

CONGRATULATIONS!

Tonita Valencia was one of our very first members of CVBIZNETWORK.com and was recently honored for her outstanding customer service at the “Make Someone a Star” breakfast that is put on by the City of Palm Desert and the Palm Desert Chamber of Commerce.

Tonita has lived in Palm Desert for thirty five years, oddly enough in the same house too. She has worked at Automated Telecom for the past seven years and loves every minute of it. Tonita says she enjoys helping people understand the technology world, as it can be very intimidating for many individuals. She enjoys breaking it down and explaining how it works, which takes away the customers fear and then as she put it “you have customers for life.”

If you know Tonita when she talks about her children she lights up the room she is the proud mom of two boys and two girls they are her pride and joy, her oldest son graduated from the Naval Academy and he is now a captain and a Naval Aviator. She also has two grandchildren Diego and Javier and they now live in Okinawa, Japan

She loves to swim and dance but admits she just needs to learn to relax and enjoy all of the blessings that she is surrounded with in her life. I asked Tonita to tell me something about herself that no one knows about and she revealed that her nickname is “Mother Vader” she smiled and said “Don’t let my smile fool you, I am TOUGH!” Her son Cesar nicknamed her Darth Vader and then over the years he changed it to Mother Vader, she says, “She made those poor children watch the Star Wars Trilogy.”

Finally I asked Tonita, “What makes you get up in the morning?” Her response was, “Sheer determination to succeed and continue to grow and survive!”

Congratulations Tonita, we appreciate what you bring to the business community here in the Coachella Valley.