

The Tissue⁹

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Green is In for 2011

See Diamond's Shining New Look

Diamond is leading the way among California businesses in attaining compliance with CARB-mandated diesel particulate regulations.

Diamond is getting 2011 off to a green start. It's the right thing to do, and the bright thing to see on our new fleet of 32 environmentally-friendly trucks. The virtually emission-free vehicles are being introduced to replace aging trucks throughout Diamond's service area. They're easy to spot; just check out the door decal: Diamond **Environmental Services**.

Operations Manager Warren Van Dam states, "We're leading the way among California businesses in attaining compliance with California Air Resources Board (CARB)-mandated diesel particulate pollution regulations that were initially slated to be accomplished January 1, 2011 but now have been extended for several years."

Pristinely Clean

The new-model Kenworth trucks feature cutting-edge technology to keep diesel particulate matter out of the air. The stacks look pristinely clean, and they are, confirms Warren. "We conduct smog tests on all our vehicles. When we test our new Kenworths, the equipment doesn't even



Hector Arroyo, attired in new Diamond jacket, stands in front of a new, "green" vehicle.

register, meaning they pass with flying colors." That color is definitely **GREEN**.

To complete the ensemble, drivers now sport a new company jacket. In everything we do, Diamond aims to lead the industry.

Farmers Insurance Open Shines with Diamond



Tiger Woods opted to play his first PGA tournament of 2011 at the Farmers Insurance Open at Torrey Pines Golf Course taking place the last week in January. Farmers opted to rely on Diamond to ensure the tournament would be a success, not only for the winner but for all participants, VIPs, media and spectators.

Some 100,000 people attended the event. Most made use of

Special Events Coordinator Ahna Covell oversees the massive Diamond installation at Torrey Pines before the tournament tees off.

the "necessities" supplied and meticulously maintained by Diamond. Thirteen restroom compounds with fencing were installed unobtrusively throughout the famously scenic course. Among six 24-foot restroom trailers were two "presidential" units boasting faux marble and wood for the Farmers/Zurich skybox and Century Club Pavilion. Specialty VIP executive solar units were installed in the chalets and a host of other Diamond equipment, including portable kitchens and water service for the Lodge at Torrey Pines and

continued on back

We Thank Our Ten-Year Team

February 1, 1998 marks the date Diamond Environmental Services was established.

Owner Eric de Jong reports, "Based on the core principles of Simplicity, Reliability and Personal Attention, we have grown immensely in products, customers and staff. We are pleased to have shared this expansion with people who have traveled the Diamond road with us for 10 or more years. Counting myself, there are 10 of us. That says a lot for them, and for Diamond."



Diamond staff who have logged at least 10 years received gifts of thanks. The men were given luxurious leather bomber jackets. The women received lovely pendants made of (what else!) diamonds.

Employees say they appreciate the gifts, but even more so, enjoy participating in the company's successes. Maintenance Manager Tom Charpentier has completed more than 10 years with Diamond after some 20 years with Coast Waste Management, which was owned by Eric's father, Arie. "They treat me very well," says Tom, emphasizing, "Not just me. They treat ALL employees really well. That's why so many people stay."

Commercial Supervisor Matt Copeland supervises commercial drivers as well as North County San Diego routes and dumpster services. Matt says, "I love it here! No two days are the same. Every day and every situation are different. It's exciting and challenging. I like to solve problems and resolve situations. The work is very satisfying."

Diamond's Ten for Ten

Eric de Jong, *Owner*
Warren Van Dam, *Operations Manager*
Tom Charpentier, *Shop Manager*
Matt Copeland, *Commercial Supervisor*
Richard Currey, *Delivery and Pickup Supervisor*
Cindy Packer, *Office Manager*
Rogelio Rico, *Site Supervisor*
Lynn Russell, *Sales Representative*
Jamie Silva, *Wash Bay Maintenance Supervisor*
Able Tapia, *Lead Relief Driver*

Longevity runs in the Diamond family; for customers as well as staff. Many businesses who began with the company 10 or more years ago still remain. Beginning with Diamond's original portable restrooms,

several now use temporary fencing, power and other services.

Mary Cooper of Cooper's Cactus in Vista has been a Diamond portable restroom customer since Day One (actually, before, as this 40-year-old business was a customer of Diamond's predecessor company). This wholesale purveyor of succulents says, "I appreciate the good service from the driver. I plan to stay with Diamond." For information on Cooper's, call 760-726-8280, and thank you, Mary Cooper!

Torrey Pines, *continued from front*

units exclusively for the golfers, completed the massive installation. All units were serviced nightly with multiple attendants on duty each day.

After working on the project for several weeks, Special Events Coordinator Ahna Covell was gratified to see it come to fruition. Like a golfer facing a challenging putt, Ahna kept her cool while dealing with a plethora of details. She says, "I hope this is the first of many productive Diamond partnerships with the event."

Tiger finished far behind winner Bubba Watson. But for this most special of special events, Diamond Environmental Services worked hard to make sure that Torrey Pines Golf Course came out a winner to all.

Tissue Tip Pay Online

In our continuing effort to provide exceptional, Diamond-standard service, we offer customers an easy, efficient way to pay: online!

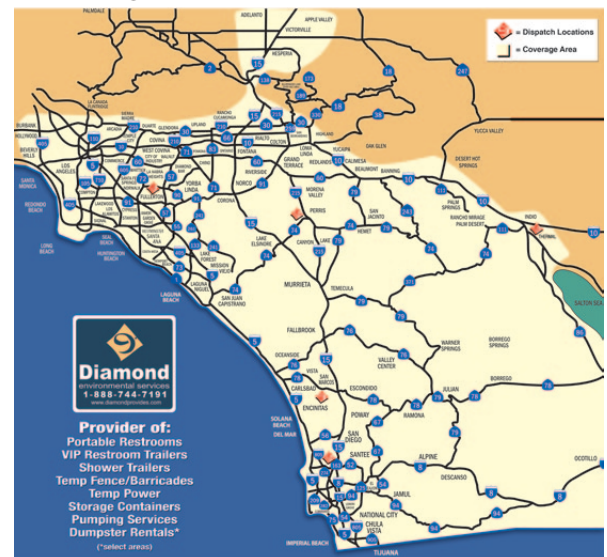


Office Manager Cindy Parker reports, "Using your credit card to pay your monthly or one-time invoice is safe, secure and convenient. You'll save postage and time." Here's how it works:

1. When you receive your bill in the mail, visit <http://diamondprovides.com/pay.htm>.
2. Follow the simple steps to securely input your credit card information.
3. You also can call Customer Service to establish credit card auto-payment for recurring monthly bills.

About Diamond

Diamond Environmental Services is a privately owned and locally operated sanitation company offering portable, long-term and permanent restrooms, hand sanitizers and RV, septic, grease trap and non-hazardous wastewater pumping. Diamond also provides temporary fencing, temporary power and San Diego area dumpster services.



More than 150 employees serve the ongoing needs of thousands of customers throughout Southern California. With its headquarters in San Marcos, and satellite facilities in Miramar, Perris and Fullerton, Diamond provides prompt attention to customers' needs and 24-hour emergency services. A full description of products and services can be found on our website at www.diamondprovides.com.



Toll-free: (888) 744-7191
www.diamondprovides.com

Simplicity • Reliability • Personal Attention