

Tekcetera Celebrates 10 Years With 10 Months of Giving Back

by STEVE AVERILL on APRIL 20, 2012



Tekcetera has been providing infrastructure solutions, cloud services and managed IT services for Orange County businesses for the past 10 years.

In February, they launched a program to celebrate this milestone anniversary by giving back every month for each year they've been in business.

They're calling it [10 Months of Giving Back](#).

You're right.

It is clever.

And their PR kicks your PR's ass.

I spoke to [CEO John Pitts](#) and you can hear his passion for his company and the community that has supported it. So it's not surprising that they would come up with a cool way to celebrate and do it throughout the year.

A quote from Pitts:

“We have created a very special culture of ‘do what it takes’ to care for people in both business and community. Our ‘10 Months of Giving Thanks’ initiative is not out of the ordinary for the Tekcetera team. We have spent the past decade giving back, but for the next 10 months, we’ll give thanks as a team of one, with our managers, staff and family members. Tekcetera is proud to be in this position after 10 years in business and we look forward to the next 10 months and beyond of thanking the Orange County community that has supported us over the years.”

They started off in February with a [CHOC](#) Toy Drive for children with cancer.



And followed it up in March with a visit to [Someone Cares Soup Kitchen](#) in Costa Mesa, preparing and serving food to local hungry residents.



And this month they'll be participating in the [Make a Wish Walk for Wishes](#) tomorrow and hitting a local park to do a clean up in celebration of [Earth Day](#), which is this Sunday April 22.

Here's the thing.

They don't have to do this. No one is forcing them. They just have a quality as a company that makes them say, "If we're gonna market ourselves, let's at least give back while we're doing it and have a little fun."

Those are the kind of qualities you want from someone you outsource services to. Lots of companies like this are competent. But not all of them are giving and most won't brighten your day.