



Ciudad del Mar

No. 2

**AT THE
BEACH!**



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Editor's note

Thank you for joining us again for another edition of “**Ciudad del Mar**”. This comic strip was successfully launched last May, and we hope you read the first copy that arrived to your hands with interest and curiosity. We are pleased to think that this short comic will soon form part of your working life at Tafer Hotels & Resorts and the Villa Group.

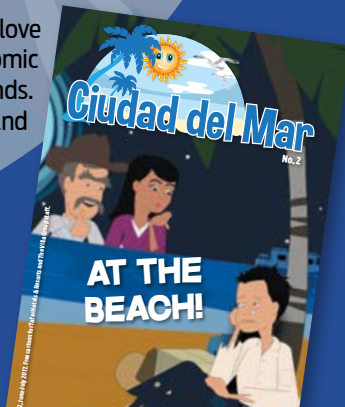
In this issue you will meet Valentín. As we mentioned in the previous issue, the main character of each edition is a member of staff from one of our companies. Although the name is fictitious, his story is real. He came, just like you, looking for a job opportunity; and thanks to hard work, dedication and effort, he is now one of our most esteemed members of staff.

We can all be like Valentín: doing our best, making improvements and reinventing ourselves each and every day so that we can grow within the company and, in turn, improve our standard of living and lifestyle. Just like our protagonist, every extra effort you make takes you further along the road to success and personal development.

Such stories of overcoming challenges come about thanks to the difficulties we face. If you think that the situation you are going through is too overwhelming, we want to tell you with all certainty, that you can overcome it. Each success story is preceded by some kind of crisis, pain, or dissatisfaction. The best change comes from within. As Valentín shows us: try and you can achieve what you set out to do.

If you think there is an incredible story amongst your coworkers, we want to extend the invitation to you once again to share it with us by sending an email to delmarcomic@gmail.com. Do not forget to put the name, phone number, place of work and position.

Finally, we would love that you share this comic with your family and friends. Feel free to take it home and make it available to your nearest and dearest.



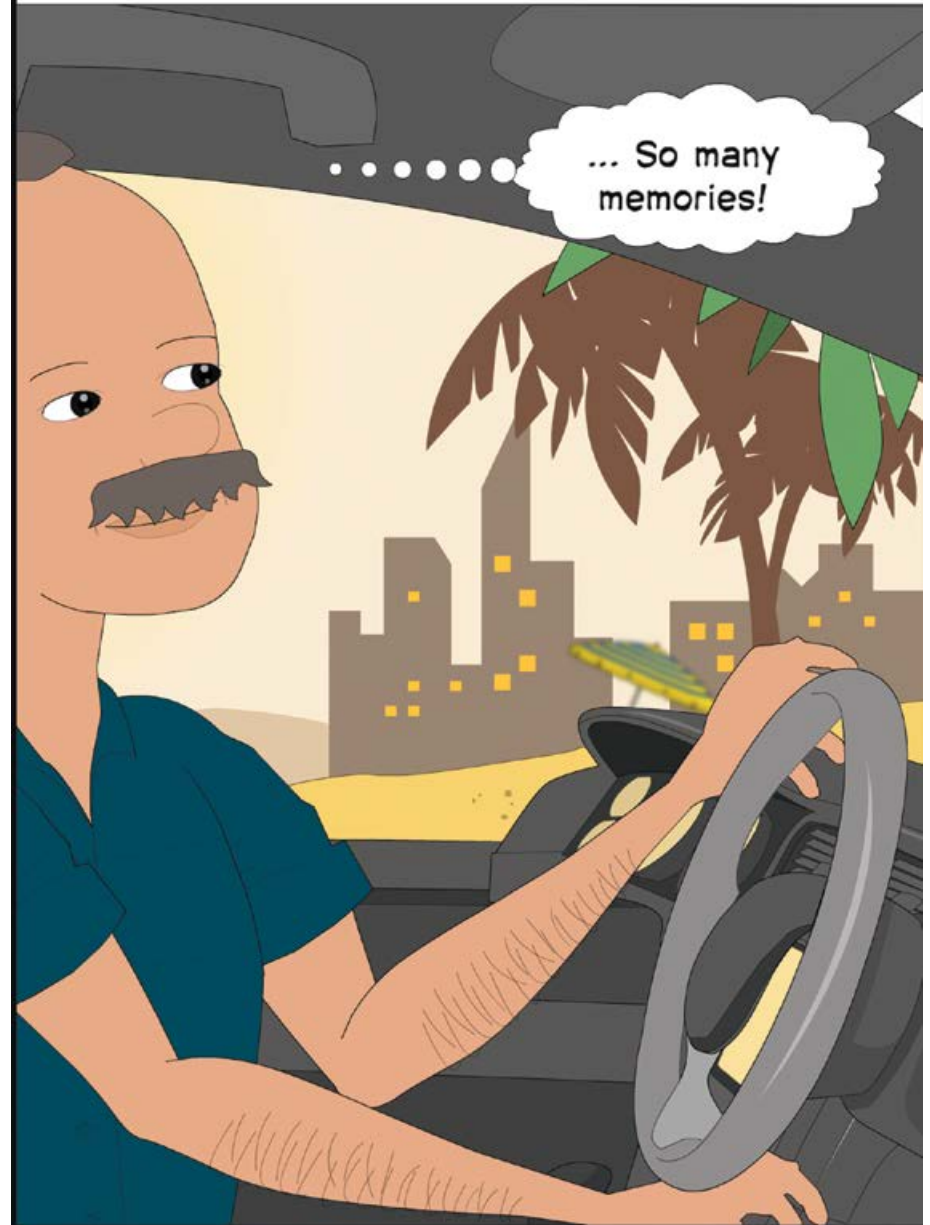
When he's not working his day job, he uses his free time to drive a taxi that belongs to his father-in-law.



The extra money is welcome as he wants to offer his family more opportunities.



His work history, dedication and humble background keeps his feet on the ground.



... So many memories!

... As a child living in Villa del Maíz, a town close to Ciudad del Mar, Valentín experienced hardship, scarcity and handwork...

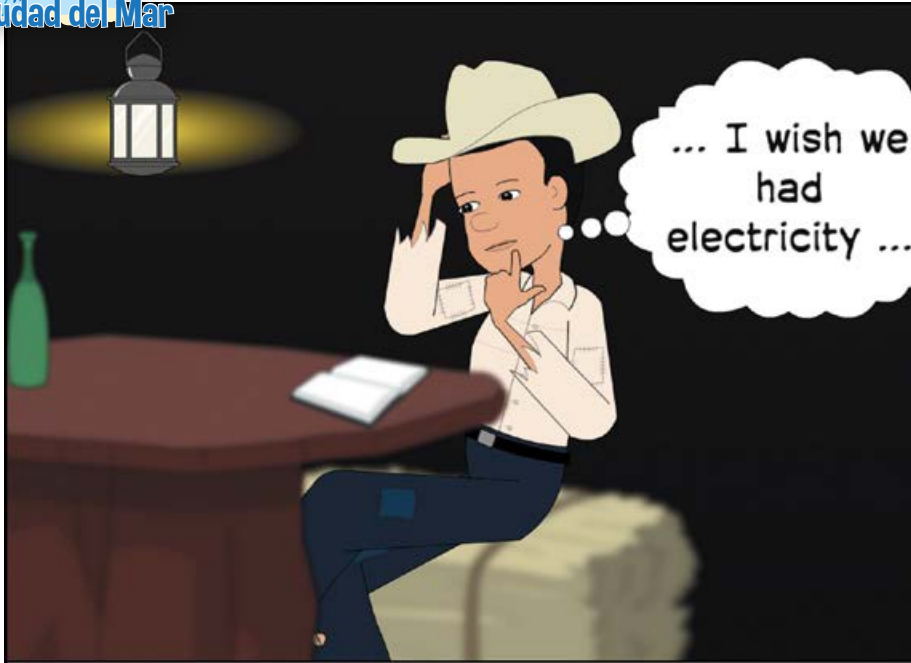
...La de laaa mochila'zuvul...

Valentín, lunch is ready!

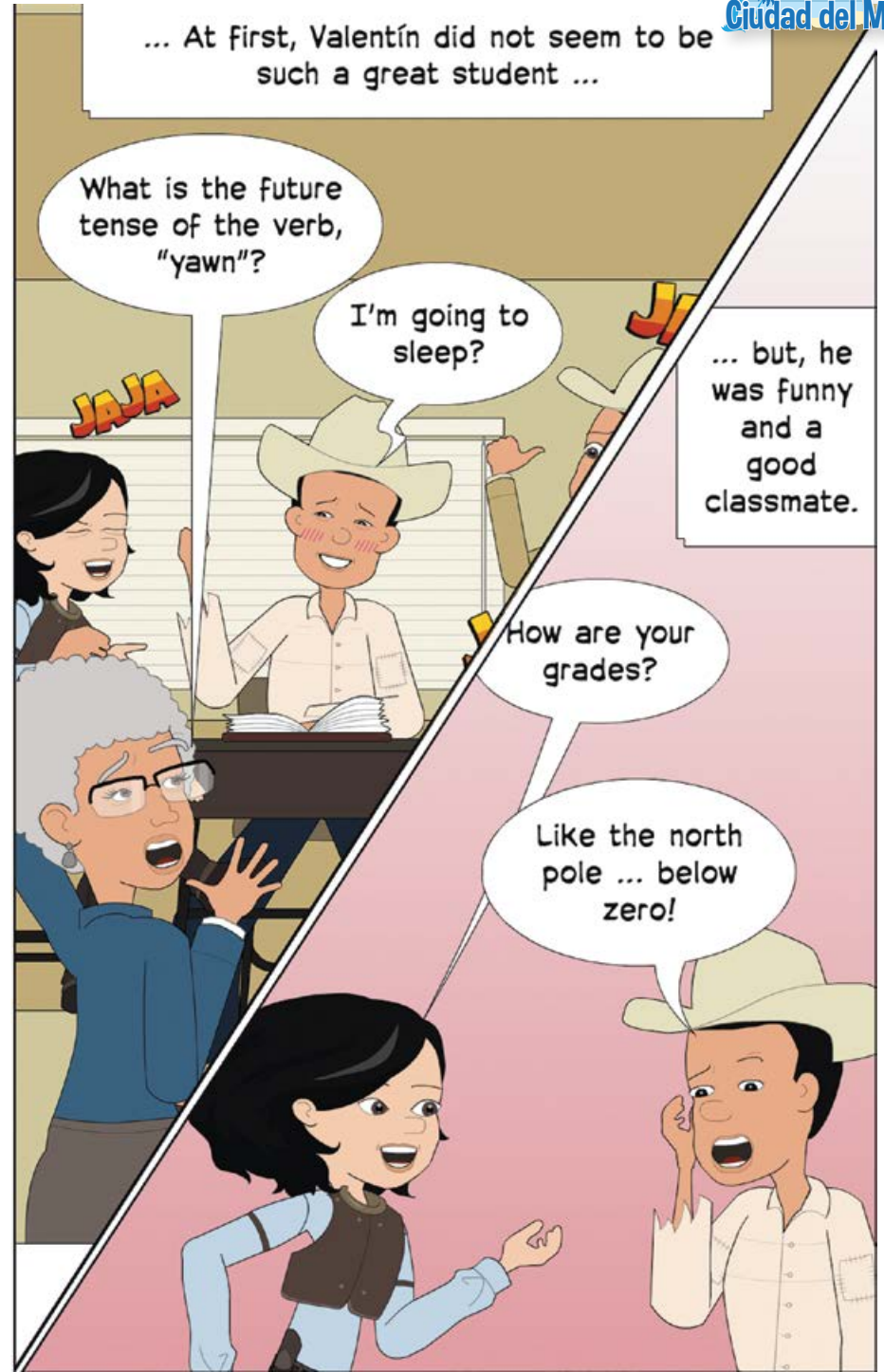
...beans, water ... and tacos with more beans!

Son, we brought you up to be grateful!

His parents worked in the fields and Valentín was the third of five brothers. Resources were tight and had to stretch for all of them.



Because they didn't have any electricity for lighting, he would sometimes have to go to the bus station to study.



... At first, Valentín did not seem to be such a great student ...

What is the future tense of the verb, "yawn"?

I'm going to sleep?

JAJA

... but, he was funny and a good classmate.

How are your grades?

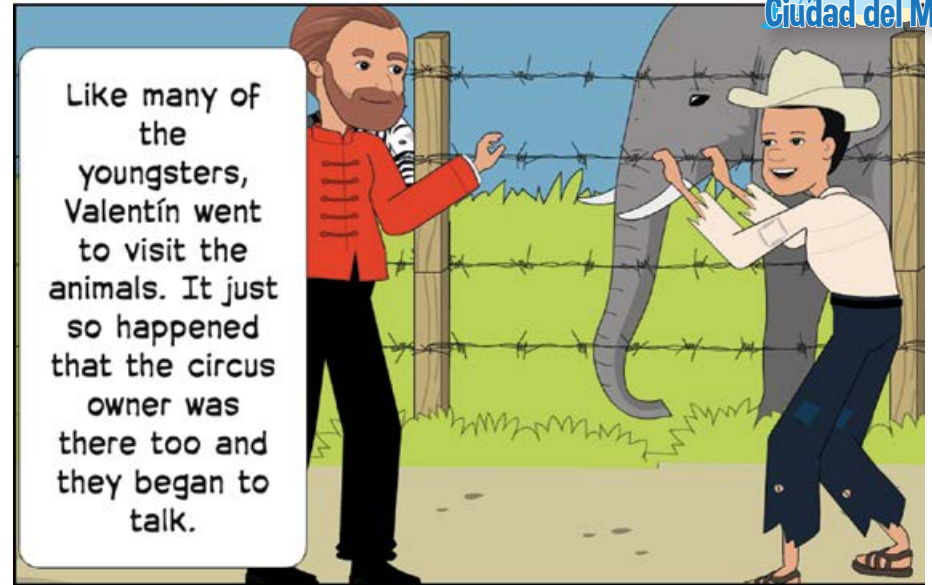
Like the north pole ... below zero!

But his life took a turn when the circus came to Villa del Maíz.



Wow! It's so cool!

Like many of the youngsters, Valentín went to visit the animals. It just so happened that the circus owner was there too and they began to talk.



What are you called, boy?

Valentín, Sir

Do you like the circus?

Yeah!

Would you like to work here? You'll have to have good grades at school, of course.

Really? Wow! I'm in!

The circus was a great incentive.

What is a modal verb?

They are verbs that help another verb...

Very good Valentín!



After school, his afternoons were taken up with the circus. He loved all the tasks he was given.



The circus stuck around for a month and a half in Villa del Maíz. Mr. Hernán was very happy with Valentín's work.

When you finish junior high, come and find me in Ciudad del Mar ...

I will, Mr. Hernán! I promise!



Valentín made plans.

If I were to move to Ciudad del Mar... I could explore new horizons!

Oink! Oink!

Mr. Hernán gave me his card. I'm going to try!

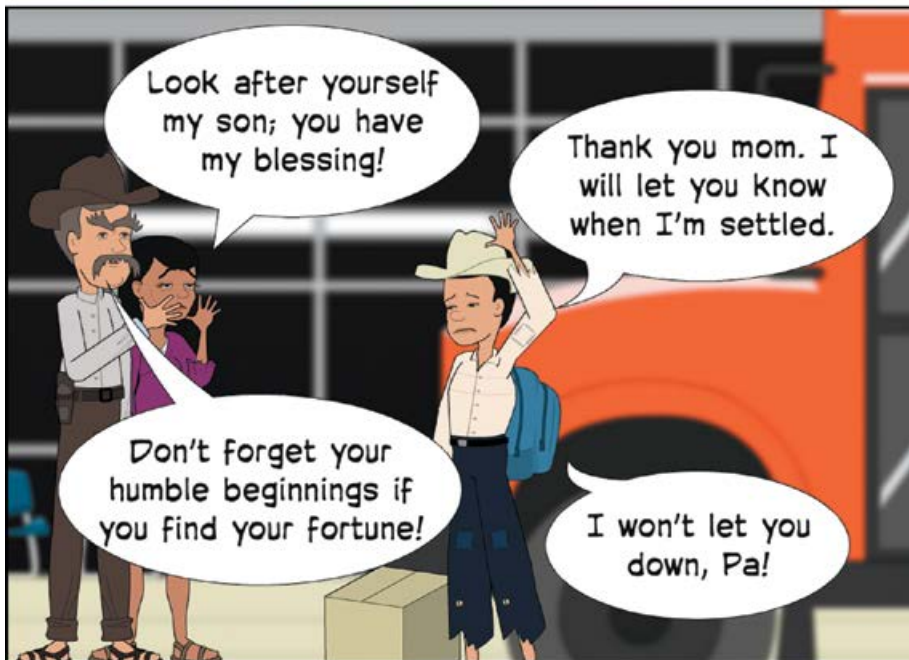




Ma, Pa... I'm going to move to Ciudad del Mar with Mr. Hernán. I'm going to try my luck. Do I have your blessing?

Well, son... for the boat to float, it has to be in the water!

God bless you son!



Look after yourself my son; you have my blessing!

Thank you mom. I will let you know when I'm settled.

Don't forget your humble beginnings if you find your fortune!

I won't let you down, Pa!



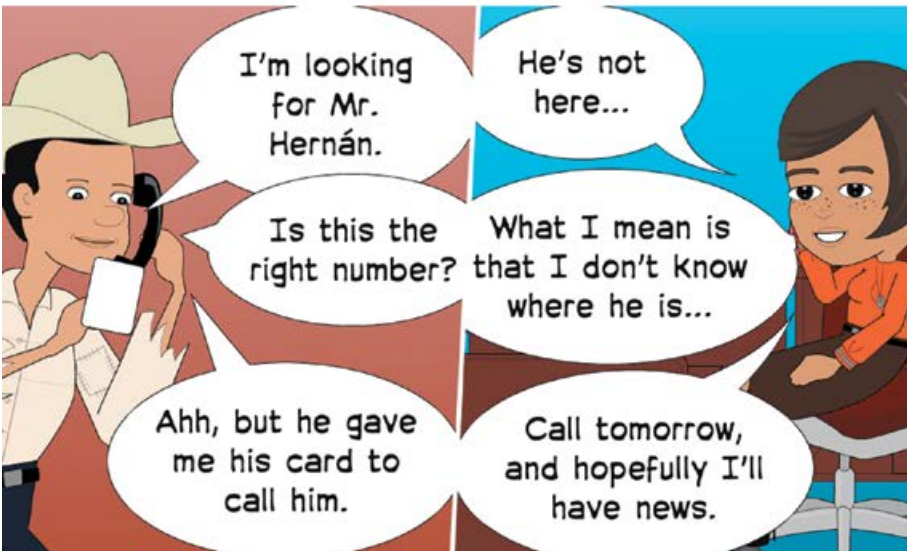
During the six-hour journey from the mountains to the coast, his mood fluctuated between nervousness, enthusiasm and homesickness.

Soon I will see my beloved family again.

When Valentín arrived to Ciudad del Mar, he was totally amazed. He was blown away by the sea, which he had never seen before.



He looked for a telephone so that he could call Mr. Hernán. What he heard in response left him frozen on the spot.



I'm looking for Mr. Hernán.

He's not here...

Is this the right number?

What I mean is that I don't know where he is...

Ahh, but he gave me his card to call him.

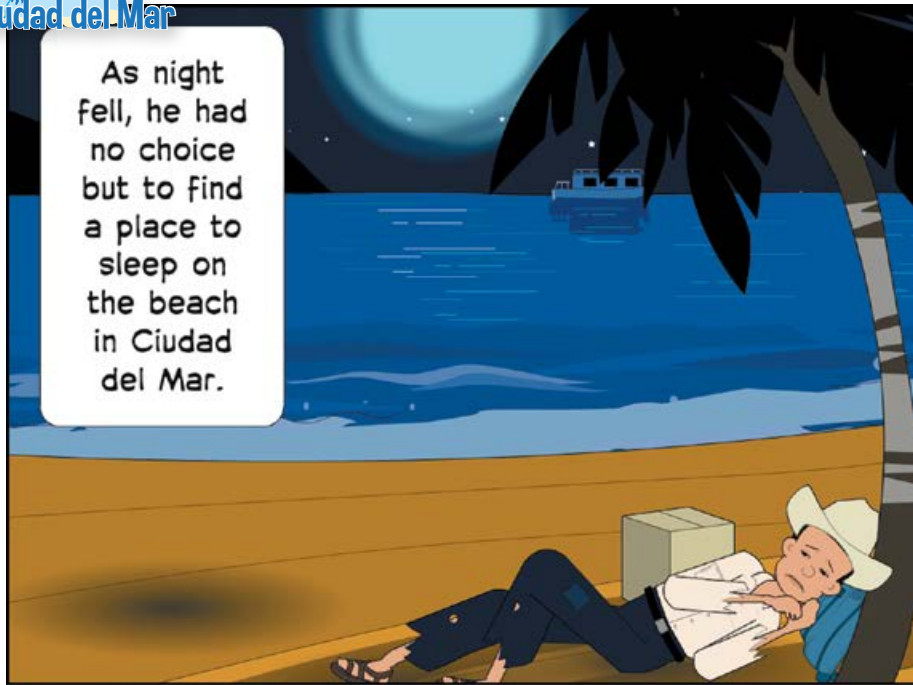
Call tomorrow, and hopefully I'll have news.

He felt like an unwanted cockroach with only a few pesos and a bag with some biscuits, some chocolate, fruit, a bottle of water some clothes and the business card. That was all he had.

I guess I should go back home...

Get off! That's just what I need!





As night fell, he had no choice but to find a place to sleep on the beach in Ciudad del Mar.



Thinking of his loving family gave him strength

I am going to try, and I'm going to do it! I AM GOING TO TRY AND I'M GOING TO DO IT!

The following morning, tired but hopeful, Valentín call Mr. Hernán's office again.



It's me again. I'm looking for Mr. Hernán.

Good morning! Who's calling?

I'm Valentín. Don't you remember me?

Ah, no! What can I do for you?

I'm looking for him because he said he would give me work.

He arrives tomorrow. He's in Cabo San Telmo.

Valentín had no idea where Cabo San Telmo was, but it seemed to him that it was on the other side of the world...



I'll call again tomorrow.

Yes. Tomorrow.

... He'll probably arrive by rocket!



It was another crash landing...

Another day on the beach

But there is nothing bad enough that it lasts for a 100 years, so the next day ...



Mr. Hernán, its Valentín, from Villa del Maíz

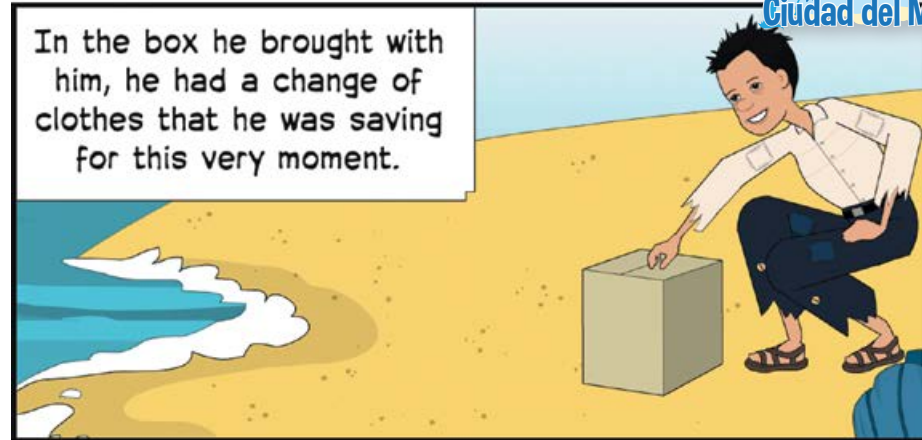
Hello boy! Where are you?

I've just arrived to Ciudad del Mar.

Come and see me. I've got work for you. I'm in the Hotel Zone, number 25.

You bet! I mean, yes, I'm on my way!

I'll see you here.

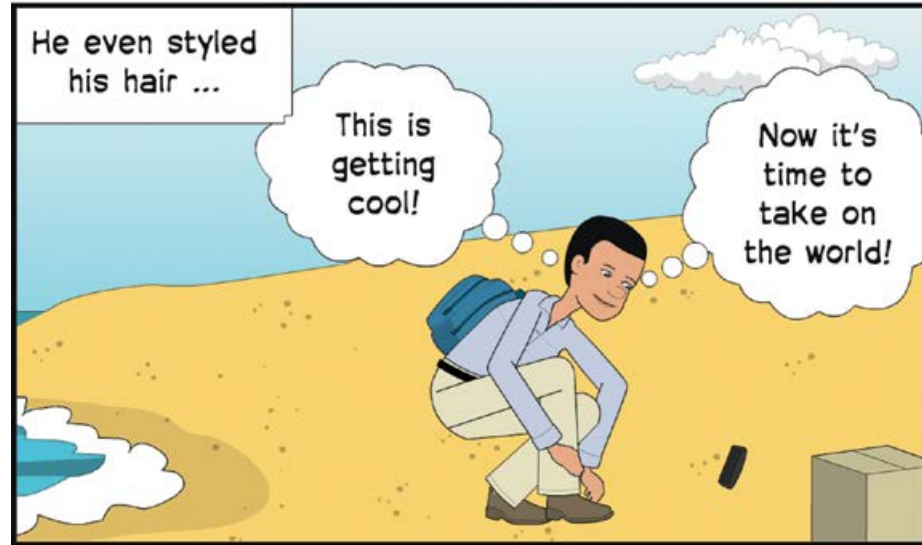


In the box he brought with him, he had a change of clothes that he was saving for this very moment.



He bathed himself as best he could...

Let's see if I don't scrub up well!

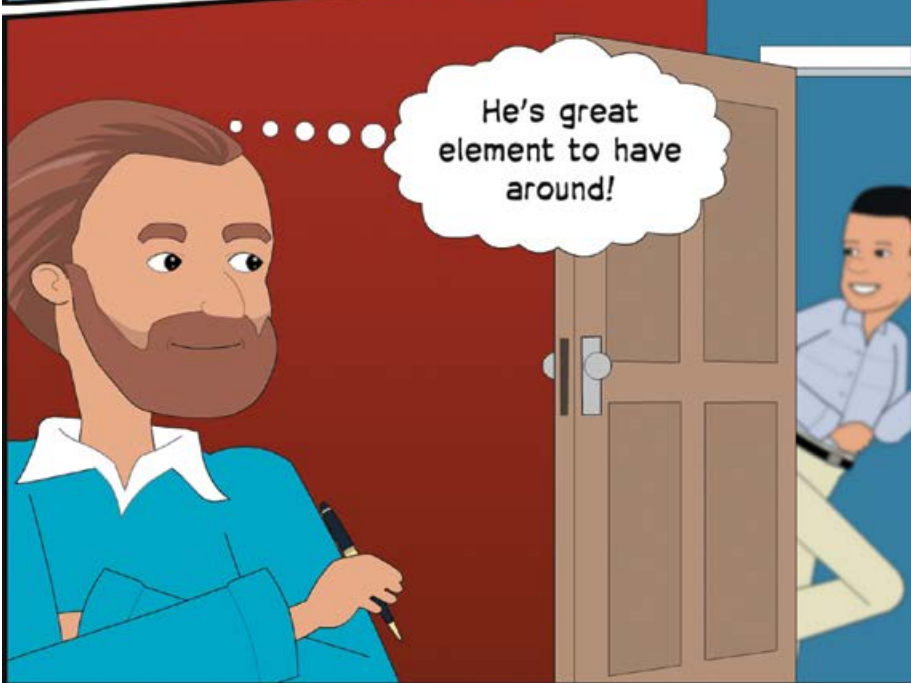


He even styled his hair ...

This is getting cool!

Now it's time to take on the world!

And that was how Valentín got his first job as office boy in Ciudad del Mar.



As soon as he got his driving license, he was promoted to chofer.



He continued to impress, learning to work as a team and was promoted to storeroom assistant.



... And, just as hard work deserves to be acknowledged, Mr. Hernán decided to support Valentín's future.

You have earned this scholarship for your studies by your efforts.

I won't let you down!



Now at university, he was a good student and he stood out from the rest.

I have to study hard to reach my goals.

Hi Valentín!

How are you Elena?



... Things couldn't have got any better for Valentín when he found love ...

Honestly, I would tend to the cows and feed the pigs, and ...

I don't believe you at all!



With his new skills, Valentín was given the job as buying agent...

Look, I know you want to earn a little extra money. The finish is fine, but just not so wide!

... and at university, he didn't let his guard down.



One of the most satisfying moments of his life was when he invited his parents to his university graduation.

Congratulations, son! You have a degree and a moustache to match!

JAJA

JAJA



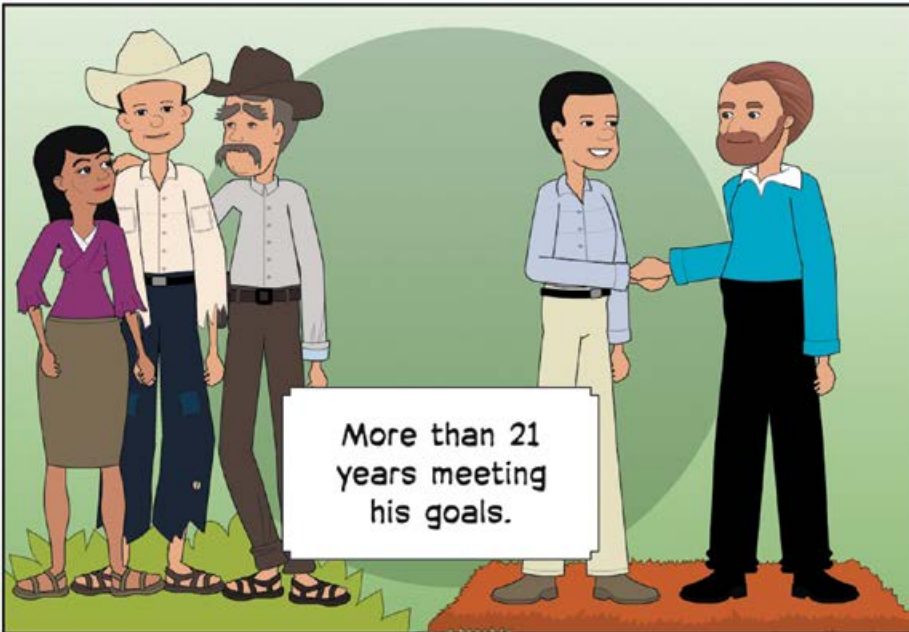
Just 6 years after first arriving to the city, Valentín was promoted to area manager.



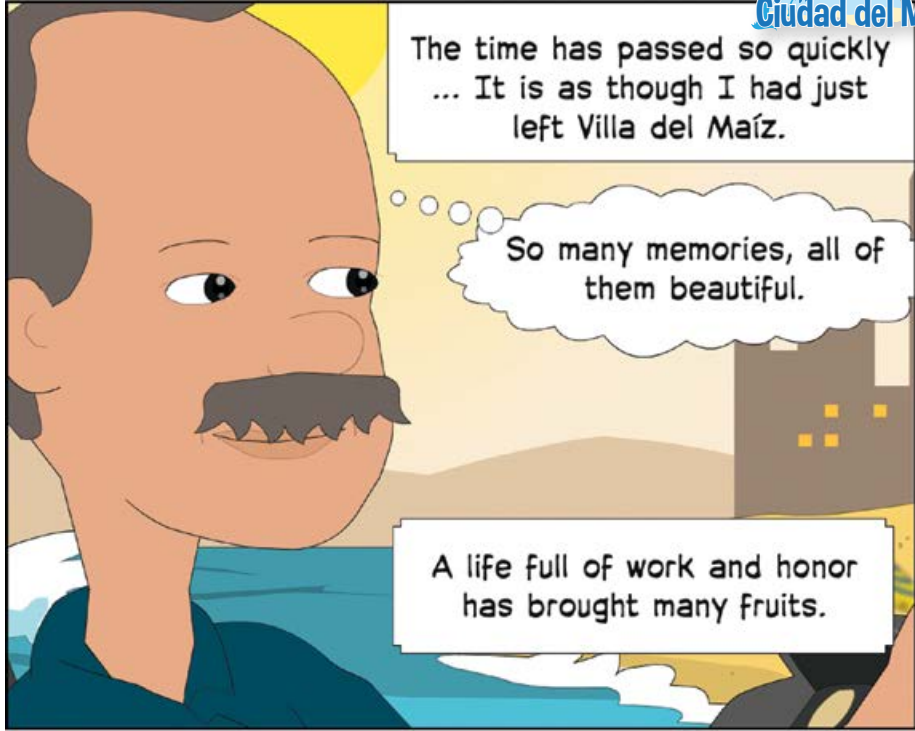
Mr Hernán, I know the importance of loyalty, I won't let you down!

I have no doubt about that!

Now, 15 years' later, he continues in this position; and just as promised, he has never faltered in his role.



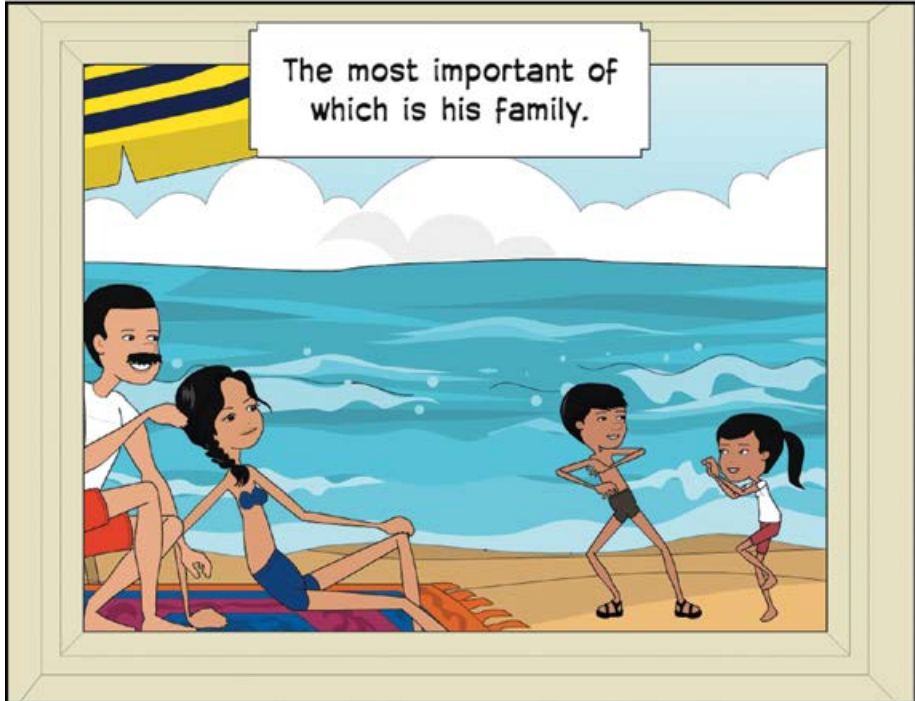
More than 21 years meeting his goals.



The time has passed so quickly ... It is as though I had just left Villa del Maíz.

So many memories, all of them beautiful.

A life full of work and honor has brought many fruits.



The most important of which is his family.



*Success is a journey
not a destination.*

*Yes!
you
can*

THE 5 C'S OF WORKING AS A TEAM

1 COMMITMENT

Every member of the team is committed to giving their best and putting all of their effort into tasks.



La fórmula del compromiso laboral

2 CONFIDENCE

Each member of the team has confidence in co-workers to carry out the task at hand well.



3 COMPLEMENT

While each member of staff has his or her own skill or area of knowledge, together they complement one another to reach a common goal.



4 COORDINATION

The team chooses someone to coordinate the tasks, organizing deadlines and dividing work so the project advances.



5 COMMUNICATION

The group communicates openly to make sure each individual understands, takes decisions and coordinates efficiently.

Yes!
you
can