

NEWSLETTER



BUILDING BRANDS
WITH PURPOSE
AND PASSION

“Alone we can do so little; together we can do so much.” –

Helen Keller

A message from our Controller, Kristina Perez-Cubas

Success isn't just about individual effort; it's about the collective power of a team united towards a common goal. Let's continue to support each other, collaborate effectively, and celebrate our shared victories. Together, there's no limit to what we can accomplish!



HELLO & WELCOME

September, 2024

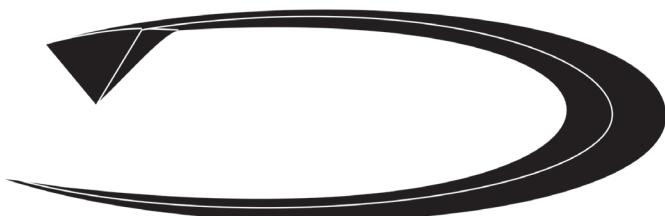
Message From our CEO

We must be willing to let go of the life we planned so as to have the life that is waiting for us.



Luis Somoano
CEO & President

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



DORAL AUTOMOTIVE GROUP

DORAL
LINCOLN



LINCOLN
OF CUTLER BAY



FORD
OF KENDALL

Cuban Garbanzos Fritos



Here is the Recipe From Our CEO



Cuban Garbanzos Fritos

Garbanzos Fritos is a delicious and flavourful Cuban dish. Easy to prepare, this chickpea-based meal is adaptable: skip the chorizo to make it a vegetarian meal. This recipe uses pantry ingredients and is ready in about 30 minutes.

Method

STEP 1 : First, wash and chop all your produce.

STEP 2 : Dice your onion, tomatoes, and pepper. And drain your chickpeas and slice your chorizo. Set aside

STEP 3 : In a hot pan, sauté the garlic and onion in a little of olive oil - big enough to get all your ingredients in.

STEP 4: After about 2 minutes, once, the onion, pepper and garlic are golden and fragrant, add your fresh tomatoes, chorizo tomato sauce, chickpeas, oregano, cumin and salt.

STEP 5: Reduce the heat and let it simmer for 20-25 minutes.

STEP 6: Serve alone or with some rice and enjoy!

Ingredients

1/2 Onion Chopped	2 cloves garlic minced
2 Tomatoes medium size, diced	1 pepper red, yellow or orange
10-15 slices chorizo	1 can chickpeas 250g or dried chickpeas soaked and cooked
1 cup tomato sauce plain	1/2 teaspoon cumin
1 teaspoon Oregano	1/2 teaspoon Salt

Get to Know your Executive Team. Our Profile Feature for September is our Director of Operations, Karen Somoano Rodriguez.

Karen Somoano Rodriguez is our Director of Operations for the Doral Automotive Group (Doral Lincoln, Ford of Kendall, and Lincoln of Cutler Bay). Karen was born and raised in Miami, FL and graduated from the University of Miami with a masters in Accounting and later became a CPA working at Ernst & Young. In 2009, when she graduated college her parents purchased Doral Lincoln and in 2013 her father recruited her to join the company. She attended the NADA (Dealer Academy) and worked in all departments at the dealership from service, sales, accounting and wound up falling in love with internet sales and grew that department at Doral initially as the Internet Sales Director. In 2019 we purchased Ford of Kendall and in 2020 we opened the brand new Lincoln of Cutler Bay, and then she transitioned to her role as Director of Operations over the three stores. Karen's mother Liliana has helped Karen and the company get involved in many organizations like American Cancer Society, Live Like Bella, Cystic Fibrosis foundation, Driven to Give where Lincoln has donated to many charities and local schools, Lotus House and many more. Karen serves on the Board of Directors for the Boys and Girls Club of Miami and is also on the Board of Ford Direct. She also recently started an Instagram called Miami Car Mom, where she gives car buying tips and vehicle walkarounds for women and moms.





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

Team work is very powerful, “Coming together is a beginning. Keeping together is progress. Working together is success.” – Henry Ford



A word from Steve Smith, GM of Ford of Kendall

Never underestimate one's significance to our mutual success. Our results are greatly impacted by each of our daily achievements. We appreciate your ongoing efforts and thank you!



A word from Miguel Otero, GM of Doral Lincoln

Believe and act as if it was impossible to fail.



We would like to introduce everyone to the Doral Automotive Group Accounting Team.

This team is led by Kristina Perez-Cubas, Noemi Abreu and Alejandro Era. Working closely with this Awesome Management Team is the following Associates:

Rosie Averhoff, F&I Product Submissions and Cancellations

Franci Rogers, Inventory and Factory Incentives

Ana Camejo, AR and Reconciliation Specialist

Cesar Alfaro, AP Specialist

Sylvia Lopez, Title Specialist

Abraham Hernandez , AP Assistant and invoice processing

Paola Daiz, F&I Product Submissions and Cancellations

Marisleydi Solis Prieto, Billing Specialist

Dena Hernandez, AP Specialist

Bibi Calderon, Title Specialist

Felicia Hodges, Payroll Manager

The accounting department in the Automotive industry is quite intricate, since there are many profit centers, fixed assets, and not to mention the large vehicle inventory. The accounting department is responsible for documenting and keeping count of all transactions for all the dealership departments. This includes payroll, accounts payable, accounts receivable, billing of retail deals, inventory, dealer trades, wholesales, title work and all the required reconciliations. The Team is an integral part of the dealership. They support all our associates and work closely with them to answer any questions and resolve issues. They ensure proper controls are followed and protect the assets of the dealership.

We are very proud of our Accounting Team. They are a Center of Excellence and take their work very seriously.

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

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, Greet er, 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



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 an 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:

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

*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



How We're Working to Keep You Safe

Strengthening Our Defense

As we enter September, we're excited to update you on how BRISKCO is strengthening our digital security to better protect you. Cyber threats are evolving, so we've made key upgrades to ensure we stay ahead and remain your trusted first line of defense.



Smarter Threat Detection

We've upgraded our threat detection systems with the latest AI-driven technology. These enhancements allow us to monitor your network 24/7, detecting unusual activity and responding immediately to mitigate any risks.



Briskco in Action

Stronger Login Security

We're strengthening our Multi-Factor Authentication (MFA) protocols. Our new MFA system provides an additional layer of security, ensuring that only authorized users can access your network and data. This upgrade is designed to protect you against unauthorized access, even if passwords are compromised.



Reliable Data Backup

Data is one of your most valuable assets, and protecting it is our top priority.

We're improving our backup system to recover it faster if anything goes wrong, ensuring minimal disruption to your work.



Thorough Security Checks

We've also introduced more rigorous security audits to identify potential vulnerabilities before they become issues. Our team conducts regular assessments of your network, devices, and applications to ensure they meet the highest security standards.



Ongoing Security Training

The FTC Safeguard Rule stresses that staff training is key to a strong security program. It reminds us that security is only as strong as the least careful employee. To keep everyone safe, regular security training and updates are essential. In addition to the required annual training managed by KPA, we also offer additional weekly micro security training for all users.



PHOTO GALLERY

Here are a few pictures of the past events we as a group have enjoyed together and participated in supporting our community. We thank each of you that were able to attend a few of the events such as the Miami Auto Show, The Energy Expo. We also include picture of our Director of Operation being interviewed.



E V E N T S

**Miami Auto Show**
Aug 30-Sep 8th

Step into Automotive Excellence: The Miami International Auto Show
For over five decades, the Miami International Auto Show has been the beating heart of automotive innovation and excitement.

Mummies Night Out
Oct 25th

WHAT | Miami Mom Collective invites you to the premier Halloween event in Miami for Moms.

MUMMIES NIGHT OUT is an elevated Moms' Night Out Event with a Halloween twist hosted at Lincoln of Cutler Bay.

Wing It for a Cause
Fashion show
Sept 6th - Lincoln of Cutler Bay

7th Annual "WING IT" For a Cause is back join this EPIC fashion show and Wing Competition, network have fun, and support Silent Angels!

International Ski Event
Nov 2nd & 3rd

The Greater Miami Ski Club was founded in 1955 (chartered in 1956) as a family-focused club centered around show-skiing. Members performed in Miami, Cuba, Columbia, Venezuela, Nicaragua and Panama, with performances at the Orange Bowl Regatta

Mobile Van Event at
Key Largo
Sept 21st

Have you ever wished that our service team could come to your home in Hialeah, FL? With Lincoln Mobile Service, that dream can be a reality.

Gus Machado Golf Classic
November 4th

In 1998, Gus Machado founded the Gus Machado Classic Charity Golf Tournament benefiting the American Cancer Society. He took his passion and love for golf and turned it into generosity.

Please email rvasquez@doralautogroup.com if you would like more info on any event you are interested in attending.



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.

Myself

My Information

- Profile

Time Off

- My Time Off

Benefits

- Enrollments
- Employee Discounts - LifeMart
- Retirement Account
- Documents

Personal Information

- Dependents & Beneficiaries

Talent

- Career Center

My Learning

Career Center

Career Center Home | My Applications | My Referrals

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 <input checked="" type="checkbox"/> Refer and earn \$250 <input type="checkbox"/> SHARE WITH FRIEND	PARTS OUTSIDE SALES Parts Palmetto Bay, FL, US 12 days ago <input checked="" type="checkbox"/> Refer and earn \$250 <input type="checkbox"/> SHARE WITH FRIEND
SALES MANAGER Administration Miami, FL, US 13 days ago <input checked="" type="checkbox"/> Refer and earn \$250 <input type="checkbox"/> SHARE WITH FRIEND	VIP SERVICE AND SALES SPECIALIST Administration Doral, FL, US 30+ days ago <input checked="" type="checkbox"/> Refer and earn \$250 <input type="checkbox"/> SHARE WITH FRIEND
SERVICE RECEPTIONIST Service Palmetto Bay, FL, US 30+ days ago <input type="checkbox"/> SHARE WITH FRIEND	SERVICE ADVISOR Administration Miami, FL, US 30+ days ago <input type="checkbox"/> SHARE WITH FRIEND
SALES ASSOCIATE Combined Sales Miami, FL, US 30+ days ago <input checked="" type="checkbox"/> Refer and earn \$250 <input type="checkbox"/> SHARE WITH FRIEND	AUTO SHOP SERVICE DISPATCHER Administration Doral, FL, US 30+ days ago <input type="checkbox"/> SHARE WITH FRIEND
DIESEL Service Palmetto Bay, FL, US 30+ days ago <input type="checkbox"/> SHARE WITH FRIEND	SERVICE TECHNICIAN Administration Doral, FL, US 30+ days ago <input type="checkbox"/> SHARE WITH FRIEND



People born in September frequently have a strong creative spirit. They enjoy expressing themselves through painting, music, and other forms of creativity. Good communication skills – September-born babies are known for their remarkable communication abilities. More babies are born every day in September than in any other month of the year. So why is September the most common birth month? Turns out it has a lot to do with 9 months before that, in December — the month where couples are most likely to conceive.

Anaivis Gonzalez de Leon	09/03	Eduart Torres Aguilar	09/03
Erika Maria Arango Velez	09/05	Ashley Maria Galo	09/07
Daelon Tyre Lawson	09/07	Natasha B Lacayo	09/09
Mirtha C Del Rey	09/10	Oscar Alejandro Granados	09/10
Diana Rivero	09/11	Cristian Vulture Yanes	09/12
Sebastian Christian Fernandez	09/15	Dena Annette Hernandez	09/16
Manuel Ernesto Gutierrez Moreno	09/16	Jose Sanjurjo Sanchez	09/16
Carlos Enrique Herrera Cabrera	09/18	Jorge Herrera	09/18
Alexander R Hernandez	09/19	Anthony A Rosales	09/20
Graviel Perez	09/20	Davis Brito	09/22
Mauricio Lazaro Rodriguez	09/22	Irene Margarita Quijada De Olses	09/24
Ryan-Jon Dieguez	09/24	Chrisandra Mogollon	09/24
Kevin Raul Cruz Varela	09/24	Abel Eiranova	09/30

Let's Celebrate!



Happy work Anniversary! Thank you for your hard work, dedication, and commitment to excellence. Words can't describe how proud we are of you. You're an integral part of our Organization, and we couldn't be more grateful for your service. Happy Work Anniversary!

Steven G Smith	5 Years	Frank Granda	5 Years
Mark Thomas	4 Years	Ryan-Jon Dieguez	4 Years
Ashley Maria Galo	4 Years	Miguel A Valle	4 Years
Francelys Veloz Urra	3 Years	Watson Jasmin Daleus	2 Years
Bryan Rojas	1 Year	Felix Eduardo Ortega Ortiz	1 Year
Juan Jr Torres	1 Year	Jennifer Rodriguez Silva	1 Year
Carlos Hugo Betancur Solorzano	1 Year	Osvaldo Perez	1 Year
Carlos Rafael Roque Gutierrez	1 Year	Monica Caridad Coello	1 Year
Yenisfer Baro Vazquez	1 Year	Carlos Elisa Solis	1 Year
Juan Camilo Andreani	1 Year	Eduart Torres Aguilar	1 Year

Congratulations!



DORAL AUTOMOTIVE GROUP

DORAL  **LINCOLN**  **FORD**
LINCOLN OF CUTLER BAY OF KENDALL

FORMALLY INVITES YOU TO THE

Winter Wonderland CHRISTMAS CELEBRATION

WELCOMING ALL ASSOCIATES TO JOIN US ON THIS EVENING

DECEMBER

SUNDAY | **15** | 2024

HILTON BLUE LAGOON
5101 BLUE LAGOON DRIVE, MIAMI, FL

Save the Date



Thank you and we look
forward to a strong
September!