

The Remi Group Employee Becomes National Celebrity

Trina McConico, Director of Human Resources, Featured in Toyota Commercial

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Trina McConico has worked for [The Remi Group](#) since 1998. With a local modeling background, winner of national hair show awards, and featured in The Remi Group's own [marketing and information videos](#), McConico is now expanding her acting experience as a subject in one of [Toyota's commercials](#) for the "Toyota Stories" series.

As mentioned in the commercial, McConico has purchased four Toyotas in her lifetime. Ironically, only weeks after having a conversation with her father about the recent recall, McConico's local Toyota dealer contacted her about possibly starring in one of their new television commercials. McConico recalled her father calling in a panic when news about the recall hit. She calmly explained to her father that her car did not have any of the symptoms mentioned and that she had confidence in Toyota. His response was, "You really stand behind that Toyota brand don't you?" So, when McConico received the call from Toyota she knew she was the perfect candidate for the job.

"It was very interesting to see that side of the coin on how a commercial is actually put together," says McConico. "They made it easy; I was saying what I felt and what I wanted to say."

The producers told McConico to simply be herself, "When I went to speak, I spoke from my experience. I could not speak for everybody else. So that's what I tried to concentrate on as well. I didn't have any concerns and fears that people were not going to like what I said, because I really spoke from my heart." As a response, McConico's colleagues and loved ones told her how compelling, convincing, and genuine she sounded.

McConico wasn't informed on how the whole commercial was going to look; she thought there would be scenes of cars driving down the street, or clips of the other individuals being interviewed. So when she saw the commercial for the first time, she was surprised that she was by herself. "The close up blew me away. I have a big screen TV, and it was like, 'Wow!' when I saw it for the first time," recalls McConico.

The commercial featuring Trina McConico aired during the Olympics, NBA and College Basketball games, The Biggest Loser, The Celebrity Apprentice and American Idol. Trina viewed the broadcast of her commercial for the first time during American Idol. "I have been getting phone calls and emails from people all over the place who have seen the commercial. The attention has been unreal!"

The commercial has made McConico a local star! "I feel like a celebrity now. I even received a letter from the Screen Actors Guild," says McConico, "It's an experience I will never ever forget. I've never done anything like this before. Seeing yourself on TV for the first time is a feeling that I can't even describe. It was a fun experience." With her acting debut for The Remi Group's ["Knowledge is Power" video](#), in 2006 McConico has had some experience in front of the camera.

As one of the original five employees of The Remi Group, McConico has influenced the character and culture of the company demonstrated by her loyalty to the company over the past twelve years. McConico has worn many hats throughout her career with The Remi Group. She helped to organize and develop the company's original claims department, worked as the Director of Operations, and later assumed the roll of Underwriting Manager. In 2008, Dan Schuster, Founder and CEO approached McConico regarding the open HR Director position. Having worked at The Remi Group for 10 years, there was no one he trusted more than her to take the position. McConico loves her newest job because she is now able to interact with everyone within the company. "I love The Remi Group, I think what we have to offer is a very special niche program, it's something different. There are not a lot of companies out there that can do what we do." McConico closes by saying "There are certain people that I want to be proud of me. My parents of course, and Dan Schuster is right at the top of my list. So the moment that Dan came into my office, told me that he had seen the commercial, and complemented me on how well I did, it was just as important to me as if my dad and mom had said it."