



TCA MONTHLY
JANUARY 2024
 TRI-COUNTY AUTO SUPPLY COMPANY



TRI-COUNTY AUTO SUPPLY COMPANY – JANUARY

THE YEAR IN REVIEW

From the Desk of the president.

To all my valued clients, friends, and family I sincerely hope you all had a safe and healthy holiday season. The automotive industry has had its fair share of unique challenges in 2023. Despite these numerous challenges, Tri County Auto Supply along with my strong business partner Tatiana Santiago and our support staff, have been able to navigate through the rough waters and continue to grow and be successful. This success was based on the basics of business, starting with an amazing support staff who are and are all focused on doing the job right the first time.



To quote the late Charlie Munger (Warren Buffet’s partner); “If you think success is based on how much money you have or made last year then you are far from being successful. It’s the opportunity you give others that you work with to grow and show their potential.” Life is all about constantly learning and growing. With that in mind, my lesson for 2023 is to always remember the importance of helping others while at the same time staying focused on family.

I’ve been blessed this year. My wife Jamie and I have six healthy and happy grandchildren, three children who are finding their way through life. All the while my wife fights to stay as healthy as possible as she suffers from a debilitating illness. I look forward to 2024 and my goal is to continue to learn, help others, and set plenty of time aside to enjoy my family.

Best Regards,

Gary Finkelstein
 President/CEO



2023 Charitable Contributions

- Tunnel To Towers
- St. Jude Children’s Hospital
- Shriners Hospital



TCA HAPPENINGS

New VP of Operations – Just when you thought she couldn't possibly take on any more work at TCA, Owner/General Manager Tatiana Santiago has been offered (and accepted) a new position as Vice President of Operations. Now I know what you're thinking, give the poor girl a break she does enough around here already. While this may be true, we're confident nobody else would be able to handle this additional responsibility like she can. We can sleep soundly at night knowing Tatiana will be leading the charge on our journey to success in 2024. Please join me in congratulating Tatiana on her new position.



First-Time Home Owner – It's not necessarily integral to TCA's daily operations but still a nice story nonetheless, sales representative Zachary Finkelstein recently purchased his first house. That's not an easy feat in any real estate market, especially this one. Congratulations Zach on the incredible accomplishment.



Social Media Revamp – We have some fantastic news for anyone that's a fan of Tri County's monthly newsletter. Starting this month, newsletter editor-in-chief Phil Peraino will be taking over management of TCA's social media accounts. One of Tri County's main goals in 2024 is to expand our social media presence to help provide all our valued clients with the information they need to successfully run their dealerships. Rest assured you can expect the same great content on social media that you've become accustomed to getting in the newsletter.

Happy Anniversary – We have two important work anniversaries this month at TCA. On January 23rd sales rep Brenda Tarazona celebrates her first full year working at Tri County. It's not easy to come in here as a new sales rep, but Brenda really hit the ground running. Her commitment to providing the best possible service to her customers is unparalleled and we're lucky to have her on the team. Our other anniversary belongs to warehouse associate Angel Cabrera. Since joining TCA two years ago, Angel (perhaps the quietest person on Earth) has become an invaluable member of the warehouse team. Our warehouse wouldn't run as well as it does without him.



NEW YEAR NEW-ISH TCA

Tri County's motto for 2024: when other vendors' prices go high, Tri County goes low. We understand the need to find balance between providing excellent service, as well as quality products at the best possible price. We will be working hard in 2024 to improve every facet of our business. Please allow us to review your facilities' specific needs this year and create a customized program tailored to meet those needs. We've built our platform on transparency with our clients, and will continue to do so in 2024.

Give us a follow!

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