start taking small steps today to improve your digital habits and create a better balance in your life.

Here's to a healthier digital lifestyle!

**BRISKCO Team**



# PHOTO GALLERY

Here are a few pictures of our amazing staff in action across our dealerships and events! From helping customers find their perfect vehicle to participating in community gatherings, our team is always dedicated and passionate about what they do.





Associates are encouraged to apply for and share any position within the organization. Also, you should notify your manager as well as the General manager to let them know you are interested in a posted position. Please note, you will need to meet the qualifications listed in each position.

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Current Openings (18 of 18) [Minimize](#)

e.g., Jobs in California, Jobs posted last month, Sales Manager, etc.

Filter jobs to do the following: ☒ Apply (18) ☒ Refer or share with friends (18)

FINANCE MANAGER

Administration | Miami, FL, US

12 days ago

Refer and earn \$250

SHARE WITH FRIEND

Apply

SALES MANAGER

Administration | Miami, FL, US

13 days ago

Refer and earn \$250

SHARE WITH FRIEND

Apply

SERVICE RECEPTIONIST

Service | Palmetto Bay, FL, US

30+ days ago

SHARE WITH FRIEND

Apply

SALES ASSOCIATE

Combined Sales | Miami, FL, US

30+ days ago

Refer and earn \$250

SHARE WITH FRIEND

Apply

DIESEL

Service | Palmetto Bay, FL, US

30+ days ago

SHARE WITH FRIEND

Apply

PARTS OUTSIDE SALES

Parts | Palmetto Bay, FL, US

12 days ago

Refer and earn \$250

SHARE WITH FRIEND

VIP SERVICE AND SALES SPECIALIST

Administration | Doral, FL, US

30+ days ago

Refer and earn \$250

SHARE WITH FRIEND

SERVICE ADVISOR

Administration | Miami, FL, US

30+ days ago

SHARE WITH FRIEND

AUTO SHOP SERVICE DISPATCHER

Administration | Doral, FL, US

30+ days ago

SHARE WITH FRIEND

SERVICE TECHNICIAN

Administration | Doral, FL, US

30+ days ago

SHARE WITH FRIEND



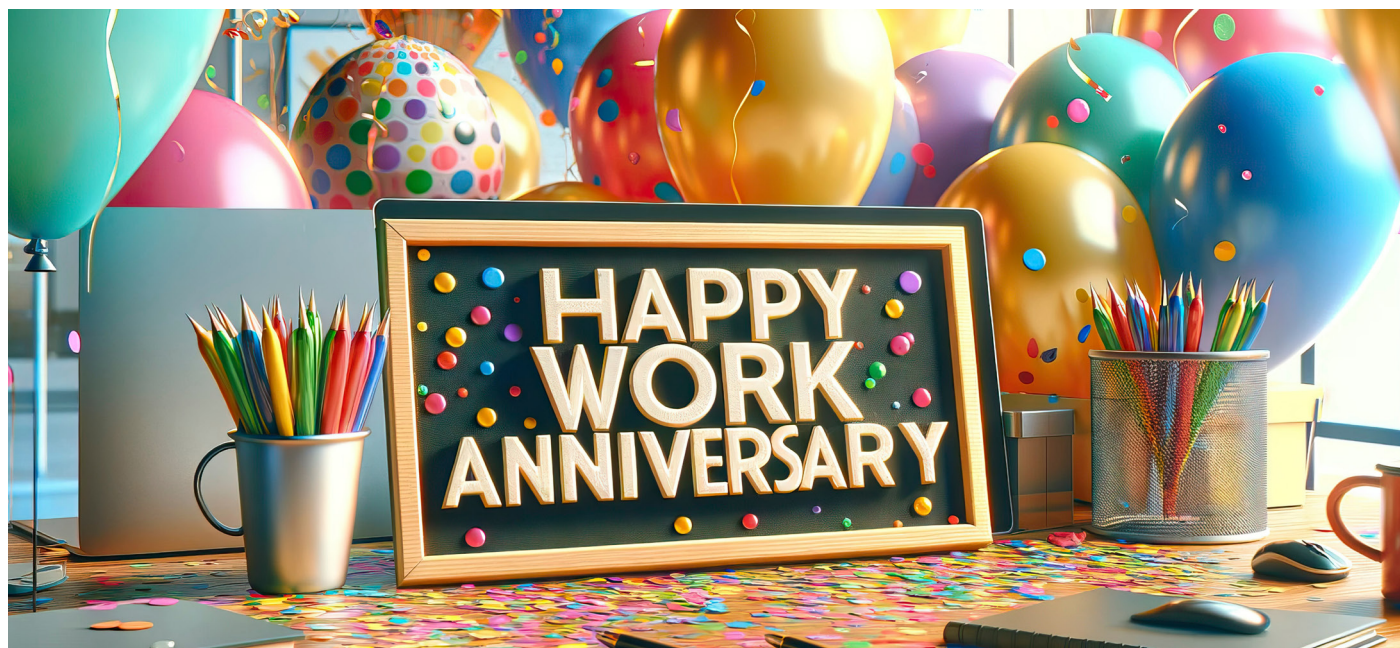


February babies are known for their intelligence, creativity, and strong-willed nature. Born under Aquarius (Jan 20 - Feb 18) or Pisces (Feb 19 - Mar 20), they are either independent and innovative or dreamy and compassionate. They are friendly yet mysterious, often possessing a deep emotional side. Studies suggest they have a higher chance of being left-handed, and their birthstone, amethyst, symbolizes wisdom and protection. With the violet as their birth flower, they embody loyalty and faithfulness. Natural humanitarians, they care deeply for others while maintaining a unique and determined spirit! ☐☐☐

Kevin Alexander Contreras Garcia	02/01	Liudmila Columbie Lopez	02/02
David Gonzalez	02/02	Robert J Kussell	02/04
Keiyeli Caridad Omana Urbina	02/04	Alexa J Gonzalez	02/05
Carlos F Ibarrola	02/05	Pablo Correa	02/06
Roberto Dieguez	02/08	Jade Hernandez	02/10
Michael Morales	02/10	Jesus E Perez	02/11
Rene Alberto Rodriguez	02/11	Hector Rodriguez	02/13
Gregory Alexis	02/15	Guillermo Enrique Savelli Pinto	02/16
German Fernandez	02/17	Jairo Rafael Lindado	02/17
Robert Paul Schickman	02/17	Michel Companioni Vergara	02/18
Juan Carlos Urrutia	02/20	Felix Callico	02/21
Alayn Martinez	02/23	Jose Rivera	02/23
Dayana O Larias Chie	02/24	Rafael Orta	02/24
Lidisis Beatriz Miranda Lopez	02/26	Mercedes Rodriguez	02/26

Let’s Celebrate!





Happy Work Anniversary! Your dedication, hard work, and commitment have been truly invaluable. Over the years, you have made a lasting impact with your contributions, teamwork, and passion for excellence. We appreciate everything you do and celebrate this milestone with you. Wishing you continued success, growth, and many more achievements ahead. Congratulations!

Jose M. Cartas	14 Years	Augusto Rodriguez	13 Years
Sylvia Yolanda Lopez	5 Years	Divan Casanova	5 Years
Romer Stekman	5 Years	Osmany Perez Reyes	5 Years
Fidel Cuervo Ruiz	4 Years	Alexander Garrido	4 Years
Liss Channtel Urbaez Nunez	2 Year	Ernesto Jose Medina Lobo	2 Year
Eddy Raul Fajardo Diaz	2 Year	Alex Ivan Marquez	2 Year
Danny Ariel Oropesa Pinon	2 Year	Dayana Leal Perez	2 Year
Yohania Macias Contreras	1 Year	Hector Alexander Gonzalez Jr	1 Years
Jorge Toll Frometa	1 Year	Mairym Mustelier Dominguez	1 Years

# Congratulations!



# We are Miami!

Team, your dedication, hard work, and commitment are the driving forces behind our success, and together, there's nothing we can't achieve! Let's keep pushing forward with passion, embracing challenges as opportunities, and supporting one another every step of the way—because when we work as one, we make greatness happen!

